



Impact Report

2020



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A Message from Our CEO, Andrew Wilson

At Electronic Arts (EA), our mission is to inspire the world to play. At our core, we believe that play is a fundamental human need—a basic element of how we express ourselves creatively and how we connect with others. In today’s ever-changing world, providing that inspiration to an audience of billions is a unique and important challenge.

For EA, inspiration starts with the positive experiences and impact that we bring to our industry, our communities, and the world in which we live. We measure our impact against a number of environmental, social, and governance factors that enable us to be a positive force in our communities, while promoting resilience in our operations, and providing long-term value for our shareholders. For example:

- EA studios are using our Inclusion Framework to create more inclusive and diverse games.

- We recently introduced the Positive Play Charter, a set of guidelines for positive play and a commitment to combat toxic behavior in our games and communities.
- We continue to drive data security and privacy practices that build trust with our players and employees.
- Our continued digital transformation has significantly reduced the environmental impact of manufacturing and distributing discs and packaging, while continuing to drive value for our business.

As we publish this report, the COVID-19 pandemic continues to have an unprecedented effect on our world. This crisis demands more from all of us, and our teams have done extraordinary things to help our players and communities in these challenging times.



Our work is about more than the “pursuit of play, it is about making a meaningful difference in the world. I am incredibly proud of the positive experiences we have brought our players and communities during this difficult time.”

We’ve also made a long-term commitment to drive meaningful change against racial injustice. In June, we contributed \$1 million to support organizations working to fight discrimination and protect human rights. We also increased our charitable match program to champion the causes that matter most to our employees.

We bring an innovative mindset to everything we do at EA. Every day we continue to innovate in service of the meaningful impact that games and play can have on our world. I am incredibly proud of the positive experiences we have brought our players and communities during this difficult time, and I look forward to sharing more progress and learning as we deepen our positive impact in the years to come.

Best Regards,

Andrew Wilson

CEO



Our Business

EA is a global leader in digital interactive entertainment. We develop, market, and distribute games, content, and services that can be played and watched on game consoles, PCs, mobile phones, and tablets. Our team of artists, storytellers, technologists, and innovators are committed to delivering amazing games and content—powered by services—to a global audience. Headquartered in Redwood City, California, EA is publicly traded on the NASDAQ Global Select Market [NASDAQ: EA].

Methodology

To compile this report, we referred to the Sustainability Accounting Solutions Board (SASB) Materiality Map [SEE PAGE 39]. Unless otherwise indicated, information is from fiscal year 2020 (April 1, 2019–March 31, 2020). We gathered information from internal data reporting and verification processes, as well as internal subject matter experts.



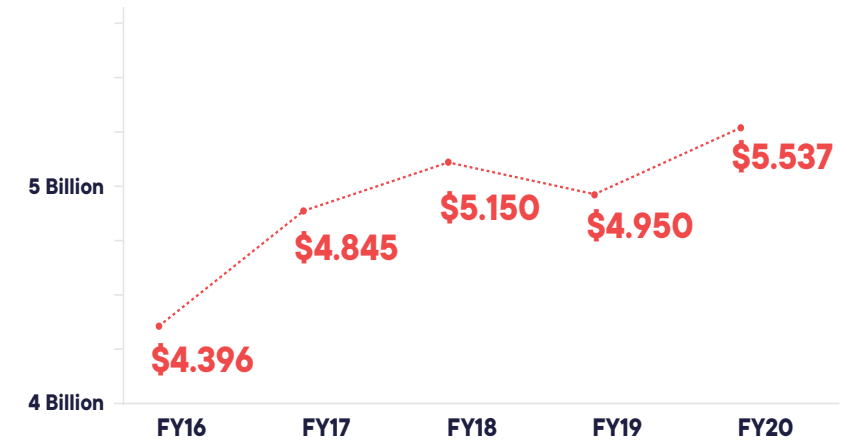
Click to view:
[Our Annual Report](#)
[SASB Materiality Map](#)



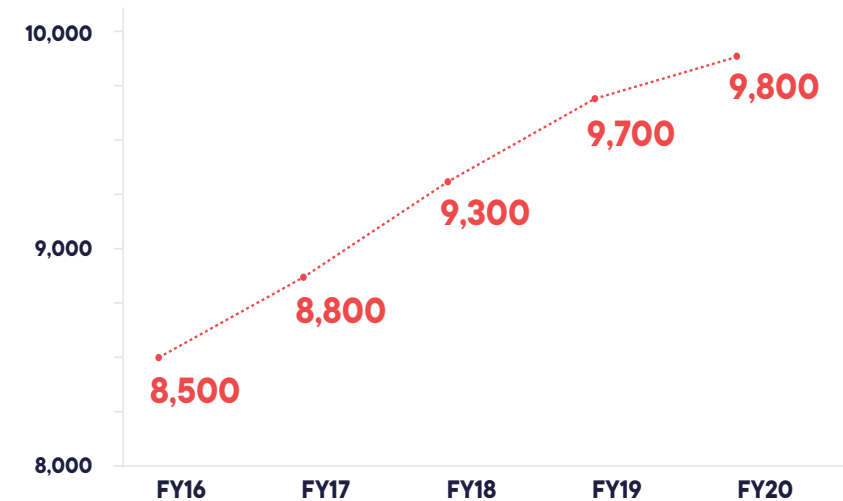
If you have questions, comments, or feedback about this report, please contact us at ir@ea.com.

Business Snapshot

Net Revenue



Full-Time Employees





Apex

01

Building Diverse and Healthy Teams

As we aim to inspire the world to play, we know that our strength lies in the diversity of our people. Creating great games starts with development teams that are as diverse as the communities we serve.

From our inclusive workplace policies to pay equality, we continue to invest in initiatives that empower our people, celebrate diversity, and actively foster inclusion.

01 / 05



Inclusion and Diversity: A Business Imperative

Our investments in inclusion and diversity will shape the future of EA. We are working to embed inclusion across our systems, processes, and culture in order to:

- 1 Develop relatable content and games.
- 2 Enable expansion into new and diverse markets.
- 3 Attract, develop, and retain great talent that can thrive and do their best work.
- 4 Bridge to better representation that authentically reflects players around the world.

Vinícius Júnior



[Click to learn more about Inclusion and Diversity work at EA.](#)

