Atari announces new ARCDF ticker on OTCQX Best Market®

LUXEMBOURG (October 29, 2026 – 7:00 pm CET) - Atari, S.A. *(Euronext Growth Paris: ALATA; OTCQX: ARCDF)* — one of the world's most iconic consumer brands and interactive entertainment producers — today announces that its U.S. ticker symbol on the OTCQX Best Market has changed from "PONGF" to "ARCDF", effective today. The new symbol is inspired by the word "ARCADE", reflecting Atari's heritage in arcade gaming.

This change follows Atari's upgrade to the OTCQX Best Market on October 23, 2026. The Company's primary listing on Euronext Growth Paris (ISIN FR00140173Y6, ticker ALATA) remains unchanged. The U.S. quotation continues to represent the same ordinary shares, with no change to shareholders' rights and no action required from existing shareholders.

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 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®, PONG®, and RollerCoaster Tycoon®. The Atari family of brands includes game developers Coatsink, Digital Eclipse, Early Morning Studios, Hipster Whale, Implicit Conversions, Infogrames, Nightdive Studios, Stormteller Games, 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 trade in the United States on the OTCQX® Best Market (Ticker ARCDF).

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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.