

HOAG JAY C  
Form 4  
February 05, 2019

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
HOAG JAY C

2. Issuer Name and Ticker or Trading Symbol  
ELECTRONIC ARTS INC. [EA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
02/01/2019

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O TECHNOLOGY CROSSOVER VENTURES, 250 MIDDLEFIELD ROAD

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

MENLO PARK, CA 94025

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |     |  |  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|-----|--|--|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |     |  |  |
|                                 |                                      |  | Code                           | V   | Amount  |  |  |     |  |  |
| Common Stock                    | 02/01/2019                           |  | M                              |   | 257   | A  | \$ 91.22                                   | 257 | D <sup>(1)</sup>                           |  |
| Common Stock                    |                                      |  |                                |   | 4,333   |  |  | I   | TCV Management 2004, L.L.C. <sup>(2)</sup> |  |
| Common Stock                    |                                      |  |                                |   | 4,333   |  |  | I   | TCV VI Management, L.L.C. <sup>(3)</sup>   |  |
| Common                          |                                      |  |                                |   | 14,497  |  |  | I   | TCV VII                                    |  |

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|              |  |           |   |  |  |  |
|--------------|--|-----------|---|--|--|--|
| Stock        |  |           |   |  |  | Management, L.L.C. <sup>(4)</sup>                        |
| Common Stock |  | 597,499   | I |  |  | TCV V, L.P. <sup>(5)</sup>                               |
| Common Stock |  | 604,369   | I |  |  | TCV VI, L.P. <sup>(6)</sup>                              |
| Common Stock |  | 1,473,923 | I |  |  | TCV VII, L.P. <sup>(7)</sup>                             |
| Common Stock |  | 765,443   | I |  |  | TCV VII (A), L.P. <sup>(8)</sup>                         |
| Common Stock |  | 29,022    | I |  |  | TCV Member Fund, L.P. <sup>(9)</sup>                     |
| Common Stock |  | 163,757   | I |  |  | Hoag Family Trust U/A Dtd 8/2/94 <sup>(10)</sup>         |
| Common Stock |  | 89,677    | I |  |  | Hamilton Investments Limited Partnership <sup>(11)</sup> |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Non-Qualified Stock Option (right to buy)  | \$ 91.22   | 02/01/2019                           |  | A                              | 257   | <sup>(12)</sup> 02/01/2019                               | Common Stock  | 257                        |



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- (10) Jay Hoag is a trustee of The Hoag Family Trust U/A Dtd 8/2/94. Jay Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (11) Jay Hoag is the sole general partner and a limited partner of Hamilton Investments Limited Partnership. Jay Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (12) This option was immediately exercised.
- (13) This option was issued to the reporting person in lieu of Board cash compensation of \$21,250.
- (14) Jay C. Hoag has sole voting and dispositive power over the options he holds directly. However, the Management Companies have a right to 100% of the pecuniary interest in such options. Mr. Hoag is a member of each of the Management Companies. Mr. Hoag disclaims beneficial ownership of such options and the shares to be received upon the exercise of such options except to the extent of his pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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