



2021 Special Meeting FAQ's

The Virtual Special Meeting

Q: When and where will the virtual special meeting of our stockholders be held?

A: The virtual special meeting of our stockholders will be held exclusively online via live webcast on April 26, 2021 at 1:00 p.m., Pacific Time. There will not be a physical meeting location. The virtual special meeting can be accessed by visiting www.virtualshareholdermeeting.com/GLUU2021SM, where you will be able to listen to the meeting live, submit questions and vote online. We encourage you to allow ample time for online check-in, which will open at 12:45 p.m., Pacific Time. Please note that you will not be able to attend the virtual special meeting in person.

Q: What are the proposals that will be voted on at the virtual special meeting?

A: You will be asked to consider and vote on (1) a proposal to adopt the Merger Agreement by and among Electronic Arts Inc., Giants Acquisition Sub, Inc., a wholly owned subsidiary of Electronic Arts, and Glu, (2) the proposal regarding the compensation that may be paid or become payable to Glu's named executive officers that is based on or otherwise relates to the Merger (the "compensation proposal"), and (3) the proposal to adjourn the virtual special meeting to a later date or dates under certain circumstances (the "adjournment proposal").

Q: How does our Board recommend that I vote on the proposals?

A: Our Board unanimously approved the Merger Agreement and the Merger and determined that the Merger Agreement and the Merger are fair to and in the best interests of our stockholders and recommends that you vote:

- **"FOR"** the proposal to adopt the Merger Agreement;
- **"FOR"** the compensation proposal; and
- **"FOR"** the adjournment proposal.

Q: Why am I being asked to consider and vote on the named executive officer Merger-related compensation proposal?

A: SEC rules require us to seek approval on a non-binding, advisory basis with respect to certain payments that will or may be made to our named executive officers in connection with the Merger. Approval of the named executive officer Merger-related compensation proposal is not required to complete the Merger.

Q: What do I need in order to be able to attend the virtual special meeting online?

A: The virtual special meeting will be held via live webcast only. Any stockholder can attend the virtual special meeting live online at www.virtualshareholdermeeting.com/GLUU2021SM. The webcast will start at 1:00 p.m., Pacific Time on April 26, 2021. Stockholders may vote and submit questions while attending the virtual special meeting online. In order to be able to enter the virtual special meeting, you will need the 16-digit control number, which is included on your proxy card if you are a stockholder of record of shares of Glu Common Stock or included with your voting instruction card and voting instructions you received from your broker, bank or other nominee of your shares if you hold your shares of Glu Common Stock in "street name." Instructions on how to attend and participate online are also posted online at www.proxyvote.com.

Q: Who is entitled to attend and vote at the virtual special meeting?

A: The record date for the virtual special meeting is March 24, 2021. If you own shares of Glu Common Stock as of the close of business on the record date, you are entitled to notice of, and to vote at, the virtual special meeting or any adjournment or postponement of the virtual special meeting. As of the record date, there were approximately 176,309,564 shares of Glu Common Stock issued and outstanding, held by approximately 49 stockholders of record and beneficially by thousands of additional stockholders. Each share of Glu Common Stock outstanding as of the record date is entitled to one vote with respect to each proposal to be presented at the virtual special meeting.

Stockholders of record as of the record date of the virtual special meeting and their duly appointed proxy holders may attend the virtual special meeting and vote at the meeting. Beneficial owners of shares held in "street name" will only be able to vote at the virtual special meeting if they have a proxy, executed in their favor, from their broker, bank or other nominee of the stockholder of record of their shares, giving them the right to vote the shares at the virtual special meeting.

Q: Do I need to attend the virtual special meeting?

A: No. While our stockholders of record may exercise their right to vote their shares at the virtual special meeting, it is not necessary for you to attend the virtual special meeting in order to vote your shares of Glu Common Stock.

Q: What constitutes a quorum?