Our Inclusion and Diversity Pillars and Governance

1 PEOPLE Attracting, hiring, developing, and retaining diverse teams.

2 CULTURE Creating an inclusive environment, where people feel that they belong.

3 COMMUNITY Building and maintaining healthy online and local communities.

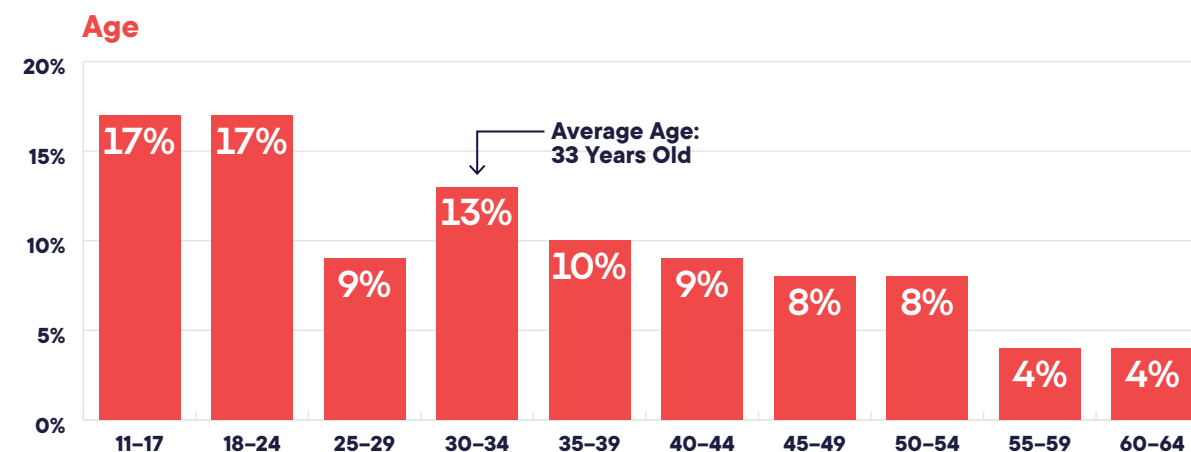
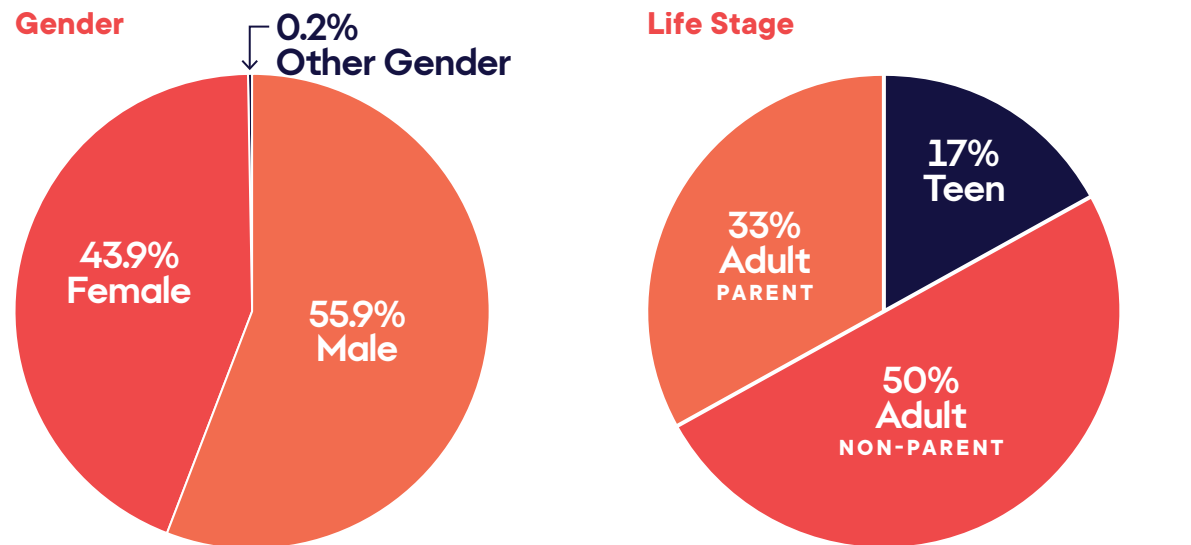
Our Global Diversity Council, led by our CEO, governs our commitments to equity, inclusion, and diversity, as well as our outreach and community impact. The Nominating and Governance Committee ultimately oversees our commitments and progress.

The global player community represents a wide diversity of demographics with players in nearly every country. Notably, 43.9 percent of players are female and the average age is 33 years old. To create games and experiences that resonate with players, it is a business imperative that we cultivate a workforce that reflects the diverse player community.

Currently, 50 percent of EA Studios' leadership—those overseeing the conceptualization, development, and production of all of our games and services across all platforms—are female. Additionally, Hispanic/Latinx representation in our workforce has risen 34 percent in the last two years and each EA Business Unit (BU) has established an Inclusion Action Plan to identify initiatives, actions, and metrics that cultivate a more inclusive employee experience with leadership accountability.



2019 Global Player Demographics



Source: Internal EA estimates derived from internal and third-party data from calendar year 2019.

While we have made steady improvements with respect to diverse representation, we are not where we aspire to be in all areas. Our plan to accelerate progress includes:

1 BELONGING CULTURE Create an inclusive culture that welcomes different viewpoints and enables employees to do the best work of their careers. This includes encouraging allyship, leveraging Employee Resource Groups (ERGs) [SEE PAGE 10] as an organizational resource to accelerate progress against key employee engagement and retention goals outlined in the BU Inclusion Action Plan, and building our future talent pipeline through science, technology, engineering, arts, and math (STEAM) education and social/racial justice initiatives.

2 LEADERSHIP Equip leaders with training and education that increases understanding and provides them with the tools and behaviors to be inclusive managers that advocate for equity, inclusion, and diversity.

50%

of EA Studios' senior leadership team is female.



This includes holding leaders accountable and rewarding managers who foster inclusive cultures and achieve the objectives outlined in the BU Inclusion Action Plan.

3 INCLUSIVE PEOPLE SYSTEMS AND PRACTICES

Evaluate people processes with an eye to systemic inclusion and execution of inclusive behaviors and practices. This includes evaluating our holistic sourcing and hiring process to expand upon the places we proactively look for talent, as well as creating a more inclusive planning and development process.

Compensation

EA believes in pay equality. Our commitment to equality, inclusion, and diversity means compensating our employees fairly based on the work that they perform. Using a holistic and comprehensive approach, we regularly review employees' pay to apply compensation philosophies and practices that are fair, free from unconscious bias, and result in equal pay for equal contribution.

September 2020 Global Women Representation

OVERALL	PEOPLE LEADERS ¹	TECHNICAL ROLES ²
23.9%	21.4%	18.0%

September 2020 US Race/Ethnicity Representation

	OVERALL	PEOPLE LEADERS ¹	TECHNICAL ROLES ²
White	54.6%	60.4%	54.2%
Asian American/ Asian	22.3%	18.6%	25.2%
Hispanic/Latinx	8.2%	5.9%	6.8%
African American/ Black	3.2%	2.4%	2.5%
Two or More Races	4.3%	4.0%	3.5%
American Indian/ Alaska Native	0.3%	0.1%	0.2%
Native Hawaiian/ Other Pacific Islander	0.2%	0.1%	0.1%
Under Represented Talent ³	16.2%	12.5%	13.1%
Unknown	6.9%	8.5%	7.5%

¹ An employee that manages at least one other regular, full-time employee. ² A job profile that includes at least one of software development or information technology, or requires deep technical specialization and knowledge, or oversees technical employees or (oversees) development and delivery of technical products. ³ A combined total of Hispanic/Latinx, African American/Black, Two or More Races, American Indian/Alaska Native, and Native Hawaiian/Other Pacific Islander.



Our Public Commitments

Gender Equality

Gender equality is foundational to our culture and values as a company. We pledge to advance gender equality by:

- Leading the representation of women in games.
- Empowering an inclusive culture.
- Promoting the gender equality movement through our industry and our communities.

In 2019, we held our first annual Advancing Gender Equality Summit, inviting leaders from the gaming, entertainment, and technology industries to discuss the creative approaches companies are taking to advance gender equality.

Ukie Initiative

As a founding member of the Ukie initiative #RaiseTheGame, we pledge to advance inclusion and diversity in the video games industry by:

- Creating a diverse workforce.

- Reflecting greater diversity in our work.
- Shaping inclusive and welcoming workplaces.

Our UK employees completed the UK Games Industry Diversity Census, which produced a detailed analysis of workforce diversity. This was an important step to addressing diversity in the video gaming industry.

