

Activision Blizzard, Inc.  
Form 3  
February 25, 2016

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â ZACCONI RICCARDO		(Month/Day/Year)	Activision Blizzard, Inc. [ATVI]	
(Last)	(First)	(Middle)	02/23/2016	
C/O ACTIVISION BLIZZARD, INC., Â 3100 OCEAN PARK BOULEVARD			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
SANTA MONICA, Â CA Â 90405			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			Chief Executive Officer, King	<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$0.000001 per share	84,453 <sup>(1)</sup>	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Performance Stock Options <sup>(2)</sup>	Â <sup>(3)</sup>	11/12/2023	Common Stock, par value \$0.000001 per share	903,251	\$ 12.39	D	Â
Employee Stock Options <sup>(2)</sup>	Â <sup>(4)</sup>	02/15/2025	Common Stock, par value \$0.000001 per share	192,392	\$ 26.41	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ZACCONI RICCARDO C/O ACTIVISION BLIZZARD, INC. 3100 OCEAN PARK BOULEVARD SANTA MONICA, CA 90405	Â	Â	Â Chief Executive Officer, King	Â

## Signatures

/s/ Riccardo Zacconi 02/25/2016

         \*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) On February 23, 2016, the Company acquired King Digital Entertainment plc ("King"). In connection therewith, Mr. Zacconi's restricted stock units, representing the right to receive King ordinary shares, were converted to 84,453 restricted stock units, each representing the right to receive a share of the Company's common stock, for a nominal price of 0.00014 per share, which vest quarterly in 12 equal installments, beginning May 16, 2016.
- (2) On February 23, 2016, the Company acquired King. In connection therewith, Mr. Zacconi's options to purchase King ordinary shares were converted into options to purchase the Company's common stock.
- (3) One-half of these options vest on February 22, 2019 as follows: one-third if, and only if, the operating income objective for King for 2016 was met or exceeded; one-third if, and only if, the operating income objective for King for 2017 was met or exceeded; and one-third if, and only if, the operating income objective for King for 2018 was met or exceeded. The other half of these options vest as follows: one-third on each of February 22, 2017, 2018 and 2019, in each case if, and only if, the EBITDA objective for King for the prior year was met or exceeded.
- (4) These options vest quarterly in 12 equal installments, beginning May 16, 2016.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.