C/2026/3490

1.7.2026

Prior notification of a concentration

(Case M.12213 – PIF / ELECTRONIC ARTS)

(Text with EEA relevance)

(C/2026/3490)

1. On 16 June 2026, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Oak-Eagle AcquireCo, Inc. ('AcquireCo', United States), controlled by the Public Investment Fund, ('PIF', Saudi Arabia)

— Electronic Arts Inc. ('EA', United States).

PIF will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of EA.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— PIF is the sovereign wealth fund of the Kingdom of Saudi Arabia. It has direct and indirect investments in a number of sectors across Saudi Arabia and globally, including food and agriculture, energy, the financial sector, manufacturing, real estate, logistics, and the digital sector,

— EA is global interactive entertainment company, headquartered in the USA, which develops, markets, and publishes video games and related content and online services.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

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Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').