ATARI VCS™

PROGRAM OVERVIEW

DECEMBER 2019

Atari Today

MUCH MORE THAN VIDEO GAMES

An Iconic Brand

is a video game and digital lifestyle brand that has been an essential part of entertainment for its huge fan base for more than 45 years.

The brand is synonymous with a legendary lineup of beloved video game franchises and is admired as an entertainment technology pioneer.

Atari leverages a deep appreciation for what the brand means to its fans and for how it has evolved in the pop-culture space.

We will reinvigorate the brand through exciting new premium products and strategic partnerships that allow Atari and its enduring franchises to always be known for quality, innovation and fun.

Authentic and Enduring Brand Power

(2017)

(1982)

Connected to the Future

Youth, Millennial and Tech Audiences

- Obsessed with tech, entertainment and pop-culture

- Live in an always-connected, increasingly-gamified digital world

- Numerous platforms and devices provide endless entertainment options

Atari's Advantage

- Beloved brand has become digital entertainment touchstone

- Massive audience of gamers, celebrities and tech influencers

- Uniquely positioned to be a tech taste-maker with useful connected products and innovative experiences

Meet

ATARIVCS™

ATARI VCS™

It's the iconic Atari Video Computer System, updated for today's living room and beyond!

- The best game and PC experience on the TV

- Integrated app store for games, video, music, etc.

- Open "Sandbox Mode" for OS customization

- Easily upgradable memory and storage options

- Design inspired by the legendary Atari 2600 Video Computer System

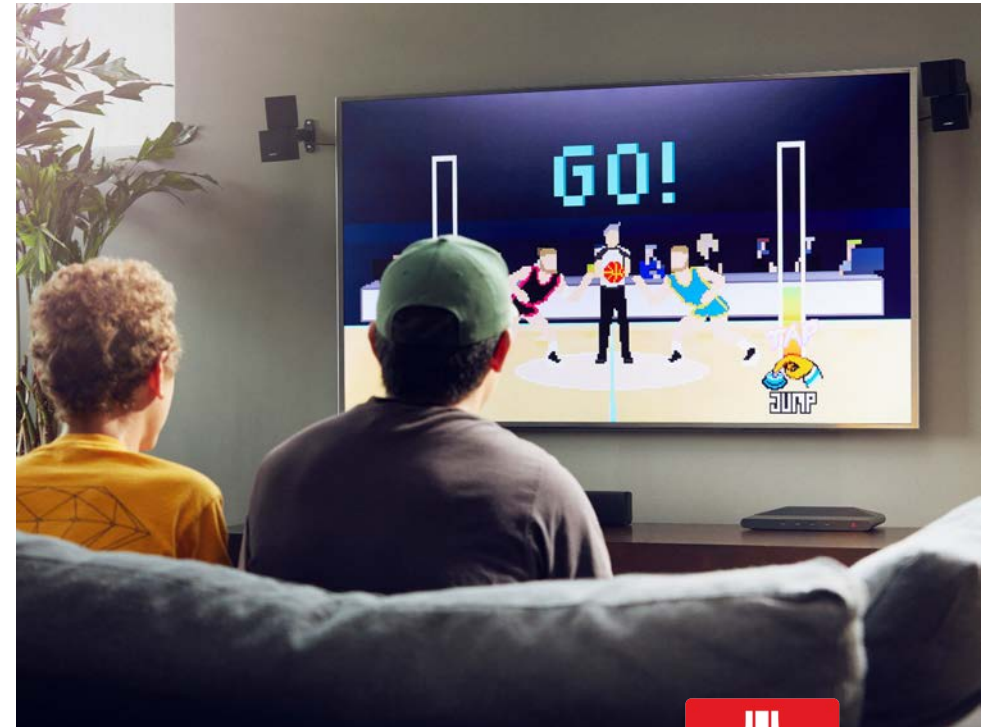**Game, Stream, Connect and Create like Never Before, with Unmatched Freedom and Flexibility!**

ATARI VCS™

Game, Stream, Connect Like Never Before!

Key Features:

- Modern PC architecture, optimized for TV

- Games, Games, Games: Local and Streamed play

- Atari Sandbox Mode for Freedom + Creativity

- Streaming Media: Movies, TV, Music, etc.

