

FOR IMMEDIATE RELEASE

Support for the Video Game Industry

**The Québec Government Welcomes
Electronic Arts' Growth and Investments in Montréal**

Montréal, April 6, 2017. – The Québec government today highlighted Electronic Arts' commitment to invest in the growth of its Montréal studio, thus reinforcing its role as a leader in Québec's video game sector. This expansion will lead to the creation of 500 new jobs over a ten-year period.

Present in Montréal since 2004, Electronic Arts is strengthening its position in the market by establishing a new studio, Motive Studios, which will be specialized in the creation of action-adventure games. EA is also active in Montréal through BioWare™, the studio responsible for the development of *Mass Effect™: Andromeda*, the latest instalment in the popular *Mass Effect* franchise, and through a Frostbite™ game engine team.

In addition to investing and creating jobs, the company intends to help structure the industry, in particular by designing infrastructure that can be shared with the video game community. EA's investments in Québec, including in staff, facilities and other investments, will total an estimated \$500 million over a ten-year period.

Quotations :

"We offer Electronic Arts a stable, predictable, competitive fiscal framework enabling the company to move forward with this substantial expansion. This favourable environment led to the positioning of Québec as a leader in the video game industry and as an internationally recognized centre of excellence. As the Québec Taxation Review Committee clearly showed, the tax credit available to companies in this sector has significant economic spinoffs that benefit Québec society as a whole. We are pleased to welcome this major expansion by Electronic Arts, which will contribute to these positive impacts for Québec."

Carlos Leitão, Minister of Finance

“Buoyed by average annual sales growth of 16% over the last 14 years, the video game industry is a success for Québec. Québec stands out from the rest of the world because of its skilled workforce, its world-renowned training establishments, and operating costs that are among the lowest of the G7 countries. Furthermore, this industry is one of 17 sectoral markets targeted by Québec’s export strategy, presented last fall, to which \$536.8 million was allocated. Electronic Arts’ announcement today is yet more proof that Québec holds a place of distinction in this industry on the world stage.”

Dominique Anglade, Minister of the Economy, Science and Innovation and Minister responsible for the Digital Strategy

“By continuing to invest and grow its activities in our metropolis, Electronic Arts confirms that Montréal is a leading-edge tech city that stands out internationally. The creation of nearly 500 jobs will produce substantial economic benefits in the metropolis. This announcement reinforces Montréal’s position as a video game industry leader.”

Martin Coiteux, Minister of Municipal Affairs and Land Occupancy, Minister of Public Security and Minister responsible for the Montréal region

“This investment shows that the city is definitely a hub for the video game industry. Montréal strengthens its position as one of the industry’s focal points. These new jobs will add to Montréal’s tremendous economic vitality. I would also like to thank Electronic Arts for their continued trust.”

Denis Coderre, Mayor of Montréal

Highlights :

- The refundable tax credit for the production of multimedia titles was introduced in 1996 to foster the emergence and development of the video game industry in Québec. It has enabled Québec to position itself as a leader in the sector and as a centre of excellence internationally.
- Québec’s video game industry now has a workforce of approximately 11 000 people in nearly 140 companies, making it a leader in Canada and a major player globally.

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