Social and Racial Justice

EA holds equality, inclusion, and diversity at the center of our beliefs. This year, we took additional action to support the fight for social and racial justice and drive change in our organization and communities by:

- Contributing \$1 million to organizations fighting for racial justice in the US and against discrimination around the world, including the Players Coalition, Equal Justice Initiative, the American Civil Liberties Union, the Fund for Global Human Rights, and the NAACP Legal Defense and



Click to view:

[#RaiseTheGame](#)

[Our Actions Against Racial Injustice](#)

Educational Fund.

- Doubling the match for employee donations to local and global charities addressing racism and discrimination.
- Organizing multiple conversations with our African American/Black leaders to better understand the impact and trauma experienced in their communities as a result of discrimination and collaborating with colleagues and community members to advance plans to accelerate change.
- Increasing access and benefits for mental and emotional health support for all of our global workforce.
- Holding a series of employee-wide community conversations to discuss the realities and impacts of racism, bias, and discrimination.
- Celebrating Juneteenth with a company-wide day of volunteering and learning focused on allyship, celebration, and giving back.

Employee Resource Groups (ERGs): A Critical Resource








ERGs are a critical component of our culture and provide allyship across groups and functions within the company. They connect employees, create a sense of belonging, and contribute directly to our inclusion and diversity pillars: people, culture, and community. ERGs are instrumental in implementing key company initiatives at scale under our BU Inclusion Action Plans, while simultaneously caring for the local diversity priorities of each chapter. ERG membership is open to all EA employees, including people who identify with the affinity group and allies.

Our ERGs are a critical resource for EA's development teams. Our teams engage with our ERGs, leveraging EA's Inclusion Framework to champion equity, inclusion, and diversity in our games and services.



[Click to learn more about how our ERGs engage with game teams to help shape characters, stories, and experiences that resonate with diverse players around the world.](#)

Our ERGs

	WOMEN'S ULTIMATE TEAM (WUT) Women's affinity group—our first and largest ERG	1,442 MEMBERS
	PRIDE LGBTQ+ affinity group	628 MEMBERS
	SOMOS EA ("We Are EA" in Spanish) Hispanic and Latinx affinity group	358 MEMBERS
	BEAT! (Black EA Team) African American and Black affinity group	334 MEMBERS
	ASPIRE (Asian and Pacific Islanders Represent) Asian and Pacific Islander affinity group	526 MEMBERS
	ABLE Champions the inclusion of people with disabilities; created by and for people with disabilities	438 MEMBERS
	MOSAIC Enables smaller offices/studios to engage and contribute to the objectives of relevant affinity groups for their location	EST. FEB. 2020

Creating Inclusive Games

We believe that games have the power to transcend society, and the characters we create and stories we tell can positively impact the world around us. To create powerful experiences for our global community of players, our games, characters, and character experiences must be as diverse as the communities we serve. This means advancing representation in our games and creating authentic experiences that resonate with our players.

To achieve this, members of our WUT ERG created the Inclusion Framework in 2017. The Inclusion Framework is a core set of filters designed to help our studios develop more inclusive characters and stories across our games. We've since created a steering committee to provide studios with guidance on how to actively implement the framework across game titles. Development teams frequently consult with the steering committee and ERGs to effectively represent diverse people and cultures in our games.



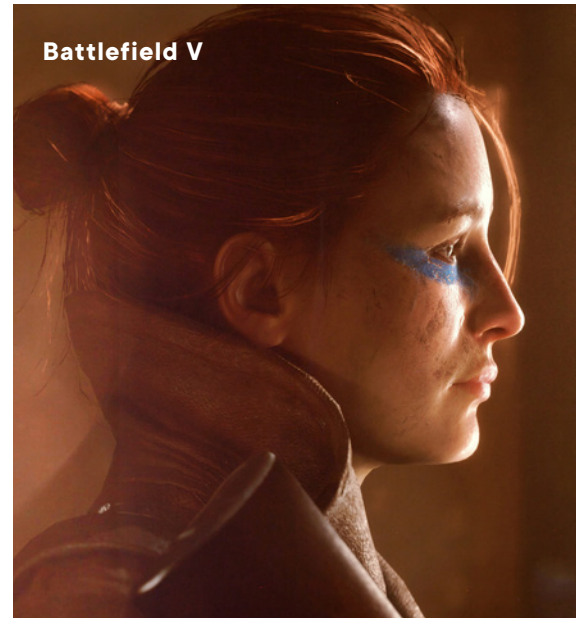
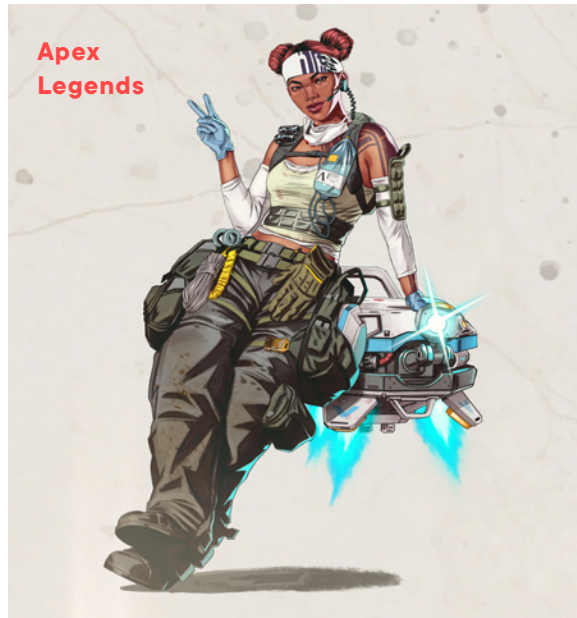
Advancing representation in our games and creating authentic experiences that resonate with our players is crucial to delivering amazing games.

Inclusion Framework Objectives

- 1 Drive in-game representation of underrepresented groups.
- 2 Ensure we create multi-dimensional characters.
- 3 Inspire our teams to create games that deliver an experience of belonging.

FIVE QUESTIONS WE USE TO EVALUATE CREATIVE WORK:

- 1 How often do we seek to tell stories of underrepresented people?
- 2 Are we portraying people of diverse backgrounds authentically?
- 3 Are we imparting any unconscious bias into our narratives?
- 4 How diverse and inclusive is our mode/story/game?
- 5 Is our game playable for as many players as possible, and are we making efforts to make our game accessible for players with disabilities?



Inclusion and Diversity Realized in Games

Although we have made great strides to increase representation in our games, we recognize we still have work to do to fully reflect the diversity of our global player community and the world at large. As we challenge ourselves to do more, we think it's important to celebrate some of our proudest inclusion accomplishments to date.

We have integrated prominent female characters into many of our games for several years, including Mirror's Edge, Battlefield V, and Apex Legends. In The Sims players can choose the nuances of their visual identity, such as skin tone and hair type, when creating their Sim and are also able to create character relationships across gender, ethnic, and racial identities.

All of our games included a prominent female character in fiscal years 2019 and 2020.



Developing Leaders Within EA

Creating great games begins with developing strong leaders. We believe that leading people is an honor, privilege, and a great responsibility, which is why we are committed to cultivating strong leaders and managers across our organization. This commitment includes programs for existing people managers, as well as programs for developing future leaders within the company.

We invest in developing and retaining employees through access to professional growth resources, skills learning, and other job-specific and general knowledge training.

People Manager Resources

- 1 Provide clear descriptions of the leadership behaviors expected of all people managers.
- 2 Implement new manager onboarding that covers manager mindset, manager expectations, coaching, and feedback.
- 3 Deliver in-person learning experiences focused on advocacy, development, and performance improvement.
- 4 Provide additional training through online manager development offerings.

