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## EA SPORTS FIFA Online 3 Comes to China

### *Tencent Games and EA Announce Publishing Agreement*

SHANGHAI--(BUSINESS WIRE)-- EA SPORTS' *FIFA Online 3*, the new PC online soccer game from the world's most popular sports videogame franchise, is coming to Chinese gamers and soccer fans. Tencent Games, under Tencent Group as the leading internet service provider in China, and Electronic Arts Inc. (NASDAQ: EA), a global leader in digital interactive entertainment, today announced an agreement through which *FIFA Online 3* will be published in mainland China by Tencent Games. The first testing is expected to begin in the fourth quarter of calendar 2013.

*FIFA Online 3*, with the exclusive license from FIFA, delivers the best technologies and all the realism and authenticity of the world's best-selling sports game franchise from EA. Players will experience improved gameplay and strategies, enhanced graphics, the latest rosters, and extensive use of official licenses, including close to 15,000 real world players from 30 leagues and 40 national teams. The game adds new techniques and features, improved artificial intelligence, enhanced animation and dynamic 5-on-5 multiplayer competition. The game is developed by EA Seoul Studio.

EA SPORTS *FIFA Online 3* holds the number 2 spot in Korean PC café rankings according to Gametrics. The game will also operate in Thailand and Vietnam.

Steven Ma, Vice President of Tencent, said, "Tencent Games' agreement with EA is a cooperation between the leading online game company in China and the world's top sports game developer and franchise. The launch of *FIFA Online 3* will provide strong momentum for the development of e-sports in China and create a true 'virtual world of sports' for all Chinese users."

Steven Ma also said, "The partnership with EA is an important milestone in Tencent Games' strategy of internationalization. Tencent Games hopes to bring diversified values and experiences to Chinese users through cross-company, cross-region and cross-industry cooperation. As the language of the world, football enables us to listen more closely and more clearly to the market and to players than ever before."

Bernard Kim, Senior Vice President of EA, said, "The online gaming market in China is developing at high speed and is one of the most mature online gaming markets in the world. Tencent, as the leading online game publisher and internet service portal in China, is a natural choice for *FIFA Online 3* and the best partner for EA."

He continued, "*FIFA Online 3* is a new opportunity for EA in China. This is a great chance to bring one of our most globally recognized and popular franchises to the excitement of the Chinese gaming market. With Tencent's platform, *FIFA Online 3* will deliver the highest quality game experience and services that our fans have come to expect."

For more information about *FIFA Online 3* in China: <http://eafifa.qq.com>

### **About Tencent**

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information, seek entertainment, and shop online through our integrated platforms. Our diversified services include QQ, Weixin and WeChat for communications; Qzone for social networking; QQ Game Platform for online games; [QQ.com](http://qq.com) for information; as well as our eCommerce open platform. Our company was founded in Shenzhen in 1998 and went public on the Hong Kong Stock Exchange in 2004. We seek to evolve with the Internet by investing in innovation, providing a hospitable environment for our partners, and staying close to our users.

### **About Tencent Games**

Tencent Games is the world's leading online game publisher, and has the largest online game community in China. Believing in "create fun and happiness", Tencent Games is dedicated to providing reliable, fun and professional interactive entertainment experiences to users.

## About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players and operates in 75 countries.

In fiscal year 2013, EA posted GAAP net revenue of \$3.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, FIFA Soccer, Need for Speed™, Battlefield™ and Mass Effect™. More information about EA is available [here](http://www.ea.com/news).

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