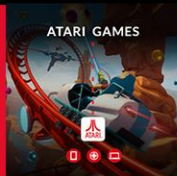


ATARI®



European Large & Midcap Event

Oct 14/15
2019





Disclaimer



In this strategic presentation, the terms "Atari" and/or the "Company" mean Atari. The term "Group" means the group of companies belonging to the parent Company and all companies within its consolidation's scope.

This strategic presentation contains statements relating to ongoing or future projects, future financial and operating results and other statements about Atari's managements' future expectations, beliefs, goals, plans or prospects that are based on current expectations, estimates, forecasts and projections about Atari, as well as company's future performance and the industries in which Atari operate will operate, in addition to managements' assumptions. Words such as "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," variations of such words and similar expressions are intended to identify such forward-looking statements which are not statements of historical facts.

These forward-looking statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions that are difficult to assess. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such forward-looking statements. These risks and uncertainties are based upon a number of important factors including, among others: political and economic risks of our respective global operations; changes to existing regulations or technical standards; existing and future litigation; difficulties and costs in protecting intellectual property rights and exposure to infringement claims by others summarized in chapter 8 of the company's annual financial report for the financial year ended March 31, 2019 available on the investor relations website of Atari at www.atari-investisseurs.fr.

For a more complete list and description of such risks and uncertainties, refer to Chapter 8 in Atari's annual financial report. Except as required by the rules and regulations of the AMF, Atari disclaims any intention or obligation to update any forward-looking statements after the distribution of this document, whether as a result of new information, future events, developments, changes in assumptions or otherwise.

Any investment in Atari shares which have a highly volatile stock price represents a significant risk.

**Frédéric Chesnais C.E.O.**

- Largest shareholder of the Atari Group
- Former Deputy-COO and CFO of the Atari Group from 2001 to 2004, CEO of Atari Interactive until 2007 – Came back in early 2013
- Huge experience in Executive production

**Philippe Mularski C.F.O.**

- Chartered Accountant and Auditor
- Previously Interim Manager, CFO in Lagardère Group and Accounting Director for Sucres & Denrées Group
- Joined the Atari Group in 2014

**Michael Arzt C.O.O. Atari Connect**

- Former SVP General Manager for Samsung's World Cyber Games
- Strong experience in Entertainment
- In charge of the Atari VCS

**Jean-Marcel Nicolai C.O.O. Games**

- Former Head of Walt Disney game development studios world
- Strong experience across all platforms
- Strong knowledge of the brand (was with Atari from 2000 to 2007)

**Manfred Mantshev Biz Dev / Strategy**

- Former investment banker at UBS advising a number of video game clients
- Over 10 years investment experience with institutional hedge funds as a portfolio manager and investment professional
- Strong investment track record and capital markets expertise



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**Recent
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Recent History





Atari – a Cultural Icon



Created in 1972

Launched the video gaming industry as we know it

- Revolutionized technology, media and game play
- Trailblazed through innovation and trend-setting

Defined a generation socially and culturally

Established a valuable and extensive franchise portfolio

- Top 10 franchises: historical revenue over \$2 billion
- Over 200 titles with a rich history and iconic images



LUNAR
LANDER

CENTIPEDS

ASTERIODS

gor's
revenge

PONG

GRAVITAR

BREXIT

MILO
COMING

STAR
RAIDERS

TEMPEST

TEMPEST



A Portfolio of more than 200 Games



Atari is a Globally Recognized, Iconic Brand
With an Unparalleled, Rich Library of Popular Games and 800+ URLs

PONG

GRAVITAR

TEMPEST[®]