Learning and Training at EA

In 2019, we launched a new global learning management system for all 9,800 of our employees. As a result of these expanded learning opportunities, engagement on our learning platforms has increased and our workforce has completed over 43,000 training hours during fiscal 2020.

We invest in developing and retaining employees by providing access to career resources and training.

Inclusion Training and Culture Champions

At EA, we believe that everyone has a role to play in creating a culture in which everyone can do their best work. We provide training resources for our employees to safely explore topics of inclusion and become even more inclusive leaders. Tools like Globesmart provide increased understanding of how to cultivate a culture of belonging and help leaders identify tangible actions to foster an inclusive environment. Training includes: workshops on unconscious bias, building cultural capabilities, psychological safety, inclusive team building, and ways to foster belonging. We also level-up select leaders as culture champions, who go on to learn more about how to become better advocates for inclusion and promote these practices within EA.

Leadership Development Programs

XCELERATORS

This year-long intensive program prepares 35 high-performing employees to scale up and take on broader leadership roles in the organization. Our Chief Studios Officer is an Xcelerators alumna.

SPONSORSHIP PROGRAM

This pilot program in one of our larger business units matches high potential individuals with executive sponsors for direct coaching, training, and career advancement opportunities within EA.

EA GLOBAL MENTORING PROGRAM

Designed to accelerate personal and career development, our mentoring program contributes to a culture of learning, support, and stewardship throughout our global offices.

70%

of our executive leadership is internally developed talent.



Storm from Anthem

Training for Specialized Roles

1 We offer learning and training for key capabilities in specialized roles, such as game designers, software developers, frontline contact center employees, and QA testers.

2 We provide access to a number of online learning resources with leading industry vendors, including the Game Developer Conference Vault, O'Reilly Books, Safari Online, and LinkedIn Learning.

3 We developed a catalog of learning materials for EA's proprietary Frostbite game engine and tools, serving more than 2,500 game developers at EA.

Each year, we host internal learning summits, workshops, and conferences that bring together domain-specific communities of practice from around the world.

1 ANALYTICON A multiday summit that brings together data science analysts from across the organization.

2 FROSTBITE DEV DAYS Training on our game engine and insight into our technology roadmap for the future.

3 TEAM BLUE SECURITY SUMMIT Multiday cybersecurity conference with cross-functional hands-on training, presentations, and workshops.



Dragon
Age

Listening and Improving

We use regular one-on-one conversations between managers and employees, as well as regular engagement surveys and internal data insights, to promote a high-performance culture and measure employee engagement and organizational health.

Managing for Results

At EA, we believe that meaningful conversations are deeply valuable in fostering a high-performance culture. Our managers are trained to conduct quarterly performance conversations that provide ongoing feedback to help advance employee success and skill development.

These quarterly conversations are also opportunities for employees to provide feedback on their experiences, discuss professional development, and align on key priorities and goals with their managers.

Engagement Survey

All regular, full-time employees are asked to complete an Engagement Survey twice per year. This survey helps EA understand how to improve the employee experience.

Manager Survey

Employees can also provide feedback on their managers through manager surveys. This helps managers understand what their employees need and expect. During our last survey in September 2019, 80 percent of employees felt they had the manager support they needed to achieve their goals.

People Insights

Our dedicated People Analytics Team regularly evaluates data elements, including turnover, career progression, and performance. We use these insights to inform improvements in all of our talent programs and practices.

SURVEY RESULTS

83%

of employees felt recognized for their contributions by their manager in the September 2019 Manager Survey.

92%

of employees responded to the June 2020 Engagement Survey.

85%

of employees stated that they intend to continue working at EA in the next 12 months in the June 2020 Engagement Survey.

Caring for Our People

Now more than ever, we recognize the importance of employee wellness and creating a safe and productive workplace. EA's WellbEAing program provides services across our global offices to support the physical, mental, familial, and financial health of our people.

Each year, eligible employees may receive annual bonus compensation based on a combination of company and individual performance. Eligible employees are also considered for annual equity awards.

Globally, we provide comprehensive benefits—including physical and mental health benefits—and an awards package to support the needs and lifestyles of our employees. (Examples of these benefits in North America are shown in the graphic on the right.)

The Employee and Family Assistance Program

This program connects employees with professional services and service providers across the US and Canada.

Caregiver and Parental Leave

New parents and caregivers may receive up to 12 weeks of paid leave for the birth or adoption of a child or to care for a critically ill family member.

Family Health

Financial Health

Competitive Incentives

Eligible employees may receive annual bonus and stock-based compensation.

Retirement Contribution Match

Our company match is dependent on EA's financial performance.

Ownership

Eighty-four percent of EA employees participate in EA's equity programs, including EA's Employee Stock Purchase Plan, which allows eligible employees to purchase EA stock at a discount.



Global Fitness Benefit

Employees receive free or subsidized access to a fitness facility or other movement-based activities.

WellbEAing Fairs

These events highlight health and wellbeing programs.

Physical Health

Mental Health

Mental Health Platform

This important platform ensures access to coaching, counseling, and other mental health resources.

Bereavement Leave

Employees may take up to 20 days of paid time off for the loss of a loved one.

Bereavement Trust

In the event of an employee's death, immediate family can receive a \$25,000 trust to care for surviving minor children under the age of 18.

Next-Generation Development and Recruitment

Our talent planning and hiring strategies are aligned with our strategic vision and where we need to invest and develop as a business. We target talent that possess skills that are critical to the future of our business, including investing in the development and growth of the next generation of diverse talent through community outreach and STEAM education.

Recruiting for Creativity and Innovation

We engage a diverse community of next-generation leaders in our local communities. Our specialized recruitment efforts are designed to reach top talent, including underrepresented groups. Efforts include: strategic engagements with Historically Black Colleges and Universities, the Hispanic Scholarship Fund, and the Grace Hopper celebration, among others.

EA also offers graduate traineeship and apprenticeship programs. In fiscal year 2020, EA hired 224 interns in 21 locations. Among those, 161 were eligible for full-time offers, of which 41 percent joined EA full-time upon completing their studies.

Girls Who Code

We host Girls Who Code to empower the next generation of women tech professionals. To date, we have:

- Hosted six summers of seven-week coding camps.
- Helped introduce more than 550 girls to coding.
- Logged more than 1,500 employee volunteer hours.

EA has signed the Girls Who Code's #HireMe pledge to promote career opportunities to its alumni network. To date, four alumni have joined EA as interns.



Click to view:

[Meet Our Summer Intern – Rocio](#)

[GHC '19 Intern Scholars](#)

[Grace Hopper Celebration](#)

[Girls Who Code 2019 Video](#)

[Girls Who Code](#)

Building NextGen Talent Pipeline

Our BEAT! ERG excels in community outreach for nextgen talent. In the UK, BEAT! engaged youth programs focused on introducing Black, Asian, and Minority Ethnic students to the gaming industry. EA also participates in the ColorInTech ColorCode event, which inspires diversity in the tech industry. We were the first gaming company to join the Your Future Your Ambition (YFYA) event in London, which draws more than 1,000 students interested in exploring STEAM careers.



Click to view more about [YFYA](#), and [ColorInTech](#).



2019 Spawn Point Event

Spawn Point

Spawn Point is a community outreach program created by our BEAT! and SOMOS ERGs. Spawn Point seeks to empower high school students from underrepresented communities in the video game industry. Spawn Point's objective is to increase opportunities to enter into the video gaming industry by addressing the following challenges:

- 1 Opportunity gaps and investment disparities.
- 2 Networks to support entry into the industry.
- 3 Gaming development learning.
- 4 Access to core tools and general business acumen. ○



Spawn Point Partners

BLACK GIRLS CODE

This organization empowers girls of color (ages 7–17) to become innovators in STEAM fields, leaders in their communities, and builders of their own futures through exposure to computer science and technology.