A: The presence at the virtual special meeting of the holders of a majority of the shares of Glu Common Stock issued and outstanding and entitled to vote at the virtual special meeting will constitute a quorum. Shares are counted as present at the virtual special meeting if the holder is present and votes online at the virtual special meeting or if the holder has properly submitted a proxy. Each share of Glu Common Stock outstanding as of the record date is entitled to one vote with respect to each proposal to be presented at the virtual special meeting. If you fail to return your proxy card prior to the virtual special meeting or to submit a proxy via the Internet or

telephone, or if you fail to attend the virtual special meeting, your shares will not be counted for purposes of determining whether a quorum is present at the virtual special meeting and will have the same effect as a vote **“AGAINST”** the proposal to adopt the Merger Agreement. Similarly, if you hold your shares in “street name” and fail to instruct your broker, bank or other nominee how to vote your shares, your shares will not be counted for purposes of determining whether a quorum is present and will have the same effect as a vote **“AGAINST”** the proposal to adopt the Merger Agreement. If you attend the virtual special meeting or if you submit (and do not thereafter revoke) a proxy by duly executing and returning a proxy card or via the Internet or telephone, even if you abstain from voting, your shares of Glu Common Stock will be counted for purposes of determining whether a quorum is present at the virtual special meeting.

Q: What vote is required to adopt the Merger Agreement?

A: The adoption of the Merger Agreement requires the affirmative vote of the holders of a majority of the outstanding shares of Glu Common Stock entitled to vote on such matter. If you abstain from voting, fail to cast your vote, at the virtual special meeting or by proxy, or fail to give voting instructions to your brokerage firm, bank, trust or other nominee, **it will have the same effect as a vote “AGAINST” the proposal to adopt the Merger Agreement.**

Q: What vote is required to approve the compensation proposal?

A: In accordance with the rules of the SEC, stockholders have the opportunity to cast a non-binding, advisory vote to approve compensation that may be paid or become payable to our named executive officers based upon or otherwise relating to the Merger, as described in the table provided in the section of the definitive proxy statement captioned “Proposal 1: Adoption of the Merger Agreement — Quantification of Potential Payments and Benefits to our Named Executive Officers.” The vote to approve the compensation proposal is advisory and therefore will not be binding on us or Electronic Arts, nor will it overrule any prior decision or require our Board (or any committee of our Board) to take any action, regardless of whether the Merger is completed. The compensation that may be paid in connection with the Merger is contractual with respect to our named executive officers. Accordingly, if our stockholders adopt the Merger Agreement and the Merger is completed, the compensation based on or otherwise relating to the Merger will be paid to our named executive officers in accordance with the terms of their compensation agreements and arrangements, regardless of whether our stockholders approve the compensation proposal.

Approval of the compensation proposal requires the affirmative vote of the holders of a majority of the outstanding shares of Glu Common Stock entitled to vote on such matter that are present at the virtual special meeting or represented by proxy at the virtual special meeting and are voted **“FOR”** or **“AGAINST”** the proposal.

If you abstain from voting, fail to cast your vote, either at the virtual special meeting or by proxy, or fail to give voting instructions to your brokerage firm, bank, trust or other nominee, it will have no effect on the outcome of the vote for the compensation proposal, provided that a quorum is present at the virtual special meeting.

Q: What vote is required to adopt the adjournment proposal?

A: Approval of the adjournment proposal requires the affirmative vote of the holders of a majority of the outstanding shares of Glu Common Stock entitled to vote on such matter that are present at the virtual special meeting or represented by proxy at the virtual special meeting and are voted **“FOR”** or **“AGAINST”** the proposal.

If you abstain from voting, fail to cast your vote either at the virtual special meeting or by proxy, or fail to give voting instructions to your brokerage firm, bank, trust or other nominee, it will have no effect on the outcome of the vote for the adjournment proposal, provided that a quorum is present at the virtual special meeting.

Q: Why is my vote important? How are votes counted? What happens if I abstain?

A: There must be a quorum for business to be conducted at the virtual special meeting. If you do not submit a proxy or voting instructions, or if you do not attend the virtual special meeting, it will be more difficult for us to obtain the necessary quorum to conduct business at the virtual special meeting.

Votes will be counted by the inspector of election appointed for the virtual special meeting, who will separately count “**FOR**” and “**AGAINST**” votes and abstentions. If you abstain from voting, fail to cast your vote, at the virtual special meeting or by proxy, **it will have the same effect as a vote “AGAINST” the proposal to adopt the Merger Agreement**, but will have no effect on the compensation proposal or the adjournment proposal (provided that a quorum is present).

Q: Do any of our directors or executive officers have interests in the Merger that may differ from those of our stockholders?

A: In considering the recommendation of our Board with respect to the Merger Agreement, you should be aware that our directors and executive officers have interests in the Merger that may be different from, or in addition to, those of our stockholders generally. These interests may create potential conflicts of interest. Our Board was aware that these interests existed and considered them, among other matters, when it approved the Merger Agreement and made its recommendation that our stockholders adopt the Merger Agreement. You should read the section of the definitive proxy statement captioned “Proposal 1: Adoption of the Merger Agreement — Interests of our Directors and Executive Officers in the Merger.”

