



Atari announces the launch of a private equity investment capital increase

Paris, April 18, 2018 – 6:00 p.m. – ATARI (ISIN: FR0010478248 - ATA, PEA-PME eligible), one of the world’s most famous publishers and producers of interactive entertainment, today announces the launch of a capital increase of about 5 million Euros through the issuance of new shares with suppression of preferential subscription rights within a private placement, in accordance with the 18th and 19th resolutions approved by the Combined General Shareholders Meeting on September 29, 2017 and the authorization of the Board of Directors on April 17, 2018 and the decision of the Chief Executive Officer on April 18, 2018 (the “Transaction”). The Transaction involves a maximum of 10% of the company’s share capital and the new shares will be submitted for admission to trading on the Euronext Paris market.

The funds will be raised through qualified domestic and international investors, with the exception in particular of the United States, Canada, Australia and Japan, in accordance with Article L.225-136 of the Commercial Code and Article L.411-2 II of the Monetary and Financial Code.

These funds will be allocated primarily to the valuation of the portfolio of more than 200 games and to potential opportunities to acquire additional property rights to the existing games, and for the balance to the Atari Group's general business activity.

The private placement will be carried out by way of accelerated bookkeeping, at the end of which the number and price of the new shares issued will be determined. The accelerated bookkeeping begins immediately and should be closed before the opening of the markets of tomorrow, subject to any early closure or extension. The Company will announce the results of the Private Placement in a press release, as soon as possible after the closing of the books.

Under the 18th resolution of the Combined General Shareholders Meeting on September 29, 2017, the issue price of the new shares will be equal to the average weighted market price over the last twenty trading sessions preceding the issue pricing date, potentially decreased by a maximum discount of 20%.

The settlement-delivery of the new shares issued under the Private Placement and their admission to the regulated Euronext Paris market are planned for April 20, 2018. The new shares will carry dividend rights and will be admitted to trading on the Euronext Paris market under the same ISIN code FR0010478248 - ATA.

Louis Capital Market LLP is acting as Lead Manager & Bookkeeper for the Transaction.

EuroLand Corporate is acting as counsel in the context of the Transaction.

In accordance with the provisions of Article 211-3 of the General Regulations of the Autorité des marchés financiers, the offer of the Company's shares in connection with this capital increase carried out within a private placement, shall not give rise to a prospectus subject to the approval of the Autorité des marchés financiers.

Detailed information on the Company, in particular concerning its business activity, its results and the corresponding risk factors, is included in the updated Registration Document filed with the AMF on January 16, 2018 under the number D.17-0823-A01, including the half-yearly financial report dated September 30, 2017, which can be accessed, as well as the other regulated information and all of the press releases on the Company, on its website. (www.atari-investisseurs.fr).

About Atari

Atari, comprised of Atari SA and its subsidiaries, is a global interactive entertainment and multiplatform licensing group. The true innovator of the video game, founded in 1972, Atari owns and/or manages a portfolio of more than 200 games and franchises, including globally known brands such as Asteroids®, Centipede®, Missile Command® and Pong®. From this important portfolio of intellectual properties Atari delivers attractive online games for smartphones, tablets, and other connected devices. Atari also develops and distributes interactive entertainment for Microsoft and Sony game consoles. Atari also leverages its brand and franchises with licensing agreements through other media, derivative products and publishing. For more information: www.atari.com and www.atari-investisseurs.fr

Disclaimer

In France, the aforementioned offer of Atari shares will be made exclusively within a private equity investment, in conformity with Article L. 411-2 of the Monetary and Financial Code and the applicable regulatory provisions. It does not constitute a public offering within the meaning of Article L. 411-1 of the Monetary and Financial Code. Accordingly, no prospectus will be published or cited by the Autorité des marchés financiers.

Concerning the Member States of the European Economic Space having transposed Directive 2003/71/EC of the European Parliament and Council dated November 4, 2003 (as modified in particular by Directive 2010/73/EU, insofar as this directive was transposed in each of the Member States of the European Economic Space) (the "Prospectus Directive"), no actions have been or will be undertaken to enable a public offering of the marketable securities that are the subject of this press release, making it necessary to publish a prospectus in any of the Member States.

This press release and the information contained herein do not constitute an offer to subscribe or purchase, nor solicitation of an order to purchase or subscribe, Atari's shares in the United States or in any other jurisdiction in which the transaction may be subject to restrictions. Marketable securities may not be offered or sold in the United States without being registered or exempt from registration under the US Securities Act of 1933 as modified (the "US Securities Act"), it being specified that Atari's share has not been and will not be registered under the US Securities Act and that Atari has no intention of making a public offering of Atari shares in the United States, nor in any other jurisdiction.

In certain countries, the dissemination of this press release may be subject to specific regulations. Persons in possession of this press release should inquire about and comply with possible local restrictions.

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