

# 5 THINGS YOU NEED TO KNOW

1. WE HAVE **MORE ACTIVE PLAYERS** AT THIS POINT IN FIFA THAN EVER (5.3M+ FIFA DAU / 3M+ FUT DAU\*).
2. THE TEAM IS SQUARELY **FOCUSED ON ENGAGING** CURRENT PLAYERS THROUGH MID SEPTEMBER.
3. PLAYERS WILL BE ACTIVELY MESSAGED + **INCENTIVIZED TO CONVERT** THROUGHOUT THE SUMMER.
4. **FUT IS THE CORNERSTONE** AND WE ARE DOING EVERYTHING WE CAN TO DRIVE PLAYERS THERE.
5. **THE RETURN OF FOOTBALL** IS ONLY GOING TO HELP US AND PLANS ARE READY TO FLEX.