



Atari begins trading on OTCQX Best Market®

LUXEMBOURG (October 23, 2026 – 8:00 am CET) - [Atari, S.A.](#) (*Euronext Growth Paris: ALATA; OTCQX : PONGF*) — one of the world's most iconic consumer brands and interactive entertainment producers — today announced that, following its review of Atari's application, OTC Markets Group Inc. has qualified Atari to trade on the OTCQX Best Market effective today.

Atari shares have been quoted on OTC Markets in the United States since October 2018 under the ticker PONGF, and traded on the OTC Pink® market up until today. Atari begins trading today on OTCQX. Atari has applied to change its U.S. ticker symbol and will announce the new symbol once it becomes effective. Atari's ticker on Euronext Growth Paris (ALATA) is unchanged. U.S. investors can find current financial disclosure and Real-Time Level 2 quotes for the company on www.otcmarkets.com.

The upgrade of Atari's U.S. quotation to the highest tier of OTC Markets provides greater visibility for Atari's shares among U.S. broker-dealers, retail and institutional investors. Atari expects this upgrade to broaden its U.S. shareholder base and support liquidity for all shareholders.

"Moving to OTCQX is an important milestone for Atari and a practical step that gives U.S. investors real-time quotes and more convenient access to Atari shares," said Wade Rosen, Chairman and CEO of Atari.

The upgrade does not involve the issuance of any new shares or any capital raise. Atari's primary listing on Euronext Growth Paris (ISIN FR00140173Y6, ticker ALATA) is not affected, and the Company will continue to comply with its disclosure obligations under the rules of Euronext Growth Paris. The U.S. quotation is a secondary trading venue for the same ordinary shares. It does not change shareholders' rights, and existing shareholders do not need to take any action.

Atari's shares are exempt from registration under the U.S. Securities Exchange Act of 1934. This press release does not constitute an offer to sell, or a solicitation of an offer to buy, any securities.

About OTC Markets

OTC Markets Group Inc. (OTCQX: OTCM) operates regulated markets for trading 12,000 U.S. and international securities. Our data-driven disclosure standards form the foundation of our public markets: OTCQX® Best Market, OTCQB® Venture Market, OTCID™ Basic Market and Pink Limited™ Market. Our OTC Link® Alternative Trading Systems (ATSs) provide critical market infrastructure that broker-dealers rely on to facilitate trading. Our innovative model offers companies more efficient access to the U.S. financial markets. OTC Link ATS, OTC Link ECN, OTC Link NQB, OTC Overnight® and MOON ATS® are each an SEC regulated ATS, operated by OTC Link LLC, a FINRA and SEC registered broker-dealer, member SIPC.

About ATARI

Atari is an interactive entertainment company and an iconic gaming industry brand that transcends generations and audiences. The company is globally recognized for its multi-platform, interactive entertainment, and licensed products. Atari owns and/or manages a portfolio of more than 400 unique games and franchises, including world-renowned brands like Asteroids®, Centipede®, Missile Command®, Pong®, and RollerCoaster Tycoon®. The Atari family of brands includes game developers Digital Eclipse, Nightdive Studios, Thunderful and Hipster Whale, the publishing label Infogrames, and the community-based sites AtariAge and MobyGames. Visit us online at www.atari.com.

Atari shares are listed in France on Euronext Growth Paris (ISIN Code FR00140173Y6, Ticker ALATA) and quoted in the United States on the OTCQX® Best Market (Ticker PONGF).

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This press release contains certain forward-looking statements, including but not restricted to certain statements concerning the OTCQX application, its outcome and timing, and Atari's future results and other future events. These statements are based on the current vision and assumptions of Atari's leadership team. They include various known and unknown uncertainties and risks that could result in material differences in relation to the expected results, profitability and events. In addition, Atari, its shareholders and their respective affiliates, directors, executives, advisors and employees have not checked the accuracy of and make no representations or warranties concerning the statistical or forward-looking information contained in this press release that is taken from or derived from third-party sources or industry publications. If applicable, these statistical data and forward-looking information are used in this press release exclusively for information.