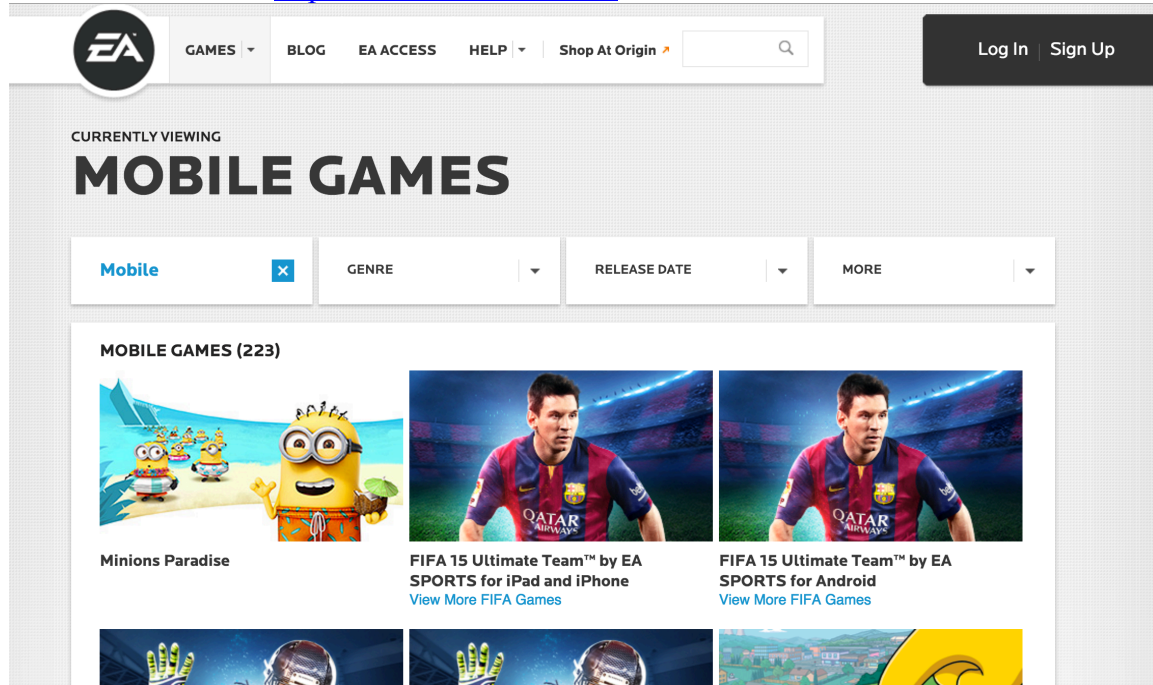


Inspirations:

EA Mobile - <http://www.ea.com/mobile>



Why I chose EA Mobile:

I have quite a bit of experience with EA products, and not just in the mobile genre. I have always felt that they put out a quality product not to mention they have partnerships with the NFL and Star Wars. EA is a very successful business and I found an article that said “In addition, the experts highlighted **Electronic Arts Inc.** **EA 1.07%** as appearing well positioned for a “big” quarter in mobile.”

EA is one of the top names in mobile gaming and it looks as if it is going to continue. I also feel the EA has great design. Everything from Plants vs. Zombies to Madden 15 looks great and run great.

Competition:

Electronic Arts Inc EA | ★★★

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Classic Growth

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01/08/2016

\$62.46

Fair Value Estimate

Premium

Morningstar Rating

★★★

Industry Peers EA

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	Morningstar Rating	Market Cap Mil	Net Income Mil	P/S	P/B	P/E	Dividend Yield%	5-Yr Rev CAGR%	Med Oper. Margin%	Interest Coverage	D/E
Electronic Arts Inc	★★★	19,621	839	4.8	6.2	24.9	—	4.3	0.9	30.8	—
Activision Blizzard Inc (USD)	★★★	26,110	1,094	5.4	3.3	23.9	0.6	0.6	27.9	17.9	0.5
Nintendo Co Ltd (USD,JPY)		15,198	39,028	3.1	1.5	46.6	1.3	—	-5.7	—	—
Nintendo Co Ltd (USD,JPY)		15,151	39,028	3.1	1.5	46.4	1.3	—	-5.7	—	—
NEXON Co Ltd (USD,JPY)		6,237	46,340	4.0	2.0	16.3	0.6	—	43.2	31.7	0.0
King Digital Entertainment PLC (USD)		5,633	566	2.7	5.5	10.2	—	—	19.6	—	—

As you can see above Activision is EA's biggest competitor but this chart is a bit skewed. While Activision does have a mobile department it is not quite the competition of someone like King Digital Entertainment who's major titles like Candy Crush and Farm Heroes take up 26% of the time Android users spent on mobile games according to Strategy Analytics.

While King Digital Entertainment games have a lot of users I still prefer EA games. King games to me all feel the same, for example Candy Crush. While I do find puzzle games fun I like to have a little more from a mobile game. I can say that King Digital uses great design and all of their games seem to pop with bright colors and interesting themes. EA has more games tailored for my taste such as sports and shooting games and even Star Wars. EA shows me that you can be successful making mobile games.