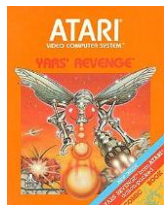
ASTEROIDS

ATARI
MILLIPEDIE

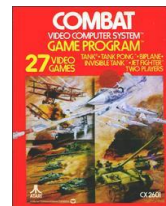
CENTIPEDS

LUNAR
LANDER

CRYSTAL
CASTLES

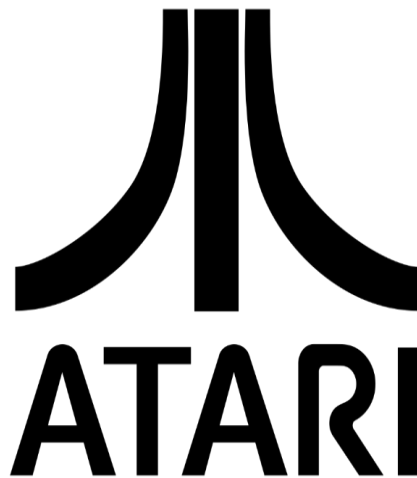


BREXOUT





A Brand that Created an Industry



1972

Created by Nolan
Bushnell

1981

Bankruptcy

1998

Sold by Warner to
Hasbro

2000

Sold to Infogrames
Entertainment

2006

Take over by a
Hedge Fund

2013

Bankruptcy

2013

Take over by Fred
Chesnais



An Iconic and Strong Brand



**BLADE
RUNNER
2049**

(October 2017)



**READY
PLAYER
ONE**

(March 2018)





2013-2017 : Turnaround



➔ 2013

- **January**
US subsidiaries filed for bankruptcy protection (Chapter 11),
- **February**
Frédéric Chesnais and Alden Capital fund took over,
- **December**
Exit of the US subsidiaries from the Chapter 11 process.

➔ 2014/2016

- Re-launch of game production,
- Implementation of a robust turnaround strategy,
- New partnerships.

➔ 2017/2019

- Launch of new games,
- Development of licensing activities,
- Optimization of financial structure.

Opportunities outside of the video game industry



Cap table and organization simplified



Turnaround, improved financial structure



Atari is Back to Profitability



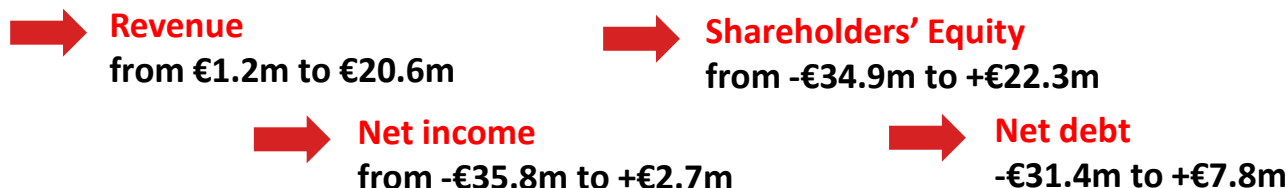
2013-2019 : Organic Growth



| (M€) | March 31, 2019 | March 31, 2018 | March 31, 2013 |
|--------------------------|----------------|----------------|----------------|
| Revenue | 20,6 | 18,0 | 1,2 |
| Current operating income | 3,1 | 2,3 | 0,6 |
| Operating income (loss) | 2,5 | 2,5 | (2,0) |
| Net income (loss) | 2,7 | 2,3 | (35,8) |
| | | - | - |
| Shareholders' equity | 22,3 | 13,8 | (34,9) |
| Net cash (net debt) | 7,8 | 2,5 | (31,4) |

(Financial year ending March 31)

From March 2013 to March 2019 :



The relaunch was mainly operated through 2 game franchises and a licensing program


- Rollercoaster Tycoon (PC, Mobile, Switch, PS4) and Atari Vault
- Licensing Program: Atari Flashback, mini-arcades, ...

More than 200 games left in the catalog with multimedia activities gaining momentum



Cap table as of September 1, 2019



| | TOTAL | Ker Ventures / Chesnais | Zyngier Director | Treasury Shares | Public |
|------------------------------------------------------------------------------------------------------------|--------------------|----------------------------|---------------------|-----------------|--------------------|
| Number of shares as of September 1, 2019 | 256 109 260 | 47 065 781 | 9 951 540 | 279 589 | 198 812 350 |
| <i>% of total shares</i>  | <i>100,00%</i> | <i>18,38%</i> | <i>3,89%</i> | <i>0,11%</i> | <i>77,63%</i> |
| Stock options Plan | 21 287 169 | 13 427 500 | | | 7 859 669 |
| Warrants | 2 799 117 | 1 755 294 | 1 043 823 | | |
| Number of shares "Fully diluted" | 280 195 546 | 62 248 575 | 10 995 363 | 279 589 | 206 672 019 |
| <i>% on total shares</i> | <i>100,00%</i> | <i>22,22%</i> | <i>3,92%</i> | <i>0,10%</i> | <i>73,76%</i> |