GAMEHEADS

Working with youth of color (ages 11–25) and low-income communities, Gameheads develops diverse talent and bold new voices for the tech ecosystem.

HIDDEN GENIUS PROJECT

This partnership organization trains and mentors Black male youth in technology creation, entrepreneurship, and leadership.



Click to view:

[Spawn Point 2019](#)

[Black Girls Code](#)

[Gameheads](#)

[Hidden Genius Project](#)

[Meet Our Summer Intern - Sasha](#)

Plants vs. Zombies

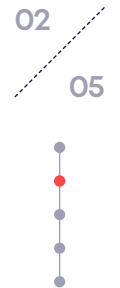


02

Positive Play and Healthy Communities

At EA, we have a deep commitment to the communities in which we live, work, and play. We believe games are for everyone, and can be a positive force for good around the world. We champion Positive Play across our games and services.

Through our community programs, we proudly support organizations that are driving inclusion, education, and strengthening underrepresented communities.





Rose and Imp from
Plants vs. Zombies

Player Communities

At EA, we believe in the power of positive play. Being part of a gaming community should be safe, fun, and inclusive, and free of threats for everyone. In 2020, we launched the Positive Play Project, bringing together resources from across our company to uphold these ideals for EA and for our industry.

To strengthen our communities, we are currently focusing on three primary areas:

1 ONLINE SAFETY We create safe, fun, and inclusive environments in which to play.

2 HEALTHY PLAY We provide players information about their engagement and tools that allow them control of their experiences.

3 FAIR PLAY We deploy tools and technologies to give players faith in their gameplay experience.



Click to view:

[EA Play Live](#)

[Positive Play Charter](#)

Play to Give

We host annual campaigns to advocate for causes that we're passionate about within the broader player community. Play to Give takes place in connection with EA Play Live, our annual gaming conference that showcases our latest game titles to tens of millions of players around the world. In 2020, we donated \$1 million to organizations that are fighting online bullying, promoting equality in games, and advancing racial and social justice. We invite players to join in contributing to organizations that share our commitment to building a more inclusive world.



LEFT Liam Hackett was joined by iJustine, Kristine Steimer, and Brittney Brombacher for a panel discussion.

EA Building Healthy Communities

At our 2019 annual gaming conference, we hosted a Building Healthy Communities Summit, engaging more than 200 Game Changers from 20 countries, as well as our own teams and experts, in an honest and open discussion about online safety. Participants shared stories and experiences, provided feedback on key EA policies and proposals, and discussed ways to work together to build a healthy and welcoming community. We continue to regularly engage these community leaders in ongoing discussions and engagements in our Positive Play efforts.



Click to view:

[Building Healthy Communities Summit](#)

[Game Changers](#)

[Public Reporting Tool](#)

[Positive Play Charter](#)

Our commitment to positive play includes:

1 Developing resources that help players understand their role & responsibilities in cultivating healthy communities, including the deployment of enhanced reporting tools and player feedback mechanisms in our games and services. Earlier this year, we removed more than 3,500 player-generated assets in our games that used inappropriate or hurtful language, and took action with players that posted the content. We continue to consistently monitor and take this action.

2 Implementing dashboard controls that empower players (and parents) to manage how they play, including the integration of parental controls into the EA desktop app. In FIFA—our largest game and service—we are launching a dashboard that informs players of their play patterns and offers additional engagement controls.

3 Increasing investment and resources to build stronger anti-cheat and anti-

fraud technologies.

In addition, over the past three years, we have partnered with campaigns, such as Ditch the Label's Gamers Unite for Equal Play, to engage youth on the importance of healthy play. Last year, the campaign reached 110,000 young people in the UK and US.

Creating healthy and safe player communities is fundamental to the gaming experience and to ensuring players continue to engage with our games. Discrimination, harassment, cheating, and other harmful behaviors have no place in gaming, and we take action to protect our players as outlined in our Positive Play Charter.

Local Communities

We proudly support charitable organizations focused on equity and inclusion; science, technology, engineering, arts, and math education; and strengthening underrepresented communities.

We are humbled to know that games help improve daily life for many people, and we're proud to be part of a diverse and dynamic community of players around the world. To foster positive change, we are committed to improving access to gaming for everyone.

SpecialEffect Partnership

The SpecialEffect team of therapists and technology specialists modify and create personalized gaming control setups for players with disabilities so that all players can enjoy video games, like FIFA and Mass Effect: Andromeda.

AbilityPath Partnership

AbilityPath, formerly Gatepath, has been turning disabilities into possibilities for 100 years. Our partnership has spanned over 20 years. EA provides financial and volunteer support, including assisting with the upgrade of their Bay Area facility in 2019.

Giving Back to Our Local Communities

At EA, we provide our employees with a variety of opportunities to give back. In fiscal year 2020, 1,939 employees across 55 offices volunteered 18,477 hours to support 1,805 charitable organizations.

Dollars for Doers

The EA Dollars for Doers program recognizes employees who volunteer their time to nonprofit organizations. Employees that log 40 volunteer hours over the course of the year can donate \$1,000 to a nonprofit of their choice. Employees can donate up to \$2,000 in funds every fiscal year from this program.

Matching Gifts Program

EA provides a 100 percent match to any full-time employee's donation to a charitable organization, up to \$5,000 US dollars (or equivalent). On Giving Tuesdays, EA provides a 200 percent match.

To support global communities impacted by the COVID-19 pandemic and racial and social injustice, EA also provided a 200 percent match to employee donations made between March 31 and June 30, 2020.

Volunteer Time Off

EA employees from around the world have increased their support of charities and the causes they care about. To support our employees' efforts to make a difference in their communities, we offer up to eight hours of paid volunteer time off each year.



Click to view:

[SpecialEffect](#)

[AbilityPath Hire Joins EA's Team](#)

EA Gives Back Global Tour Campaign

Giving back to the communities where we live, work, and play is an important part of our culture. EA Gives Back is an all-day community impact experience that brings employees together during a paid, full workday to complete community volunteer projects onsite at EA or in the community. In 2019, we expanded this program from a regional tour to a global tour, enabling 892 EA volunteers to dedicate over 5,600 volunteer hours in Austin, Montreal, Galway, Bucharest, and Shanghai.



5,658

Volunteer Hours



892

Volunteers



26

Volunteer Projects



19

Community Partners



4

Focus Areas



10

Additional Workplaces Participated in Local Events

RIGHT Community Outreach in Spain



[Click to view:](#)

[EA Gives Back 2019](#)



EU Giving

In fiscal year 2020, EA's European offices had an outsized influence through the EA Gives Back program. Outreach events included:

- [A charity concert for the Playing for Change Foundation](#), which supports free musical education for at-risk youth in developing countries.
- [Fundacion ONCE Partnership](#) works to improve life conditions for persons with disabilities.
- [Special Effect's #GameBlast20 fundraiser](#), which provides gaming access to individuals with disabilities. ○

Titanfall

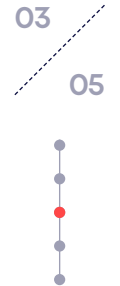



03

Investing in Privacy and Security

We know that establishing lasting relationships with our players and employees requires care and transparency in how we collect, use, share, and protect personal information. EA is committed to

demonstrating thoughtful stewardship of this information and implementing measures designed to protect the personal information of our players and employees.





