HOAG JAY C Form 4 February 05, 2019

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

Number:

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obligations

Check this box

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

may continue. See Instruction

1(b).

(Print or Type Responses)

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

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

ELECTRONIC ARTS INC. [EA]

(Check all applicable)

6. Individual or Joint/Group Filing(Check

(Last) (First) (Middle)

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

02/01/2019

_X__ Director Officer (give title

below)

10% Owner Other (specify

C/O TECHNOLOGY CROSSOVER **VENTURES, 250 MIDDLEFIELD**

(Street)

ROAD

Common

Common

Stock

4. If Amendment, Date Original

Filed(Month/Day/Year)

Applicable Line)

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

4,333

14,497

I

I

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. Transactic Code (Instr. 8)	4. Securiton(A) or Di (Instr. 3,	sposed	d of (D)	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)
Common Stock	02/01/2019		M	257	A	\$ 91.22	257	D (1)	
Common Stock							4,333	I	TCV Management 2004, L.L.C.

TCV VI

L.LC. (3)

TCV VII

Management,

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

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

(right to buy)

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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. Transactic Code (Instr. 8)	5. Number on 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 (Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amour or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 91.22	02/01/2019		A	257	(12)	02/01/2019	Common Stock	257

Non-Qualified

Common 02/01/2019 (12)\$ 91.22 257 **Stock Option** 02/01/2019 M Stock (right to buy)

Reporting Owners

Relationships Reporting Owner Name / Address

> Director 10% Owner Officer Other

257

HOAG JAY C C/O TECHNOLOGY CROSSOVER VENTURES 250 MIDDLEFIELD ROAD MENLO PARK, CA 94025



Signatures

Frederic D. Fenton, Authorized Signatory for Jay C. 02/05/2019 Hoag

Date

**Signature of Reporting Person

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). **
- These shares are directly held by Jay C. Hoag. Mr. Hoag has the sole voting and dispositive power over the shares; however, TCV Management 2004, L.L.C., TCV VI Management, L.L.C., and TCV VII Management, L.L.C. (the "Management Companies") **(1)** collectively own 100% of the pecuniary interest therein. Mr. Hoag is a member of each of the Management Companies but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- These shares are directly held by TCV Management 2004, L.L.C. ("TCM 2004"). Jay Hoag is a member of TCM 2004 but disclaims **(2)** beneficial ownership of such shares except to the extent of his pecuinary interest therein.
- These shares are directly held by TCV VI Management, L.L.C. ("VI Management"). Jay Hoag is a member of VI Management but (3) disclaims beneficial ownership of such shares except to the extent of his pecuinary interest therein.
- These shares are directly held by TCV VII Management, L.L.C. ("VII Management"). Jay Hoag is a member of VII Management but **(4)** disclaims beneficial ownership of such shares except to the extent of his pecuinary interest therein.
- These shares are directly held by TCV V, L.P. Jay Hoag is a Class A Member of Technology Crossover Management V, L.L.C. ("TCM **(5)** V"), which is the sole general partner of TCV V, L.P. Jay Hoag may be deemed to beneficially own the shares held by TCV V, L.P. but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- These shares are directly held by TCV VI, L.P. 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, L.P. Jay Hoag may be deemed to beneficially own the shares held by TCV **(6)** VI, L.P. but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- These shares are directly held by TCV VII, L.P. 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 **(7)** general partner of TCM VII, which is the sole general partner of TCV VII, L.P. Jay Hoag may be deemed to beneficially own the shares held by TCV VII, L.P. but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- These shares are directly held by TCV VII (A), L.P. 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), L.P. Jay Hoag may be **(8)** deemed to beneficially own the shares held by TCV VII (A), L.P. but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- These shares are directly held by TCV Member Fund, L.P. ("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.

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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.
- 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. 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.