Strategy / Organization





Strategy



- The Atari brand means *Entertainment* and *Digital Technology*

- 4 business lines structured around strong expertise

- **Atari Games**

Video games, Multimedia & Licensing



- **Atari Casino**

Game like never before



- **Atari VCS**

Reinventing the way you game again



- **Atari Partners**

Investing in technology for the future



- Direct exploitation or under licensing

- Audience overlap / Marketing Synergies



The Old Value Chain



**Integration of key functions,
limited use of third party studios ;**

Great dependence on physical distribution ;

**Limited level of ancillary revenue (digital,
licences, merchandising,...).**

**Atari
is No Longer
Operating Like This**

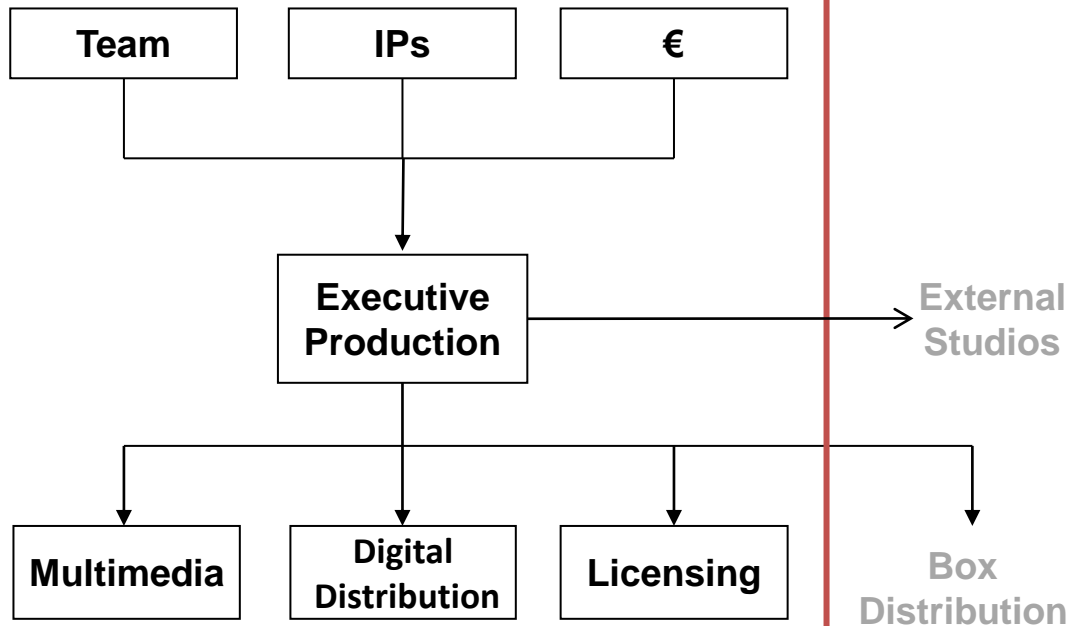


The New Value Chain



Atari Today

- External Studios
- Diversification of Distribution Channels
- Digital Distribution





Current Business Model



Atari is a content production company aimed at maximizing the value of its brands and IP portfolio in the interactive entertainment industry.

STRONG ASSETS

A huge IP
portfolio

Efficient
production and
operations

Effective digital
marketing
management

An experienced
Management
Team

TO MAXIMIZE PROFITS

Fixed costs are
at the lowest
levels and the
production
management
is externalized

Co-investments are
favored with
studios or third
parties

Global digital
distribution is
fully implemented
and deployed



A Profitable Growth Strategy



● Efficient business model:

- No fixed cost / Build portfolio value
- Highly skilled management, financially involved

● Sector with strong growth and multiple opportunities:

- Video games
- Casino games
- Console, Hardware
- Partners

Many more opportunities

- Web series
- Movies
- Comic books
- Etc...