Q: What do I need to do now?

A: After carefully reading and considering the information contained in the definitive proxy statement, including the annexes and the other documents referred to in the definitive proxy statement, please vote your shares in one of the manners described below. Each share of Glu Common Stock outstanding as of the record date is entitled to one vote with respect to each proposal to be presented at the virtual special meeting.

Q: How do I vote if I am a stockholder of record?

A: You may vote:

- by following the Internet voting instructions printed on your proxy card;
- by following the telephone voting instructions printed on your proxy card;
- by completing, signing and dating each proxy card you receive and returning it in the enclosed postage-paid envelope prior to the virtual special meeting; or

- by casting your vote at the virtual special meeting via the virtual meeting website. There will not be a physical meeting location. Any stockholder can attend the virtual special meeting by visiting www.virtualshareholdermeeting.com/GLUU2021SM, where stockholders may vote and submit questions during the meeting. The virtual special meeting starts at 1:00 p.m., Pacific Time. We encourage you to allow ample time for online check-in, which will open at 12:45 p.m., Pacific Time. Please have your 16-digit control number to join the virtual special meeting. Instructions on who can attend and participate via the Internet, including how to demonstrate proof of stock ownership, are posted at www.proxyvote.com.

If you are voting via the Internet or by telephone, your voting instructions must be received by the date and time indicated on the applicable proxy card(s).

Voting via the Internet, by telephone or by mailing in your proxy card will not prevent you from attending the virtual special meeting. You are encouraged to submit a proxy via the Internet, by telephone or by mail even if you plan to attend the virtual special meeting, to ensure that your shares of Glu Common Stock are present or represented at the virtual special meeting.

Q: What happens if I return my proxy card but I do not indicate how to vote?

A: If you submit a proxy but do not include instructions on how to vote, your shares of Glu Common Stock will be voted “**FOR**” the proposal to adopt the Merger Agreement, “**FOR**” the approval of the compensation proposal and “**FOR**” the approval of the adjournment proposal. We do not currently intend to present any other proposals for consideration at the virtual special meeting.

Q: What is the difference between holding shares as a stockholder of record and as a beneficial owner?

A: If your shares are registered directly in your name with our transfer agent, American Stock Transfer & Trust Company, LLC, you are considered, with respect to those shares, to be the “stockholder of record.” If you are a stockholder of record, the definitive proxy statement and your proxy card have been sent directly to you by or on behalf of Glu.

If your shares are held through a brokerage firm, bank, broker or other nominee, you are considered the “beneficial owner” of shares of Glu Common Stock held in “street name.” If you are a beneficial owner of shares of Glu Common Stock held in “street name,” the definitive proxy statement has been forwarded to you by your bank, broker or other nominee who is considered, with respect to those shares, to be the stockholder of record. As the beneficial owner, you have the right to direct your brokerage firm, bank, broker or other nominee how to vote your shares by following their instructions for voting, and you are also invited to attend the virtual special meeting. However, because you are not the stockholder of record, you may not vote your shares at the virtual special meeting unless you obtain a proxy, executed in your favor, from your brokerage firm, bank, broker or other nominee giving you the right to vote your shares at the virtual special meeting.

Q: How do I vote if my shares are held by my brokerage firm, bank, trust or other nominee?

A: If your shares are held in a brokerage account or by another nominee, such as a bank or trust, then the brokerage firm, bank, trust or other nominee is considered to be the stockholder of record with respect to those shares. However, you still are considered to be the beneficial owner of those shares, with your shares being held in “street name.” “Street name” holders generally cannot vote their shares directly and must instead instruct the brokerage firm, bank, trust or other nominee how to vote their shares. Your brokerage firm, bank, trust or other

nominee will only be permitted to vote your shares for you at the virtual special meeting if you instruct it how to vote. Therefore, it is important that you promptly follow the directions provided by your brokerage firm, bank, trust or other nominee regarding how to instruct them to vote your shares. If you wish to vote at the virtual special meeting, you must obtain a proxy, executed in your favor, from your brokerage firm, bank, trust or other nominee giving you the right to vote your shares at the virtual special meeting.