Need for
Speed Payback

Privacy

Our Global Privacy Principles follow globally recognized privacy tenets and serve as the framework that EA uses to process personal information. These Privacy Principles promote consistency and best practices and allow for operational agility across our global business.

We consider privacy implications throughout the game development lifecycle, from proof of concept through launch and maintenance of our games and services to the sunset of legacy systems.

Our Approach

We practice privacy by design in our games and services. We consider privacy implications at every stage of the development lifecycle, from proof of concept to launch and maintenance of our games and services to the sunset of legacy systems. Prior to launch or production, our Legal Team reviews all games or initiatives that process player or employee personal information. If a system will use player

or employee data in a way that poses a heightened risk to player or employee privacy, we conduct a thorough assessment to identify potential risks and actions that can mitigate or avoid those risks.

At EA, we do not design functionalities into products or services that would allow entities, including governments, to circumvent security features or otherwise compromise the security of our products and services in ways that could infringe on individual privacy rights. We also seek to protect against unauthorized access, use, destruction, modification, or disclosure of personal information through the processes and procedures described in our Privacy Policy.

Coordinated Vulnerability Disclosure (CVD)

Our CVD program works with external researchers to identify and fix potential issues in our products. We validate the information received through the CVD program, share relevant information among internal EA stakeholders, and oversee necessary tactical and strategic mitigation efforts.



Click to view:

[Information about CVD](#)

[Privacy Policy](#)

Global Privacy Principles

1 TRANSPARENCY

EA strives to disclose how we collect, use, share, or otherwise process personal information in a way that is accessible and easy to understand.

2 NOTICE, CONSENT, AND CHOICE

EA notifies players and employees on the types of data we collect, including where it is stored, how and why we use it, how to contact EA, and how to exercise data privacy rights. EA also offers individuals reasonable and appropriate choices on how their information is being collected and used, and we obtain consent, where appropriate, before processing personal information.

3 DATA PRIVACY RIGHTS

EA provides players and employees the right to access, update, correct, and request deletion of their personal information stored by EA via self-service tools, the help of Worldwide Customer Experience, or the EA privacy team.

4 SECURITY AND INTEGRITY

EA implements reasonable safeguards to protect against the theft, inappropriate use, or unauthorized disclosure of personal information and promotes the overall integrity of that information and the systems where it is processed.

5 DATA MINIMIZATION AND PURPOSE LIMITATION

EA strives to limit the processing of personal information to that which is relevant or necessary to accomplish specific purposes disclosed to our players and employees. EA deletes or makes data anonymous when it is no longer needed.

6 ACCOUNTABILITY AND ENFORCEMENT

EA provides reasonable ways to resolve complaints and disputes by players and employees regarding the processing of their personal information and responds promptly to inquiries, requests, or complaints regarding our data practices.

Our Global Privacy Principles follow globally recognized privacy tenets and serve as the framework that EA uses to process personal information.

Security

We take a risk-based approach to addressing security threats that includes control layers designed to provide defense-in-depth across all aspects of our games, services, and infrastructure. Our security management system (SMS) is based on standardized security frameworks from recognized organizations, such as the International Standards Organization, the National Institute of Standards and Technology, and the Center for Internet Security.

The SMS is overseen by a senior executive with over 20 years of experience directing global teams of security professionals at large-scale enterprises. The objective of our SMS is to protect, detect, and respond to security threats to EA's enterprise, online gaming services, and payment systems and to defend EA's players and employees from attack. To further this objective, EA maintains robust internal practices and procedures.

We conduct internal and external security risk assessments, adhere to a structured development lifecycle, and deploy specific teams to continually test our defenses. We utilize technical controls and employee training to enforce, monitor, and encourage compliance with internal practices and procedures. All EA employees are required to complete mandatory annual training. These trainings raise the security IQ of the organization and empower employees to protect information assets and infrastructure.

EA also maintains controls and procedures designed to assess and mitigate risk when third parties access sensitive information, resources or data. For example, EA's Security Team performs a Security Risk Assessment on the processes and procedures of third parties that have access to player or employee personal information. Security risks are either remediated or formally documented. In some cases, we may determine not to pursue the business relationship.

EA's SMS is based on standardized security frameworks from recognized organizations, such as the International Standards Organization, the National Institute of Standards and Technology, and the Center for Internet Security.

EA also maintains contractual arrangements with third-party data processors that address measures designed to protect EA's assets and data. If third parties process player or employee personal information in the European Union or European Economic Area, EA enters into an agreement with that third party, governing the terms of such data processing. ○



04

Protecting the Environment

Climate change is a serious challenge and it demands a comprehensive global response from every part of society. We are committed to doing our part to combat climate change

and are taking action to implement the recommendations of the Task Force on Climate-Related Financial Disclosures (TCFD).

04 / 05





Sustainable Operations

We aim to integrate environmental sustainability across our business operations in three key areas:

- 1 Reducing our carbon footprint in the delivery of games and services.
- 2 Making environmentally-conscious choices in our offices worldwide.
- 3 Managing energy and water usage at our global offices and data centers.

We are constantly looking for additional opportunities to embed sustainability in other parts of our operations. During fiscal year 2020, we built a governance structure that

will identify climate-related risks and opportunities related to EA's business. Leveraging recommendations from the TCFD Framework and the World Resources Institute Greenhouse Gas (GHG) Reporting Framework, we also identified the primary sources of our Scope 1 and 2 GHG emissions.

Our Scope 1 emissions are mainly derived from fuel usage at EA offices and data centers and fugitive emissions from refrigerant leakages. Our Scope 2 emissions are derived from electricity generation over which EA has operational control, mainly in our offices and data centers.

LEFT AND RIGHT
The Sims



Sustainability Benefits from Our Digital Transformation

Our continued digital transition has greatly reduced the environmental and climate risks associated with creating physical products. In fiscal year 2020, we estimate that 49 percent of our games were downloaded digitally, based on units sold on Microsoft's Xbox One and Sony's PlayStation 4, up from just 33 percent in fiscal year 2017.

Powering our offices and data centers efficiently—and with renewable energy—is key to combating climate change.

Governance Structure

EA Global Green Team

Across our global offices, we've established a Global Green Team, which consists of more than 500 people from all functions of the organization. This group shares a collective passion for furthering our internal sustainability efforts. The Global Green Team focuses on a broad range of internal and community-based environmental actions, such as responsible purchasing and water and waste reduction. Together, our vision is for EA to be a leader in driving a sustainable future for employees, players, and the communities in which they live.

Climate Change Task Team

Our Climate Change Task Team is responsible for reviewing the TCFD Framework and identifying climate-related risks and opportunities that are material to our business. The team is led by our Executive Vice President and General Counsel and includes

senior representatives from teams that oversee business operations responsible for our GHG emissions, including those that support efforts to minimize and mitigate emissions, as well as teams that can communicate the views of our investors, employees, and players.

EA's Nominating and Governance Committee ultimately oversees our efforts with respect to environmental sustainability and combating climate change. The committee receives reports from management, as appropriate. If a material climate-related risk to EA is identified, the risk will be reported to EA's Audit Committee as part of its annual enterprise risk management processes and procedures.

The Sims



Data Center Usage

Increasingly, players are downloading our games digitally and engaging with live services that are designed to provide value to players and extend and enhance gameplay. These live services require online hosting for longer periods of time. This fundamental change has increased our business's reliance on computing power and associated resources.

