

# 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.

# ***TURNING UP THE HEAT***

## **THE CATALYST - THE RETURN OF REAL WORLD FOOTBALL**

Returning league play will boost our ability to tie into the real world and excite players with FUT content to reflect what's happening on the pitch.

## **ALL ROADS LEAD TO FUT**

Content teasers + targeted Aruba messaging will drive excitement & funnel players towards FUT from other modes. [\[IMPROVED\]](#)

## **A WELCOMING EXPERIENCE**

Updated FUT Welcome Pack content to kick-start experience so new players can hit the ground running. [\[IMPROVED\]](#)

## **INCREMENTAL ASSETS & PARTNER SUPPORT**

Compelling campaign assets for in-game and out-of-game marketing to amplify SUMMER HEAT & expand our reach. [\[NEW\]](#)

## **COMMERCIAL & IP SUPPORT**

Exploring cross-platform deep discount aligned with SUMMER HEAT content + assets to drive consistent player journey from POS through FUT conversion. [\[NEW\]](#)