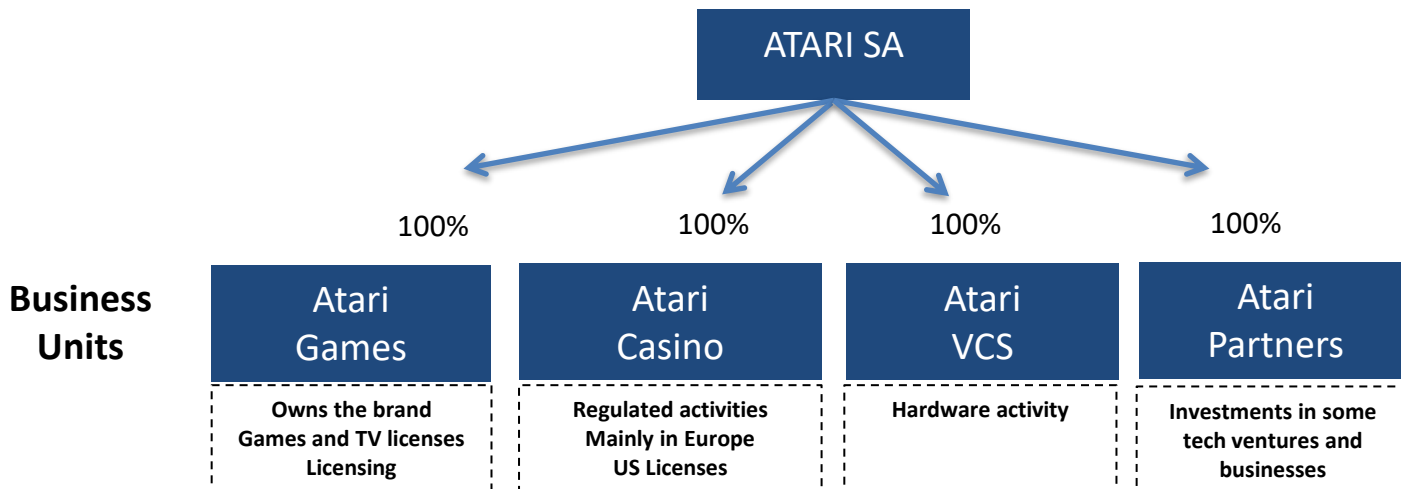
**Atari is an Iconic
brand with
worldwide
appeal across
generations**



A Simple Organization



Atari SA is the parent company in France. Atari SA owns 100% of each business unit, each unit is incorporated in the US except Atari Partners in France.





Business Units



Atari Games

Video games, Multimedia & Licensing





Atari Games: The Actual Core Business



- **Significant success with simulation games.** The RollerCoaster Tycoon License Extension to 2022 allows for continued development and growth.
- **New games under development,** across multiple platforms, for releases in 2019 and 2020.
- **Identified and developed opportunities** combining Multimedia and Licensing.



Atari Games: Line-up of Current Products



Build a Tycoon empire in the best-selling hit park sim for iOS and Android (now with over 24 million downloads)!



Family Friendly Tycoon Fun on Nintendo Switch! Become a true Tycoon in this light and casual twist on the RCT franchise.



Create and share your ultimate theme park in this casual Tycoon sim for iOS and Android.



A delectable, food-themed match-3 puzzle game developed in collaboration with TV personality Jonathan "Foodgod" Cheban for iOS and Android.



Build your dream city, manage the needs of citizens, and collect cards in the latest sim on iOS and Android.



Atari Games: Planned Releases for 2019-2020



DAYS OF DOOM

Survive in this post-apocalyptic RPG and town builder set in a mysterious, zombie-plagued world on iOS and Android.



A 2D Match-3 experience for iOS and Android, set in the world of RCT. Complete puzzles and restore your theme park to glory!

KRYSHA

Become a Kingpin as you rebuild your city, expand your territory, and battle for turf in this stylish gangster sim for iOS and Android.

ASTEROIDS ROYALE

Race through space, battle enemies and avoid massive asteroids on iOS and Android devices, in this fresh new take on the all-time Atari Classic.



Battle enemy Ninjas and collect loot in between swings! A new single-player and PvP golf battler based off an Atari Classic, for iOS and Android Devices



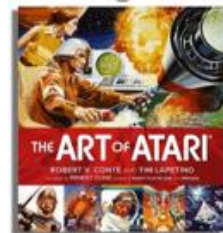
A Battle Royale remix of Atari classics! Dodge Asteroids, Pong Pellets and more while battling other players.