A Robust Data Center Strategy

We currently implement strategies to drive efficiencies across our data centers over which we have operational control, as well as work with hosting and cloud partners that have committed to powering their data centers with renewable energy. We strive to create a holistic approach to data center management that encompass the following principles:

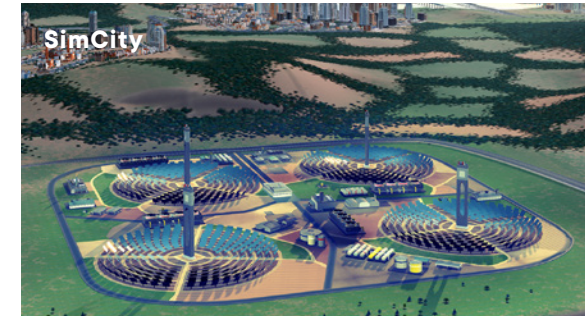
1 Directly manage energy use for EA-Owned and EA-Managed data centers, which constitutes about 2,500 servers.

2 Continue to consolidate EA-Managed data centers to fewer locations and partner with providers that can reliably deliver our games and services, while also providing access to renewable energy. Many of our EA-Managed data centers are on track to be powered by 100 percent renewable energy by 2026.

3 Leverage cloud data centers as this allows EA to manage fewer data centers, driving efficiency and economies of scale. Two of our key cloud providers power their data centers with over 50 percent renewable energy.

Water Use for Data Centers

According to the World Resources Institute, all of our EA-Managed data centers are located in areas with either low or low-medium baseline water stress, and our EA-Owned data centers are located in major urban areas that may have higher water risk.



EA Data Center Ownership Structures

EA-OWNED

Data centers owned and located in EA offices.

EA-MANAGED

Owned data centers over which EA has operational control and are housed in third-party locations.

HOSTING PROVIDERS

Data centers in third-party locations managed and maintained by third-party providers.

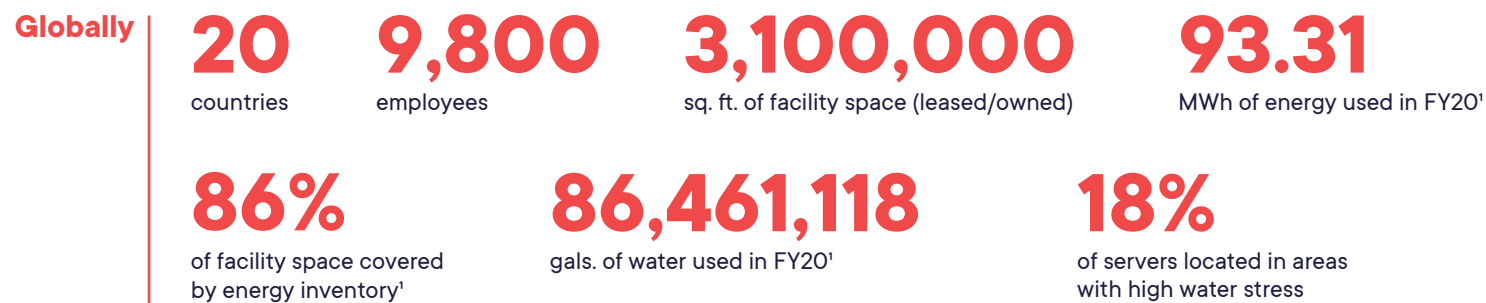
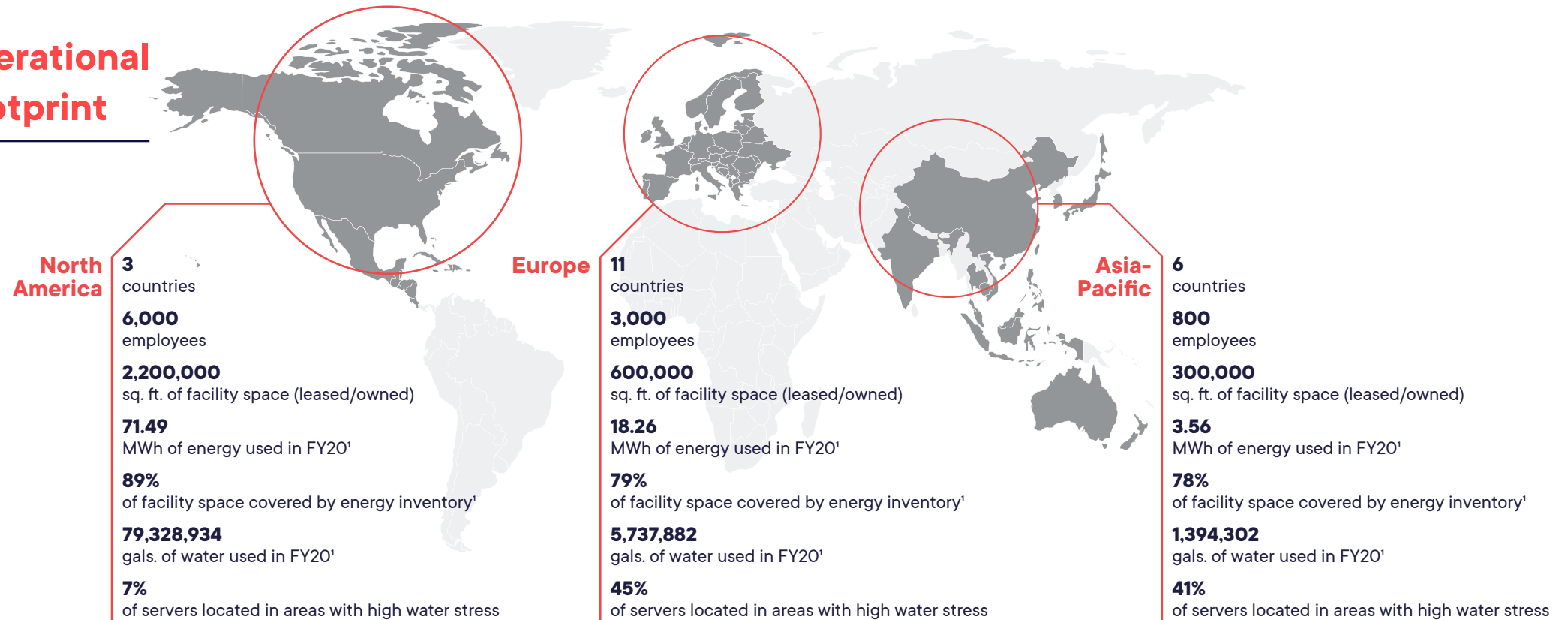
CLOUD

Data centers in third-party locations managed by third-party providers and used for point-in-time demand.

100%

of energy at one of our key cloud providers is offset with certified renewable energy credits.

Operational Footprint



¹ Energy and water inventories cover owned and leased properties, including EA-Owned data centers; does not include energy and water usage by EA-Managed data centers, hosting providers, or cloud data centers.

Workplace Sustainability

As of the end of 2019, 46 percent of our workforce was located in LEED-certified (or other green building certified) workspaces. We have taken deliberate steps to reduce our energy and water consumption; use eco-friendly products; promote reduction, reuse, and diversion of waste; increase employee awareness and education around sustainability issues; contract with green cleaning services providers and sustainable landscape companies; eliminate single-use water bottles; and use 100 percent compostable products.

We have the most immediate impact at our two largest owned locations: our global headquarters in Redwood Shores, California, and our studios and offices in Burnaby, British Columbia. At our leased locations, we work with site owners and managers to reduce our impact as best we can.