In addition, because any shares you may hold in “street name” will be deemed to be held by a different stockholder than any shares you hold of record, shares held in “street name” will not be combined for voting purposes with shares you hold of record. To ensure your shares are represented and voted at the virtual special meeting, you should instruct your brokerage firm, bank, trust or other nominee to vote your shares that you hold in “street name.”

Q: What is a broker non-vote?

A: If you are a beneficial owner of shares held in “street name” and do not provide your broker, bank or nominee with specific voting instructions, the broker, bank or nominee may generally vote on “routine” matters, but cannot vote on “non-routine” matters. The proposal to adopt the Merger Agreement, the compensation proposal and the adjournment proposal are considered “non-routine” matters. If the broker, bank or nominee does not receive instructions from you on how to vote your shares on a non-routine matter, it will inform the inspector of election that it does not have authority to vote on this matter with respect to your shares. This is referred to as a “broker non-vote.”

You should instruct your broker, bank or other nominee how to vote your shares. Under the rules applicable to broker-dealers, your broker, bank or other nominee does not have discretionary authority to vote your shares on any of the proposals scheduled to be voted on at the virtual special meeting. Because brokers, banks and other nominees do not have discretionary voting authority with respect to any of the three proposals described in the definitive proxy statement, if a beneficial owner of shares of Glu Common Stock held in “street name” does not give voting instructions to the broker, bank or other nominee, then those shares will not be counted as present or by proxy at the virtual special meeting. In addition, any broker non-vote will have the same effect as a vote “**AGAINST**” the adoption of the Merger Agreement, but will have no effect on the vote for the compensation proposal or the adjournment proposal (provided that a quorum is present).

Q: What is a proxy?

A: A proxy is your legal designation of another person, referred to as a “proxy,” to vote your shares of Glu Common Stock. The written document describing the matters to be considered and voted on at the virtual special meeting is called a “proxy statement.” The document used to designate a proxy to vote your shares of Glu Common Stock is called a “proxy card.”

Q: May I change my vote after I have delivered my proxy?

A: Yes. If you are the stockholder of record of Glu Common Stock, you have the right to change or revoke your proxy at any time before the vote being taken at the virtual special meeting by:

- delivering a written revocation of the proxy, or a later dated, signed proxy card, to our Corporate Secretary at Glu Mobile Inc., 875 Howard Street, Suite 100, San Francisco, California 94103, on or before the business day prior to the virtual special meeting;

- attending the virtual special meeting and voting at the meeting (your attendance at the virtual special meeting will not, by itself, revoke your proxy, so you must vote at the virtual special meeting to revoke your proxy); or
- signing and delivering a new proxy, relating to the same shares of Glu Common Stock and bearing a later date; or by submitting another proxy by telephone or via the Internet after the date of your prior proxy and by the date and time indicated on the applicable proxy card(s).

If you are a “street name” holder of Glu Common Stock, you should contact your brokerage firm, bank, trust or other nominee to obtain instructions as to how to change or revoke your voting instructions.

Q: What is the deadline for voting my shares of Glu Common Stock?

A: If you are a stockholder of record, your proxy must be received via the Internet or by telephone by 11:59 p.m., Eastern Time, on the date prior to the virtual special meeting date, in order for your shares to be voted at the virtual special meeting. However, if you are a stockholder of record, you may instead mark, sign, date and return the enclosed proxy card, which must be received before the polls close at the virtual special meeting, in order for your shares to be voted at the virtual special meeting. If you are a beneficial owner, please read the voting instructions provided by your bank, broker, trust or other nominee for information on the deadline for voting your shares.

Q: How do I exchange my Glu Common Stock for Per Share Merger Consideration?

A: After the Merger is completed, you will be sent a letter of transmittal with detailed written instructions for exchanging your shares of Glu Common Stock for the Per Share Merger Consideration. If your shares are held in “street name” by your brokerage firm, bank, trust or other nominee, you will receive instructions from your brokerage firm, bank, trust or other nominee as to how to effect the surrender of your “street name” shares in exchange for the Per Share Merger Consideration.

Q: What happens if I sell my shares of Glu Common Stock after the record date but before the virtual special meeting?

A: The record date for stockholders entitled to vote at the virtual special meeting is earlier than the date of the virtual special meeting and the Effective Time. If you transfer your shares of Glu Common Stock after the record date but before the virtual special meeting, you will, unless special arrangements are made, retain your right to vote at the virtual special meeting but will transfer the right to receive the Per Share Merger Consideration to the person to whom you transfer your shares.

