

GAM02: Sports Gaming Franchise Study

Executive Summary | February 01, 2026

Key Performance Indicators

FIFA/EA Sports FC TOP FRANCHISE	\$1488M TOP REVENUE	~50% ULTIMATE TEAM SHARE
32M TOTAL WEEKLY PLAYERS	1445K DAILY TRANSACTIONS	5.5% CONVERSION RATE

Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	251.8%	Cumulative appreciation
Annualized Return	13.5%	Geometric mean annual
Volatility	28.5%	Annualized std dev
Sharpe Ratio	0.47	Risk-adjusted return
Max Drawdown	-49.8%	Peak-to-trough

Data Coverage

Company: Electronic Arts (EA)
Analysis Period: 2016-02-03 to 2026-01-30
Total Data Points: 11,327
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: Sports gaming IP and live services