

ELECTRONIC ARTS INC.  
Form 4  
August 29, 2016

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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**

(Last) (First) (Middle)

**C/O TECHNOLOGY CROSSOVER VENTURES, 528 RAMONA STREET**

(Street)

**PALO ALTO, CA 94301**

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/25/2016**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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

**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 Beneficial Ownership (Instr. 4)
				(A) or (D) Code V Amount Price			
Common Stock	08/25/2016		J <sup>(1)</sup>	258,265 D \$ 0	933,593	I	TCV V, L.P. <sup>(2)</sup>
Common Stock	08/25/2016		J <sup>(3)</sup>	261,235 D \$ 0	944,327	I	TCV VI, L.P. <sup>(4)</sup>
Common Stock	08/25/2016		J <sup>(5)</sup>	637,095 D \$ 0	2,303,003	I	TCV VII, L.P. <sup>(6)</sup>
Common Stock	08/25/2016		J <sup>(7)</sup>	330,859 D \$ 0	1,196,005	I	TCV VII (A), L.P. <sup>(8)</sup>
Common Stock	08/25/2016		J <sup>(9)</sup>	12,546 D \$ 0	45,347	I	TCV Member Fund, L.P. <sup>(10)</sup>

Edgar Filing: ELECTRONIC ARTS INC. - Form 4

Common Stock	08/25/2016	<u>J<sup>(11)</sup></u>	66,504	A	\$ 0	66,504	I	Technology Crossover Management V, L.L.C. <u>(12)</u>
Common Stock	08/25/2016	<u>J<sup>(13)</sup></u>	67,267	A	\$ 0	67,267	I	Technology Crossover Management VI, L.L.C. <u>(14)</u>
Common Stock	08/25/2016	<u>J<sup>(15)</sup></u>	245,619	A	\$ 0	245,619	I	Technology Crossover Management VII, L.P. <u>(16)</u>
Common Stock	08/25/2016	<u>J<sup>(17)</sup></u>	66,504	D	\$ 0	0	I	Technology Crossover Management V, L.L.C. <u>(12)</u>
Common Stock	08/25/2016	<u>J<sup>(18)</sup></u>	67,267	D	\$ 0	0	I	Technology Crossover Management VI, L.L.C. <u>(14)</u>
Common Stock	08/25/2016	<u>J<sup>(19)</sup></u>	244,814	D	\$ 0	805	I	Technology Crossover Management VII, L.P. <u>(16)</u>
Common Stock	08/25/2016	<u>J<sup>(20)</sup></u>	48,668	A	\$ 0	101,289	I	Hoag Family Trust U/A Dtd 8/2/94 <u>(21)</u>
Common Stock	08/25/2016	<u>J<sup>(22)</sup></u>	31,422	A	\$ 0	49,649	I	Hamilton Investments Limited Partnership <u>(23)</u>
Common Stock	08/26/2016	S	805	D	\$ <u>81.4179</u> <u>(24)</u>	0	I	Technology Crossover Management VII, L.P. <u>(16)</u>
Common Stock	08/26/2016	S	1,381	D	\$ <u>81.3675</u> <u>(25)</u>	4,896	I	TCV VI Management, L.L.C. <u>(26)</u>
Common Stock	08/26/2016	S	4,654	D	\$ <u>81.3675</u> <u>(25)</u>	16,180	I	TCV VII Management, L.L.C. <u>(27)</u>
Common Stock	08/26/2016	S	1,381	D	\$ <u>81.3675</u> <u>(25)</u>	4,896	I	TCV Management 2004, L.L.C. <u>(28)</u>

Edgar Filing: ELECTRONIC ARTS INC. - Form 4

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 6)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	---

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HOAG JAY C C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301	X			

## Signatures

Frederic D. Fenton, authorized signatory for Jay C. Hoag  
 Date: 08/29/2016

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) In kind pro-rata distribution by TCV V, L.P. ("TCV V") to its partners, without consideration.  
 These shares are directly held by TCV V. Jay Hoag is a Class A Member of Technology Crossover Management V, L.L.C. ("TCM V"), which is the sole general partner of TCV V. Jay Hoag may be deemed to beneficially own the shares held by TCV V but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (2) In kind pro-rata distribution by TCV V, L.P. ("TCV V") to its partners, without consideration.
- (3) In kind pro-rata distribution by TCV VI, L.P. ("TCV VI") to its partners, without consideration.
- (4)

