

EA buys Popcap

Posted by Tunes - 13 Jul 2011 10:43

Well, there goes another cool company sucked into the EA blackhole... oh well

"Today, EA announced plans to purchase PopCap for \$650 million in cash. The deal, which is expected to close by the end of August, also sees EA paying out \$100 million in shares to "certain stockholders of PopCap." EA also intends to offer some \$50 million in employee retention awards.

Additionally, PopCap has been extended a sizable performance-related earn-out that could potentially increase the purchase price. Should PopCap generate in excess of \$343 million in revenue by the end of 2013, EA will pay out an additional \$550 million. If PopCap's earnings come in at \$200 million, that payout would drop to \$275 million, while \$110 million in revenue would yield \$100 million. Anything less than \$91 million would result in no additional compensation."

I will instruct my daughter to start a gaming company, make cool indie games and later sell it to some gaming industry monster and make it for life 🤖

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Re: EA buys Popca

Posted by FroggyFace - 13 Jul 2011 11:04

Popcap was a nice compamy loved plants vs. zombies xD

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