	REDWOOD SHORES	BURNABY
Energy and Green Building	<ul style="list-style-type: none"> • 550,000 kWh annual reduction from variable frequency drives for air conditioning. 	<ul style="list-style-type: none"> • 829,000 kWh annual reduction from LED light retrofits, voltage harmonizer, and automated light sweeps.
Transportation	<ul style="list-style-type: none"> • 59 electric vehicle (EV) charging stations. • 117 employee-owned EVs. • 80,000 vehicle commutes eliminated in fiscal year 2020 through free employee shuttle bus. 	<ul style="list-style-type: none"> • 16 EV charging stations. • 60 employee-owned EVs. • Employees receive subsidized public transportation, dedicated carpool parking spaces, and on-site car-sharing programs.
Water	<ul style="list-style-type: none"> • 5 million gallons of recycled water used annually for landscaping. • Drought-resistant plants for landscaping. • Low-flow toilets. 	<ul style="list-style-type: none"> • We are continuing to evaluate water reduction efforts, such as drought-resistant landscaping and low-flow fixtures.
Waste	<ul style="list-style-type: none"> • ~10,000 lbs of waste diverted from landfill to recycling and composting. 	<ul style="list-style-type: none"> • 90 percent (526,037 lbs) of waste diverted from landfill to recycling and composting. • 5,323 lbs of e-waste diverted from landfill.

Supply Chain

In addition to our office sustainability efforts, we make environmentally-conscious choices throughout the supply chain for our packaged goods products. Our most recent accomplishments include:

- 1 Print legal notices on the back cover of games, which saves approximately 238,000 pounds of paper annually.
- 2 Eliminated use of pallet displays, including banding material.
- 3 Decreased retail display manufacturing by 70 percent from peak.
- 4 Ship orders via corrugated wrap versus corrugated cartons, which decreases usage of corrugated materials by 10,000 pounds annually.
- 5 Converted packaging materials to biodegradable air pillows, saving 3,700 pounds of paper annually.
- 6 Utilize print suppliers with certifications from the Forestry Stewardship Council, the Rainforest Alliance, and the Sustainability Forestry Initiative.

End-of-Life IT Management

As our IT equipment becomes obsolete, we aim to participate in programs that ensure a responsible end-of-life process, including those that donate technological equipment to educational and nonprofit organizations. When a donation isn't possible—due to security concerns or damage to the equipment—we properly recycle it.

E-waste can contain hazardous substances, such as mercury and lead, that can leach into the environment from landfills and adversely affect water quality and human health. Our decommissioned technological equipment—servers, computers, laptops, and monitors—is mined for minerals and other reusable components before disposal in an environmentally-safe manner.

We aim to participate in programs that ensure a responsible end-of-life process for our IT equipment.

Environmental Compliance

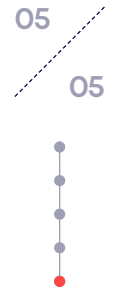
We continuously monitor our compliance with all environmental laws and regulations. We have not had any significant environmental controversies resulting from our operations and have never incurred environmental fines, penalties, or levies. In addition, we have complied with all water quality or quantity permits, standards, or regulations at our facilities.

05

Enhancing Corporate Governance

EA follows corporate governance requirements of applicable law, as well as NASDAQ governance standards. We maintain Global Code of Conduct and Respectful Workplace policies, which apply to all employees, officers, and directors, including new hires, all of whom review and sign the Global Code of Conduct prior to beginning employment. Each year, employees

must acknowledge that they've followed, and will continue to follow, the Global Code of Conduct, as well as complete training on the Global Code of Conduct every two years. Our Raise A Concern online tool enables employees and third parties to report suspected violations for investigation and resolution.





LEFT The Sims

Raise A Concern

At EA, we strongly believe that to truly create an inclusive and productive workplace every employee deserves to be heard without fear of retaliation. EA's Raise A Concern online tool allows employees and third parties a safe space to express concerns, which are then escalated through appropriate channels. Additionally, employees can report concerns directly to management, their People Practices or Human Resource partners, or directly to the People Relations Team via a dedicated phone number and email address.



[Click to view EA's governance practices in our 2020 Proxy Statement.](#)

Ethics and Anti-Bribery

We are committed to acting fairly and ethically where and with whom we do business. We have practices and procedures in place designed to promote compliance with all applicable anti-corruption laws and regulations, including the US Foreign Corrupt Practices Act, the UK Bribery Act, and all other national and local regulations where we operate. Our Anti-Corruption Policy applies to all employees and directors, and EA's General Counsel oversees compliance. Agents or other consultants that represent EA must also abide by these standards when conducting business with or on behalf of EA.

We may require a written questionnaire or due diligence review prior to starting or renewing a business relationship above certain monetary thresholds with individuals or businesses in countries that pose a heightened risk of corruption, as determined by the Corruption Perceptions Index.

On a case-by-case basis we also perform due diligence and/or require written questionnaires before starting or renewing a business relationship below our internal thresholds or in lower-risk jurisdictions.

All vice presidents and above are required to take online anti-corruption training. In jurisdictions that pose a heightened risk of corruption, such as China, all EA employees must complete this training. Other select employees must complete the training based on the nature of their interactions with third parties, their roles, or the seniority of their positions. Violations of EA's Anti-Corruption Policy are reported through the Raise A Concern online tool or through internal employee reporting mechanisms. Subject matter experts are also available to consult with employees on potential corruption-related matters.

The Sims



Human Rights

We are committed to promoting and protecting human rights. Our Global Human Rights Statement describes our commitments in these areas and applies wherever we do business. The statement aligns with many of the common principles reflected in the United Nations Global Compact and the Universal Declaration of Human Rights. EA's Nominating and Governance Committee oversees the company's Global Human Rights Statement.

Ethical Marketing

We are committed to marketing our games and services in a manner that is truthful and accurate and that does not mislead consumers. We clearly label our advertising and require that third-party partners, such as social media influencers and influential game streamers, also label their content when partnering with EA.

Political Advocacy

We engage in policy discussions and political processes when they matter to our business and customers. We strive to help policymakers understand our products and business. EA does not make direct political contributions to individual candidates, parties, committees, or IRS Section 527 entities, nor does it engage in activities intended to influence the outcome of campaigns or ballot measures.

EA does not directly pay for any independent expenditure or electioneering communication as those are defined by law. EA does not make payments to 501(c)(4) tax exempt organizations that the recipient may use for political purposes. We do not have a political action committee. Our Political Activities Statement details more about our engagement in the political process. ○



Click to view:

[Global Human Rights Statement](#)

[Political Activities Statement](#)

Forward-Looking Statements

This report contains forward-looking statements regarding future events or the future performance of EA. We use words such as: anticipate, believe, expect, intend, estimate, plan, predict, seek, goal, will, may, likely, should, could (and the negative of any of these terms), future, and similar expressions to identify forward-looking statements.



[Click to view our Investor Relations website.](#)

In addition, any statements that refer to projections of our future performance; trends in our business; projections of markets relevant to our business; future environmental, social, and governance programs, practices, or goals; uncertain events and assumptions; and other characterizations of future events or circumstances are forward-looking statements. These forward-looking statements are not guarantees of future performance and reflect management's current expectations.

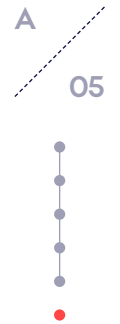
Our actual performance could differ materially from what is discussed in the forward-looking statements. Information on factors that could affect our performance are included in forms 10-K, 10-Q, and 8-K and in other filings we make with the Securities and Exchange Commission from time to time. These documents are available on our investor relations website. We assume no obligation to revise or update any forward-looking statement for any reason, except as required by law.



Battlefield V



Appendix



The following table cross-references the Sustainability Accounting Solutions Board accounting metrics with where that information can be found in the 2020 Impact Report.





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Redwood City, CA 94065

ea.com

ir.ea.com