Licensing Activities

- Reinforce global trademarks for Atari brand and IP library through integration with national and global brands

→ Example: Plug & Play gaming products : Over 7 millions units sold



Atari Casino

Game like never before





Casino Games - Opportunities



The casino game universe offers the opportunity to leverage the portfolio of Atari properties through:

Social Casino

- Online, mobile and physical games of chance leveraging traditional casino mechanics (slots, poker, etc.) **“LUCK ONLY”**



Real Money Casino

- **Luck only**
- **Skill-Based Gaming** - **“SKILL ONLY”**: Online, mobile and physical games where the outcome is determined by the players' skills (arcade games, trivia games, word games, etc.).
- **Hybrid Gaming** - **“LUCK AND SKILL”**: Games combining skill and an element of chance.



Business Model

- Social Casino: licensing only
- Real Money Casino: licensing and direct exploitation

Atari VCS

Reinventing the way you game again





Atari VCS



ATARI VCS™

*"The PC, re-imagined for your living room."
"Reinventing the living room entertainment experience."*

A platform to bring the best of the PC experience to the TV

- Games, Games, Games
- Media Content + Curation/Playlists
- Connected Products + Accessories
- Online store

Partners:

- Processor: AMD – Linux OS
- Manufacturing: Asteelflash

Price: SRP starting at \$249

Atari sells more than 500,000 Flashback consoles (*plug-and-play*) each year.



Atari VCS – Goals & Strategy



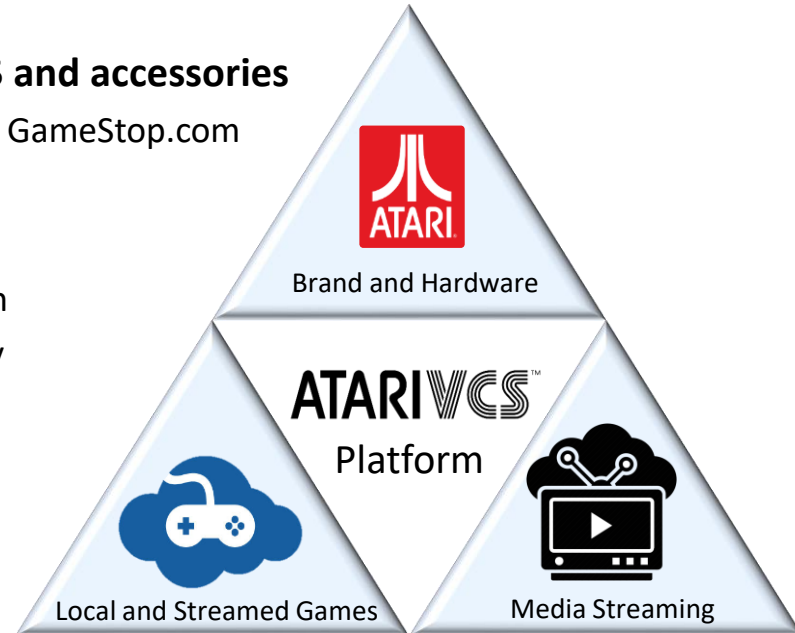
Objective: Build a New Game and Interactive Entertainment Eco-System to Deliver Outstanding Consumer Experiences

Global hardware distribution of Atari VCS and accessories

- Available for presale on Walmart.com, GameStop.com and AtariVCS.com

Drive content partnerships

- Unite Brands, Content and Distribution
- Games with VCS and mobile cross-play
- Entertainment apps
- Communication and productivity apps
- User-generated content