In addition, if you sell your shares prior to the virtual special meeting or prior to the Effective Time, you will not be eligible to exercise your appraisal rights in respect of the Merger. For a more detailed discussion of your appraisal rights and the requirements for properly demanding your appraisal rights, see the section of the definitive proxy statement captioned “Proposal 1: Adoption of the Merger Agreement — Appraisal Rights” and Annex C to the definitive proxy statement.

Q: What happens if the proposal to adopt the Merger Agreement is not approved by our stockholders or if the Merger is not completed for any other reason?

A: If the proposal to adopt the Merger Agreement is not approved by our stockholders or if the Merger is not completed for any other reason, our stockholders will not receive any payment for their shares in connection with the Merger. Instead, we will remain a stand-alone public company and Glu Common Stock will continue to be listed and traded on Nasdaq. Under specified circumstances, we may be required to pay to Electronic Arts a termination fee.

For more information on the termination fees that may become payable by us pursuant to the Merger Agreement, see the section captioned “The Merger Agreement — Termination Fees.”

Q: How do our directors and executive officers intend to vote their shares of Glu Common Stock in respect of the proposal to adopt the Merger Agreement?

A: At the close of business on the record date for the virtual special meeting, our directors and executive officers and their respective affiliates beneficially owned and were entitled to vote 2,794,609 shares of Glu Common Stock, or approximately 2% of the shares of Glu Common Stock outstanding on such date.

Although they are not obligated to do so, our directors and executive officers have informed us that they intend to vote all of their shares of Glu Common Stock in favor of the adoption of the Merger Agreement.

Q: What should I do if I receive more than one set of voting materials?

A: You may receive more than one set of voting materials, including multiple copies of the definitive proxy statement and multiple proxy cards or voting instruction cards, if your shares are registered differently or are held in more than one account. For example, if you hold your shares in more than one brokerage account, you will receive a separate voting instruction form for each brokerage account in which you hold shares. If you are a stockholder of record and your shares are registered in more than one name, you will receive more than one proxy card. **Please sign, date and return (or grant your proxy electronically over the Internet or by telephone for) each proxy card and voting instruction form that you receive to ensure that all of your shares are voted.**

Q: What is householding and how does it affect me?

A: The SEC’s proxy rules permit companies and intermediaries, such as brokers and banks, to satisfy delivery requirements for proxy statements with respect to two or more stockholders sharing an address by delivering a single proxy statement to those stockholders, unless contrary instructions have been received. This procedure reduces the amount of duplicate information that stockholders receive and lowers printing and mailing costs for companies. Certain brokerage firms may have instituted householding for beneficial owners of Glu Common Stock held through brokerage firms. If your family has multiple accounts holding Glu Common Stock, you may have already received a householding notification from your broker. You may decide at any time to revoke your decision to household, and thereby receive multiple copies of proxy materials. If you wish to opt out of this procedure and receive a separate set of proxy materials in the future, or if you are receiving multiple copies and would like to receive only one, you should contact your broker, trustee or other nominee or our Investor Relations department at the address below.

A separate copy of these proxy materials will be promptly delivered upon request by contacting our Investor Relations department by (1) mail at Glu Mobile Inc., Attention: Investor Relations, Glu Mobile Inc., 875 Howard Street, Suite 100, San Francisco, California 94103 or (2) e-mail at IR@glu.com.

Q: Where can I find the voting results of the virtual special meeting?

A: If available, we may announce preliminary voting results at the conclusion of the virtual special meeting. We intend to publish final voting results in a Current Report on Form 8-K to be filed with the SEC following the virtual special meeting. All reports that we file with the SEC are publicly available when filed. For more information, see the section captioned "Where You Can Find More Information."

Q: Who can answer further questions?

A: For additional questions about the Merger, assistance in submitting proxies or voting shares of Glu Common Stock, or to request additional copies of the proxy statement or the enclosed proxy card, please contact our proxy solicitor at:

Innisfree M&A Incorporated
501 Madison Avenue, 20th Floor
New York, New York 10022
Stockholders May Call:
Toll-Free at (888) 750-5834 (from the U.S. and Canada)
or +1 (412) 232-3651 (from other locations)
Banks & Brokers May Call Collect: (212) 750-5833

If your brokerage firm, bank, trust or other nominee holds your shares in "street name," you should also call your brokerage firm, bank, trust or other nominee for additional information.