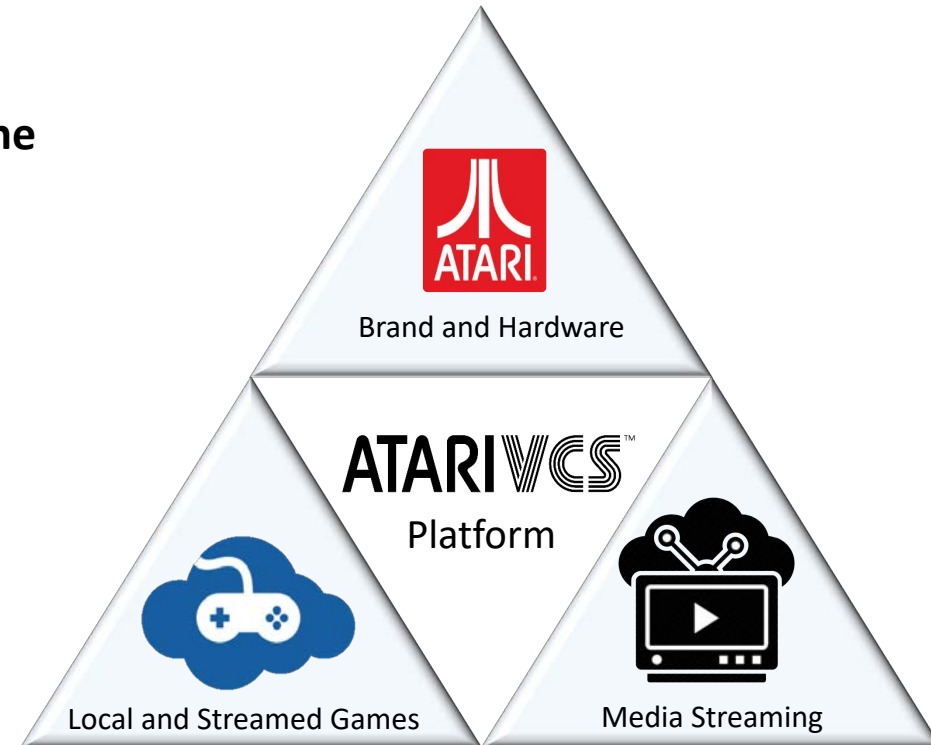**Connected Products + Accessories**

Iconic retro-inspired modern design

ATARI VCS™ Goals and Strategy

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

- **One-stop shop to play and access content online**
  - Atari VCS + Joystick/Controller + Keyboard

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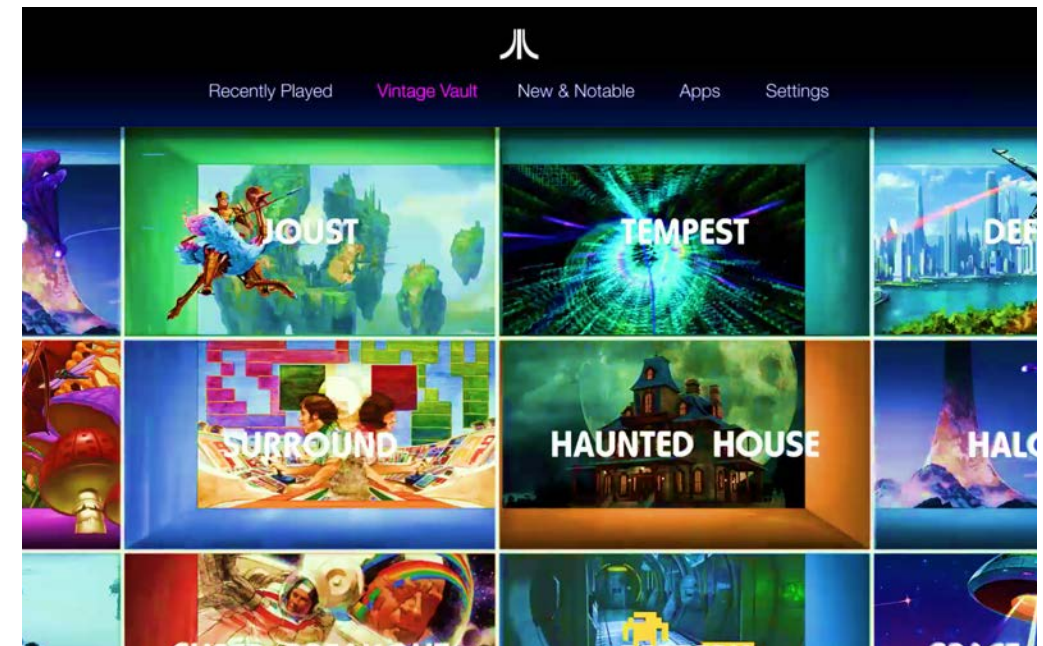 - Communication and productivity apps
  - User-generated content

ATARI — Brand and Hardware

ATARI VCS™ Platform

Local and Streamed Games

Media Streaming

ATARI VCS™

New Games, Classic Games, AAA Games, Indie Games, Home-Brew Games!