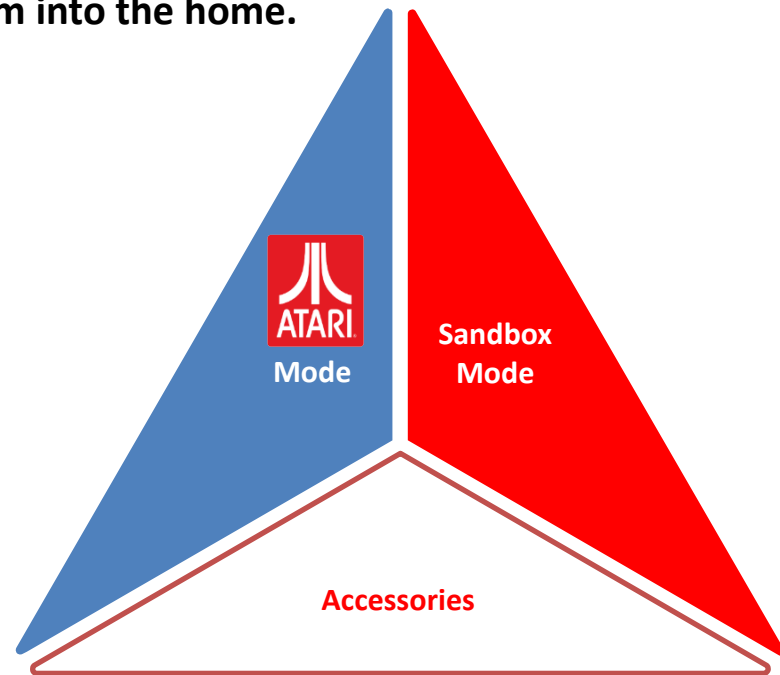


Atari VCS - Overview



The Atari Video Computer System combines the Atari Mode, a custom Sandbox Mode, powerful technical specifications and modern accessories to bring an all in one gaming and entertainment platform into the home.

- The **Atari Mode** is where exclusive Atari games, third party games, entertainment and home apps are available
- In the **Sandbox Mode**, players can fully customize their Atari VCS experience
- All this can be used with all **new Atari Classic Joystick** and **Modern Controller**, to bring a new gaming experience



The ambition of the Atari VCS is to be the app store for the living room, providing a destination that a user can get all of their gaming and entertainment needs in one location.



Atari VCS – Antstream Arcade



Atari is partnering with Antstream Arcade to deliver thousands of retro games to the Atari VCS through streaming

Antstream Arcade on the Atari VCS will offer:

- Access to an existing library of over 2,000 officially licensed classic video game titles
- Over 50 classic Atari titles at launch with additional games to be added
 - Compatible with VCS Classic Joystick and VCS Modern Controller
 - Enhanced game editions with new functionality (multiplayer, “pure” unmodified versions)
 - Social challenges to engage and incentivize fans
- Antstream Arcade App for the Atari VCS offers a 30-day free trial
- Subscription options from \$7.99/month





Atari VCS – Pre-Sale Exclusive Bundles



The Atari VCS is currently available for pre-sale in the USA on:

Walmart



*Walmart Exclusive:
Atari VCS 800 Carbon Gold*

GameStop



*GameStop Exclusive:
Atari VCS 800 Onyx*

ATARI VCS™



*AtarVCS.com Exclusive:
Atari VCS Black Walnut*



Atari VCS – Revenue Streams



The VCS platform will provide limitless joy to fans around the world, and deliver multiple revenue streams for Atari and its partners over time

Direct and/or shared revenue streams include:

- Core hardware system sales
Standard Systems and Limited-Edition Collector's Bundles
- Atari VCS integrated content store
New and Classic Games, In-game items
TV and Movies, Music, etc.
- Online services and subscriptions
- Streaming, Cloud Storage, Smart Home Integration
- Peripherals and licensed accessory sales
Joysticks, Game Controllers, Speakers, Headphones and devices
- Licensed merchandise sales
Apparel, Collectibles, etc.





Atari VCS – Indicative Timetable



- **October 2019:** Working prototype successfully booting to Linux
- **Oct – Dec 2019:**
 - Ongoing testing
 - Preview for press and partners
- **Dec 2019:** Final approval and first manufacturing run
- **Jan 8-10, 2020:** Consumer Electronics Show in Las Vegas
- **March 2020:** US retail launch (Walmart / Gamestop / AtariVCS.com)

Atari Partners

Investing in technology for the future





- **Atari Partners aims at using the brand to invest in ventures and technology companies.**

Strategy:

- Do not ignore the technology, be part of the revolution
 - Favor partnerships, with limited cash investments
-
- **Short-term / long-term impact of blockchain technology**
 - Important potential, technology revolution
 - Strategic impact, even if speculation in crypto-currency sometimes blurs the potential of crypto-industrial projects
-
- **Investments completed :**
 - Infinity Networks (Atari Token)
 - Crypto-casinos, with Pariplay (Pong Token)



Financials

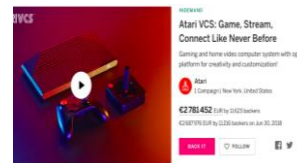




Key events of the 2018/2019 financial year



Pre-orders of the Atari VCS on Indiegogo.com
> €2.7m and 11,216 clients (au 30/06/ 2018)



Licensing agreement with Animoca : development of
“Non Fungible Tokens” (NFT) for RollerCoaster Tycoon Touch
and Goon Squad



