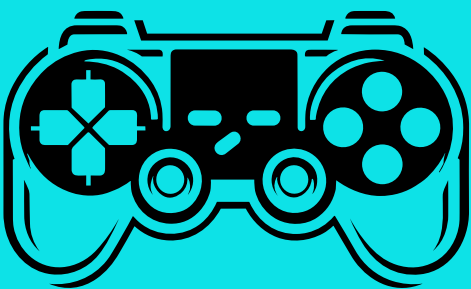


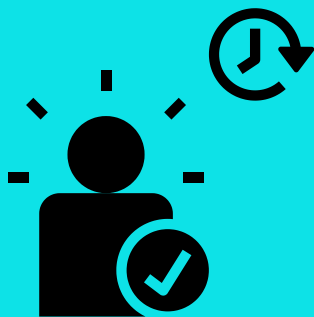
ELECTRONIC ARTS USERS SNAPSHOT



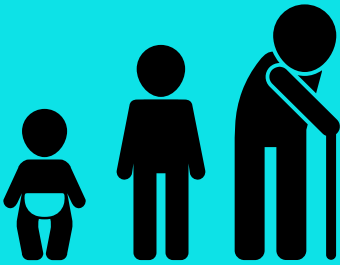
650 M
Total Players



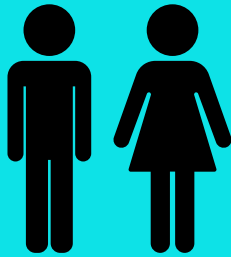
20%
Weekly Active Users



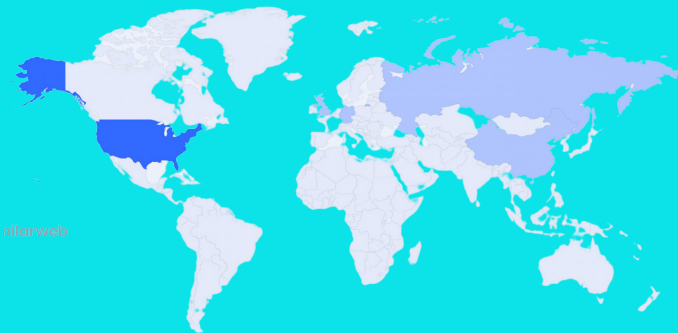
18-24
Top Age Group



7:3
Male Users to Female Users



16.05%
Most Players: U.S.



Electronic Arts