Reinvigorating Atari's Rich Heritage of Fun and Community

- Powerful Linux-based Atari Operating System

- Pre-loaded with the Atari Vault of 100+ classic games

- Original and classic games available for download

- Additional games via downloads or cloud streaming

- Modern updates and esports versions of classic titles

Authentic gameplay and easy navigation via updated Classic Joystick or Modern Controller

ATARI VCS™ Built for Gamers

Local Gameplay

"New Classics" and Today's Games

- All-new Atari IP and 3rd party exclusives
  - Atari Super Vault – Over 100 updated classics included free

- Modern AAA games – easily add external storage for more memory

- Fan-made games, published by Atari

Classics

- Classic Console Emulators
  - 2500, 5200, XT, Lynx, Jaguar, etc. for download
  - Official ROMs of Classic Games (99¢)
  - Other classic consoles TBD (Sega, Nintendo, etc.)

Game Streaming

Cloud Game Streaming

- Antstream Arcade Atari Edition
  - Exclusive Partnership for 1000's of Classic Titles

- Purchase and play AAA games from top publishers through the Atari Store
  - Playable locally if compatible with VCS
  - Always playable through Atari Sandbox Mode

- Access all your existing game collections
  - Steam, Epic, Origin, Battle Net, GOG, etc.
  - xCloud, Stadia, Blade Shadow, Liquidsky, etc.
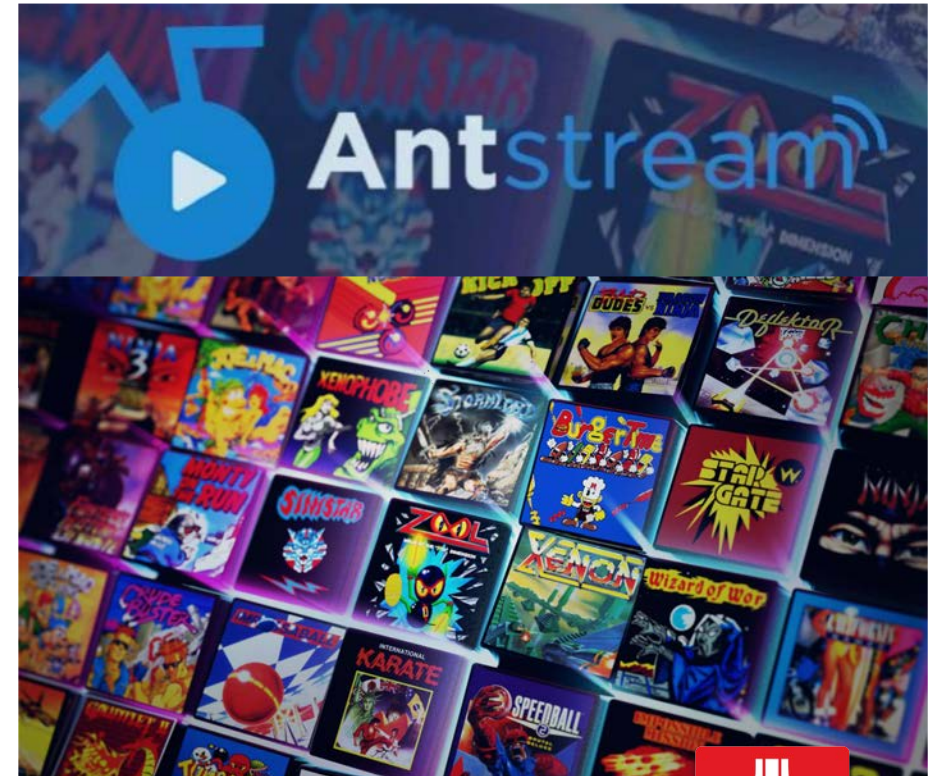 - Access via Cloud Play on VCS or in Atari Sandbox Mode

ATARI VCS™ Streaming Partnership

Enhanced "Atari Edition" of Antstream retro streaming service Exclusive to the Atari VCS

Unlocks an instantly-accessible collection of classic video game titles.