Strong growth of the licensing activities

+63%

**Renegotiation of the licensing agreement with
Infinity Networks Ltd** : adapting the investment and the
ROI to the development of INL



Other corporate and financial events

- ✓ **€7.5m Capital Increase** (April 2018)
- ✓ **Settlement of the Raynal litigation** (€358k, 39,250 shares, share in future profits of the franchise)
- ✓ **Sale of the franchises Alone in the Dark and Act of War to THQ Nordic** pour **€735k**
- ✓ **Settlement of the Feargal Mac Conuladh litigation**
- ✓ **Write-down of the Kizzang securities (€2m)**



Key events since March 31, 2019



- **Secondary listing in Stockholm** (April 25, 2019)
 - > increase investor visibility
- **Change of registered office:** 25 rue Godot de Mauroy 75009 Paris
 - > limit overhead costs
- **Write-down of Infinity Networks Limited securities** (€0.7m)
 - > recognizing only collected amounts
- **Distribution agreements for the Atari VCS in the US**
 - > delivery starting in March 2020 of dedicated models
\$249.99 : Atari VCS 400 Onyx (4GB),
\$389.99 : Atari VCS 800 (8GB, joystick and controller)
- **Partnership with Antstream for the Atari VCS**
 - > access to thousands of retro games via streaming



Results as of March 31, 2019

| (M€) | March 31, 2019 | March 31, 2018 |
|----------------------------------------|----------------|----------------|
| Revenue | 20,6 | 18,0 |
| Cost of goods sold | (3,9) | (2,2) |
| GROSS MARGIN | 16,7 | 15,8 |
| <i>in % of Revenue</i> | <i>81,1%</i> | <i>87,9%</i> |
| CURRENT OPERATING INCOME (LOSS) | 3,1 | 2,3 |
| <i>in % of Revenue</i> | <i>15,1%</i> | <i>12,8%</i> |
| OPERATING INCOME (LOSS) | 2,5 | 2,5 |
| <i>in % of Revenue</i> | <i>12,2%</i> | <i>14,1%</i> |
| NET INCOME (LOSS) FOR THE YEAR | 2,7 | 2,3 |

➔ Net revenue : €20.6m

- An increase in revenue of:
+ 14.6 % at constant exchange rates
+ 13.4 % at current exchange rates

➔ Current operating income: +€3.1m

- An increase of + 36 %

➔ Operating income: +€2.5m

- Settlements of disputes: -€0.6m

➔ Net income: +€2.3m

- Cost of debt: nm
- Other financial expenses: -€0.4m



Results as of March 31, 2019




| (M€) | March 31, 2019 | March 31, 2018 |
|----------------------------------------|----------------|----------------|
| Revenue | 20,6 | 18,0 |
| Cost of goods sold | (3,9) | (2,2) |
| GROSS MARGIN | 16,7 | 15,8 |
| Research and development expenses | (7,4) | (4,9) |
| Marketing and selling expenses | (3,7) | (4,5) |
| General and administrative expenses | (3,9) | (3,8) |
| Other operating income (expense) | 1,4 | (0,3) |
| CURRENT OPERATING INCOME (LOSS) | 3,1 | 2,3 |

➔ **Current operating income: +€3.1m**, an increase of more than 36 %

- **R&D expenses** : -€7.4m, relaunch of production
- **Marketing expenses**: -€3.7m, improved marketing efficiency on the game RCT Touch (released in the previous financial year)
- **G&A expenses**: -€3.9m, stable, maintaining a low cost structure
- **Other operating income**: +€1.4m, sale of IPs and new licensing agreements

| (M€) | March 31, 2019 | March 31, 2018 |
|-----------------------------------------------------|----------------|----------------|
| CURRENT OPERATING INCOME (LOSS) | 3,1 | 2,3 |
| Other income (expense) | (0,6) | 0,2 |
| OPERATING INCOME (LOSS) | 2,5 | 2,5 |
| Cost of debt | (0,0) | (0,2) |
| Other financial income (expense) | (0,4) | (0,1) |
| Income tax | 0,6 | - |
| NET INCOME (LOSS) FROM CONTINUING OPERATIONS | 2,7 | 2,3 |
| Net income (loss) from discontinued operations | - | 0,0 |
| NET INCOME (LOSS) FOR THE YEAR | 2,7 | 2,3 |

