



The Atari Group presents its strategic initiatives at the next Game Developers Conference in San Francisco in March 2018

- **Development of strategic activities, in particular online games and casinos**
- **Future announcement of the Ataribox launch calendar**
- **Investment in blockchain technologies with a decentralized platform and the creation of the Atari Token**
- **Agreement being finalized in eSports**

Paris, March 8, 2018 – Atari, the global interactive entertainment group, will be present at the Game Developers Conference (“GDC”), one of the biggest annual events in the video game industry, which takes place in San Francisco on March 19-23, 2018. At that time, they will announce the schedule and the terms for the launch of the Ataribox and will continue to develop partnerships in the field of blockchain technologies.

During the GDC in San Francisco, Atari will report on its recent developments and development opportunities within its strategic activities. These activities were selected on account of their development potential for the Atari brand, the Group’s expertise, an attractive “Risk/Potential Return on Investment” ratio, and lastly, the complementarity of audiences and sectors. By limiting the number of activities and optimizing synergies and partnerships, the Group promotes growth and profitability.

“We have made significant advances in each of our strategic businesses, and we continue to develop with a long-term vision, in particular with Ataribox or blockchains. These recent agreements in blockchains show the power of the Atari brand, which is still a fundamental advantage to integrating in the fast-growing technological sectors,” declared Frédéric Chesnais, Chief Executive Officer and leading shareholder of Atari. *“At the GDC, we will continue to explore opportunities in these fields and strengthen our partnerships. The Atari blockchain platform, online casino games using cryptocurrencies, is the very cornerstones in a unique construction, at the crossroads of Technology and Entertainment.”*

- **Video games: new franchises and expanded catalog**

Video games are the Group's DNA, with the Atari brand and catalog of intellectual property rights of more than 200 games. This historical activity of Atari covers the successful operation of games and the development of new franchises.

The GDC will be a chance to meet its partners and to announce additional opportunities, in particular for the following products:

- RollerCoaster Tycoon Touch for mobile devices has now crossed the milestone of 13 million downloads and continues to grow, with license agreements recently entered into with Asian partners for launching the game in China, Japan and Korea, based on a version specially adapted to the specific characteristics of each of these countries;
- *Transit City Touch*, a transportation simulation game, is in the testing phase in Australia and New Zealand, with an attractive recruitment rate (*cost per install*) compared to an established franchise; this game will be launched worldwide in the next quarter;
- *Tempest* for PlayStation 4 and PC, which will also be available worldwide during summer 2018;
- New franchises are being developed for the Nintendo Switch (in particular RollerCoaster Tycoon, Atari Flashback Classics); these games will be distributed by partners starting Christmas 2018.

- **Blockchains: Development of the Atari Token and crypto-casinos**

Working meetings held during the latest blockchain conventions confirm the relevance of the Group's strategy in creating such a decentralized platform giving access to all forms of digital entertainment, meaning a very broad offering, ranging from video games to movies and music. This platform will work using a cryptocurrency, the Atari Token, currently being launched.

The first step has been taken in the domain of crypto-casinos. Atari mobile casino games, using real money, are now available in Europe from distributors when the regulations permit them (these games are not available in France). The Atari Group is now working on the second component within the partnership with Pariplay, Ltd, meaning integrating most cryptocurrencies currently in circulation into these games. To broaden the appeal of these new casinos, and once the Atari Token is available, Atari intends to launch the Pong Token, a second Token dedicated to crypto-casinos that can be used on these gaming sites.

At the GDC, the Atari Group will have the chance to continue seeking out additional opportunities, preferably in the Group's traditional pattern, meaning a capital investment in exchange for an Atari brand license and thus very limited cash outlays for the Group.

- **Atari Box: Announcement of the final calendar during the GDC in San Francisco**

Over the last few months, the Atari Group has added new features, reviewed the entire launch checklist and conducted a new series of technical reviews with industrial partners such as Flextronics. The Atari Box will function with a chip specially designed by AMD.

The final calendar and the terms of the launch will be revealed at the GDC. The decentralized blockchain platform and the Atari Token are of course available on the Ataribox.

For more information, go to <https://www.ataribox.com>

- **Future agreement in eSports and geographical developments for online casinos**

A service agreement in eSports will be announced soon, the Group will have a stake in a platform's capital and receive royalties, in exchange for a 5-year exclusive license for certain games. The tournament games platform will use blockchain technology in the future.

Finally, the Group is researching possibilities to develop licenses for online casinos in new territories like Central and South Americas.

- **Multimedia production (Atari Studios)**

The Group is continuing with different projects in TV and movies, mainly in the form of licenses and partnerships. The GDC is a chance to meet different partners, with the long-term objective of operating a portfolio of more than 200 Atari games on different media.

The agreement entered into with Scott Sternberg, an experienced producer¹ to develop "Million-Dollar Pong", a new TV show based on the worldwide-known game, illustrate this strategy implemented by the Group.

- **Licensing activities**

The Atari Group continues to operate its catalog under traditional licensing activities (toys, joysticks, general merchandising) while innovating with products such as mini arcade games.

The GDC will enable the Group to continue its royalty-generating activities without spending much, and the Group will still have the option to directly integrate one of these activities should a direct operation significantly improve the enterprise value of the Atari Group.

¹ <http://www.imdb.com/name/nm0827921/>

PERSPECTIVES & STRATEGY

In June 2018, the Atari Group will publish the annual financial statements for its 2017-2018 fiscal year (April 1, 2017 - March 31, 2018) and its outlooks for the 2018-2019 fiscal year (April 1, 2018 - March 31, 2019).

The Group will continue to create value for the Atari brand and the intellectual property portfolio in the aforementioned strategic activities, while developing new activities through licenses and partnerships. In financial terms, the objective is the Group's profitable growth.

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There is still inherent uncertainty in the completion of these projects, their operating budget and financing plan, and the failure of these assumptions to materialize may affect their value.

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

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