



Atari is innovating to accelerate the development of its catalog of over 200 games

- **Agreement with StartEngine to finance the first game, RollerCoaster Tycoon®, on the latest generation console: Nintendo Switch™**
- **Compensation of third parties capped based on the performance of the game**
- **Steps consistent with the Group's strategy, to form partnerships without shareholder dilution**

Paris, France – Tuesday, January 23, 2018. Atari Game Partners, a wholly-owned subsidiary of Atari, one of the world's most famous publishers and producers of interactive entertainment, today announces the launch of an equity investment campaign with the StartEngine crowdfunding platform, in order to finance and develop a first game from Atari's massive catalog: RollerCoaster Tycoon for Nintendo Switch. The objective is to test investor interest in this type of financing, knowing that, regardless of the outcome of this campaign, Atari will release this game in 2018, considering the franchise's potential.

The terms of the offer are available at the following web address: www.startengine.com/atari-game-partners. For regulatory reasons, this offer is only open to the United States territory.

Investors will be entitled, over a period of 18 months following the release of the game, to 50% of the profits until they obtain a 20% return, then 25% of the profits thereafter. There is no money-back guarantee on investments, as investors' yield is capped based on the future performance of the game and this financing does not result in any dilution for Atari's shareholders. The results of the campaign will be known in April 2018.

"We have more than 200 games available for new developments, so we must be open to all forms of financing provided that they respect 3 basic criteria: (i) no guarantee, (ii) a capped yield, which balances the sharing of profits between the Group's current shareholders and one-time investors in a game, and (iii) no dilution for the shareholders", declared Frédéric Chesnais, Chief Executive Officer of Atari SA. *"This initiative that we are launching today is part of this strategy, and in any case we will move forward with this promising game."*

This project will make it possible to accelerate the development of an exciting new version of the iconic RollerCoaster Tycoon whose addictive gameplay is fully compatible with Nintendo Switch, the latest generation Nintendo console.

The Group has selected StartEngine for this project, one of the main crowdfunding platforms in the United States. StartEngine was founded in 2013 and is based in Los Angeles. It has already raised more than 500 million dollars for more than 100 companies. Nvizzio Creations

is the studio that developed the very popular RollerCoaster Tycoon Touch version for mobiles, and is the developer of this new game version and brings its expertise and deep understanding of RollerCoaster Tycoon.

For more information, visit www.AtariGamePartners.com, follow us on Twitter @RCT_Switch and “Like” RollerCoaster Tycoon on Facebook.

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. 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 and the Company’s results. For more information: www.atari.com and www.atari-investisseurs.fr

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