
From:
To: Phil Spencer; Satya Nadella; Chris Young
CC: Sarah Bond (SHE/HER); Tim Stuart; Lori Wright; David Hampton; Haiyan Zhang; Jerret West; Dave O'Hara; Michael Wetter (CORPDEV); Keith Dolliver (LCA)
Sent: 6/17/2021 4:26:04 PM
Subject: RE: Zynga

[REDACTED]

Amy

From: Phil Spencer <philsp@microsoft.com>
Sent: Thursday, June 17, 2021 9:19 AM
To: Amy Hood <amyhood@microsoft.com>; Satya Nadella <satyan@microsoft.com>; Chris Young <chrisyoung@microsoft.com>
Cc: Sarah Bond (SHE/HER) <Sarah.Bond@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Lori Wright <lwright@microsoft.com>; David Hampton <dhampton@microsoft.com>; Haiyan Zhang <Haiyan.Zhang@microsoft.com>; Jerret West <Jerret.West@microsoft.com>
Subject: RE: Zynga

Great guidance.

I'll also add that this is my first time on a process with a publicly traded company so any guidance on our process delta for these situations would be helpful.

Phil

From: Amy Hood <amyhood@microsoft.com>
Sent: Thursday, June 17, 2021 9:12 AM
To: Phil Spencer <philsp@microsoft.com>; Satya Nadella <satyan@microsoft.com>; Chris Young <chrisyoung@microsoft.com>
Cc: Sarah Bond (SHE/HER) <Sarah.Bond@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Lori Wright <lwright@microsoft.com>; David Hampton <dhampton@microsoft.com>; Haiyan Zhang <Haiyan.Zhang@microsoft.com>; Jerret West <Jerret.West@microsoft.com>
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Encouraging news. I think, for me, the very different business models due to their reliance on mobile is super interesting for us. So to be able to articulate the primary vectors of growth in a new language that is a) GP sub growth (with a key metric within that of GP usage/attach to PC) and then b) what metric for mobile and PC which Z represents we would explain simply around even more transactional growth as well.

Amy

From: Phil Spencer <philsp@microsoft.com>

Sent: Thursday, June 17, 2021 8:59 AM

To: Satya Nadella <satyan@microsoft.com>; Amy Hood <amyhood@microsoft.com>; Chris Young <chrisyoung@microsoft.com>

Cc: Sarah Bond (SHE/HER) <Sarah.Bond@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Lori Wright <lwright@microsoft.com>; David Hampton <dhampton@microsoft.com>; Haiyan Zhang <Haiyan.Zhang@microsoft.com>; Jerret West <Jerret.West@microsoft.com>

Subject: Zynga

Sarah and I met with the CEO and COO of Zynga last night to discuss strategic opportunities between the two companies with a real focus on our combined capability, culture and world view. It was a very good discussion with the Zynga leaders playing an active and constructive role in the conversation. The work that was done for our outside in and follow up conversation with Satya, Frank Gibeau and I has created a very trusting and open forum for these conversations. There is real opportunity with the combined capability of our MS Gaming assets and Zynga and both companies are very aligned on the H1 through H3 opportunities. Their CEO and COO are very positive on the opportunity.

We've been working on our SA and A2N prep and waiting for this conversation to ensure we are aligned. This asset clearly accelerates our relevance and capability across mobile, casual F2P and ads. We will be accelerating our MS process and you'll the appropriate documents soon. Mobile is clearly big next step for us in gaining capability we do not have and bringing into focus the WW opportunity to reach the 3B+ people who play games today.

Let us know if you have specific questions you want to see us address in the SA or A2N.

Phil