 **Net income: €2.7m**, versus €2,3m as at March 31, 2018

- **Other income (expenses):** -€0.6m litigation fees
- **Cost of debt :** NS
- **Other financial expenses:** Impairment Roam shares -€0,2m Loss on Short Shot shares -€0,2m
- **Deferred tax asset:** Activation: +€1,7m in US, -€0,3m in France, Provision for tax risk: -€0,6m
Tax paid in US: -€0,1m (tax saved in US FY2018: \$0,8m)

Balance sheet as of March 31, 2019

| ASSETS (M€) | March 31, 2019 | March 31, 2018 |
|-------------------------------|----------------|----------------|
| Intangible assets | 13,5 | 9,2 |
| Property, plant and equipment | 0,0 | 0,0 |
| Non-current financial assets | 5,4 | 4,9 |
| Deferred tax assets | 2,0 | 0,5 |
| Non-current assets | 20,9 | 14,6 |
| Inventories | 0,2 | 0,2 |
| Trade receivables | 3,0 | 3,9 |
| Current tax assets | 0,0 | 0,0 |
| Other current assets | 0,7 | 0,4 |
| Cash and cash equivalents | 8,5 | 3,1 |
| Current assets | 12,4 | 7,6 |
| Total assets | 33,3 | 22,2 |



Intangible assets €13.5m :

- Increase of the capitalized R&D expenses (RCT, new games, VCS)



Non current financial assets: €5.4m

- Increase due to long term receivables



Deferred tax asset: €2.0m

Balance sheet as of March 31, 2019

| EQUITY & LIABILITIES (M€) | March 31, 2019 | March 31, 2018 |
|-----------------------------------------------------|----------------|----------------|
| Capital stock | 2,6 | 2,4 |
| Share premium | 8,0 | 11,6 |
| Consolidated reserves | 9,0 | (2,5) |
| Net income (loss) Group share | 2,7 | 2,3 |
| Shareholders' equity | 22,3 | 13,8 |
| Minority interests | (0,0) | (0,0) |
| Total equity | 22,2 | 13,8 |
| Provisions for non-current contingencies and losses | 0,7 | 0,0 |
| Non-current financial liabilities | 0,6 | 0,6 |
| Other non-current liabilities | 0,2 | - |
| Non-current liabilities | 1,4 | 0,7 |
| Provisions for current contingencies and losses | 0,1 | 0,4 |
| Current financial liabilities | 0,1 | - |
| Trade payables | 5,3 | 5,4 |
| Other current liabilities | 4,3 | 2,0 |
| Current liabilities | 9,7 | 7,8 |
| Total equity and liabilities | 33,3 | 22,2 |

➔ **Positive Shareholders' Equity: €22.3m**

➔ **Net cash: +€7.8m** versus +€2.5m as of March 31, 2018 ➔ **Other current liabilities: €4.3m**
of which €2.7m deferred revenue



Net Cash Position as of March 31, 2019



| (M€) | March 31, 2019 | March 31, 2018 |
|--------------------------------------|----------------|----------------|
| OCEANes 2003-2020 | (0,6) | (0,6) |
| Commitments on financial instruments | (0,1) | - |
| Gross Financial debt | (0,7) | (0,6) |
| Cash and equivalents | 8,5 | 3,1 |
| Net Cash (net debt) | 7,8 | 2,5 |



Net cash position: +€7.8m versus +€2.5m as of March 31, 2018

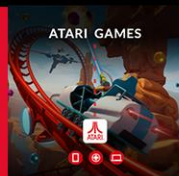
➔ In France, c. €732 million of tax-loss carryforwards

- **Potential tax savings:** c. **€205 million**, subject to usual applicable limitations
- **Potential tax savings per share :** c. **€0.80** (based on shares outstanding as of March 31, 2019 less treasury shares).

➔ In the United States, c. \$650 million of tax-loss carryforwards

- **Potential tax savings :** **over \$200 million**, subject to usual applicable limitations
- Tax-loss carryforwards expiring at the end of the 2019/2020 financial year: \$340m, => as of April 1, 2020 remaining tax-loss carryforwards: \$310m
- **Potential tax savings per share :** c. **\$0.51** (based on shares outstanding as of March 31, 2019 less treasury shares), **\$0.24** as of April 1, 2020

ATARI®



Thank you for your attention

www.atari.com

14 & 15
Oct 2019