## Edgar Filing: ELECTRONIC ARTS INC. - Form 4

These shares are directly held by TCV VI. Jay Hoag is a Class A Member of Technology Crossover Management VI, L.L.C. ("TCM VI"), which is the sole general partner of TCV VI. Jay Hoag may be deemed to beneficially own the shares held by TCV VI. but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

- (5) In kind pro-rata distribution by TCV VII, L.P. ("TCV VII") to its partners, without consideration.  
These shares are directly held by TCV VII. Jay Hoag is a Class A Director of Technology Crossover Management VII, Ltd. ("Management VII") and a limited partner of Technology Crossover Management VII, L.P. ("TCM VII"). Management VII is the sole general partner of TCM VII, which is the sole general partner of TCV VII. Jay Hoag may be deemed to beneficially own the shares held by TCV VII but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (6) In kind pro-rata distribution by TCV VII (A), L.P. ("TCV VII (A)") to its partners, without consideration.  
These shares are directly held by TCV VII (A). Jay Hoag is a Class A Director of Management VII and a limited partner of TCM VII. Management VII is the sole general partner of TCM VII, which is the sole general partner of TCV VII (A). Jay Hoag may be deemed to beneficially own the shares held by TCV VII (A) but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (7) In kind pro-rata distribution by TCV Member Fund, L.P. ("TCV MF") to its partners, without consideration.  
These shares are directly held by TCV MF. Jay Hoag is a limited partner of TCV MF, a Class A Member of TCM V and TCM VI, and a Class A Director of Management VII. Each of TCM V, TCM VI, and Management VII is a general partner of TCV MF. Jay Hoag may be deemed to beneficially own the shares held by TCV MF but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (8) Acquisition by TCM V pursuant to an in kind pro-rata distribution by TCV V to its partners, without consideration.
- (9) These shares are directly held by TCM V. Jay Hoag is a Class A Member of TCM V. Jay Hoag may be deemed to beneficially own the shares held by TCM V but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (10) Acquisition by TCM VI pursuant to an in kind pro-rata distribution by TCV V to its partners, without consideration.
- (11) These shares are directly held by TCM VI. Jay Hoag is a Class A Member of TCM VI. Jay Hoag may be deemed to beneficially own the shares held by TCM VI but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (12) Acquisition by TCM VII pursuant to an in kind pro-rata distribution by TCV VII and TCV VII (A) to its partners; without consideration.  
These shares are directly held by TCM VII. Jay Hoag is a Class A Director of Management VII and a limited partner of TCM VII. Management VII is the sole general partner of TCM VII. Jay Hoag may be deemed to beneficially own the shares held by TCM VII, but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (13) In kind pro-rata distribution by TCM V to its partners, without consideration.
- (14) In kind pro-rata distribution by TCM VI to its partners, without consideration.
- (15) In kind pro-rata distribution by TCM VII to its partners, without consideration.
- (16) Acquisition by The Hoag Family Trust U/A Dtd 8/2/94 pursuant to an in kind pro-rata distribution by TCM V, TCM VI, TCM VII and TCV MF to their partners, without consideration.
- (17) 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.
- (18) Acquisition by Hamilton Investments Limited Partnership pursuant to an in kind pro-rata distribution by TCM V, TCM VI, TCV VII and TCV MF to its partners, without consideration.
- (19) Jay Hoag is the general partner of Hamilton Investments Limited Partnership. Jay Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (20) This number represents a weighted average sale price per share. The shares were sold at prices ranging from \$81.38 to \$ 81.42 per share.
- (21) The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (22) This number represents a weighted average sale price per share. The shares were sold at prices ranging from \$81.28 to \$81.4325 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (23) These shares are directly held by TCV VI Management, L.L.C. ("VI Management"). Jay Hoag is a member of VI Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (24)

## Edgar Filing: ELECTRONIC ARTS INC. - Form 4

These share are directly held by TCV VII Management, L.L.C. ("VII Management"). Jay Hoag is a member of VII Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

- (28) These share are directly held by TCV Management 2004, L.L.C. ("TCM 2004"). Jay Hoag is a member of TCM 2004 but disclaims beneficial ownership of such shares 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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.