- Existing library of 2,000+ officially licensed games

- Atari VCS Edition is the largest collection of Atari games streamed on demand; in both original and enhanced edition formats

- Accessible from Atari VCS system dashboard at launch

- 30-day free trial, with subscription options:

  - $9.99 USD/month

  - $95.88/year ($7.99 USD/month)

*Subject to change.

ATARI VCS Unity Compatibility

Opening the Atari VCS to the most widely used game engine

- The Atari VCS will be compatible with the Unity game engine
  - Unity is the leading game development platform used in nearly half of all video games worldwide
  - The large existing community of Unity developers will be able to offer their content on the VCS
  - Developers will benefit from proactive support from Unity

- The Atari VCS user interface and the Atari VCS Store will also be developed using Unity

ATARI VCS™ Revenue Streams

A platform to 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
  - o Standard Systems and Limited-Edition Collector's Bundles
- Atari VCS integrated content store
  - o 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
  - o Joysticks, Game Controllers, Speakers, Headphones and devices
- Licensed merchandise sales
  - • Apparel, Collectibles, etc.

ATARI VCS™
Pre-Sale Exclusive Bundles

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

ATARI VCS™

AtariVCS.com Exclusive:
Atari VCS Black Walnut

GameStop®

GameStop Exclusive:
Atari VCS 800 Onyx

Walmart

Walmart Exclusive:
Atari VCS 800 Carbon Gold

ATARI®

ATARI VCS™ 8GB and 4GB System Options

The Atari VCS is available in two different hardware configurations based on installed RAM, with all models easily user-upgradable for even more

ATARI VCS 800 EDITIONS

- 8GB RAM (Upgradable SoDIMM)

- Native 4K HDR 60fps streaming video

- Premium 800 Editions and Special Finishes:
  - Atari VCS 800 Black Walnut All-In bundle
  - Atari VCS 800 Carbon Gold All-In bundle
  - Atari VCS 800 Onyx All-In bundle
  - Onyx 800 Base Edition also available

ATARI VCS 400 BASE EDITION

- 4GB RAM (Upgradable SoDIMM)

- Native 1080p HD streaming video

- Atari VCS Onyx 400 Based Edition
  - Easily upgradable RAM
  - Joysticks and Controllers available separately
  - Compatible with most USB and Bluetooth PC gaming peripherals
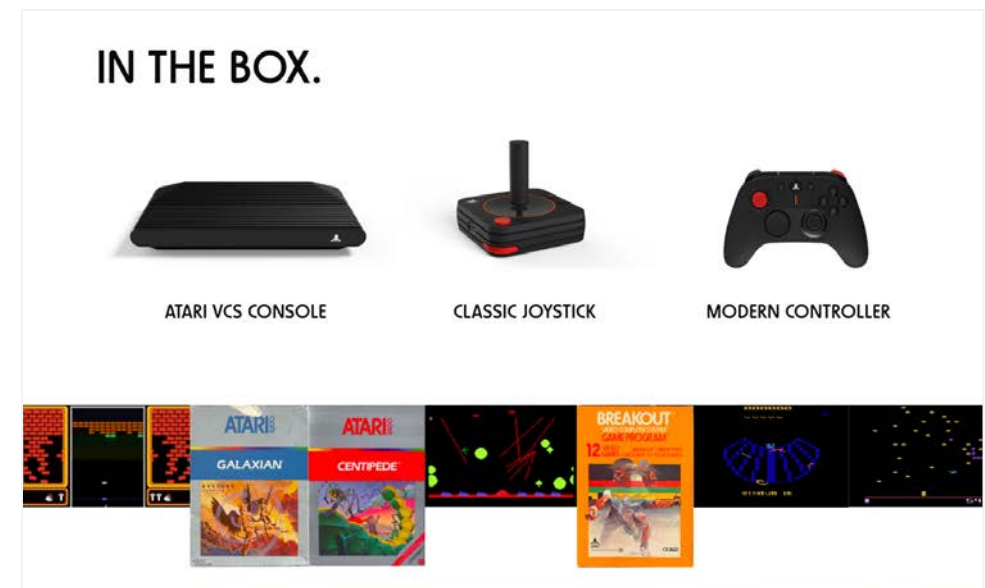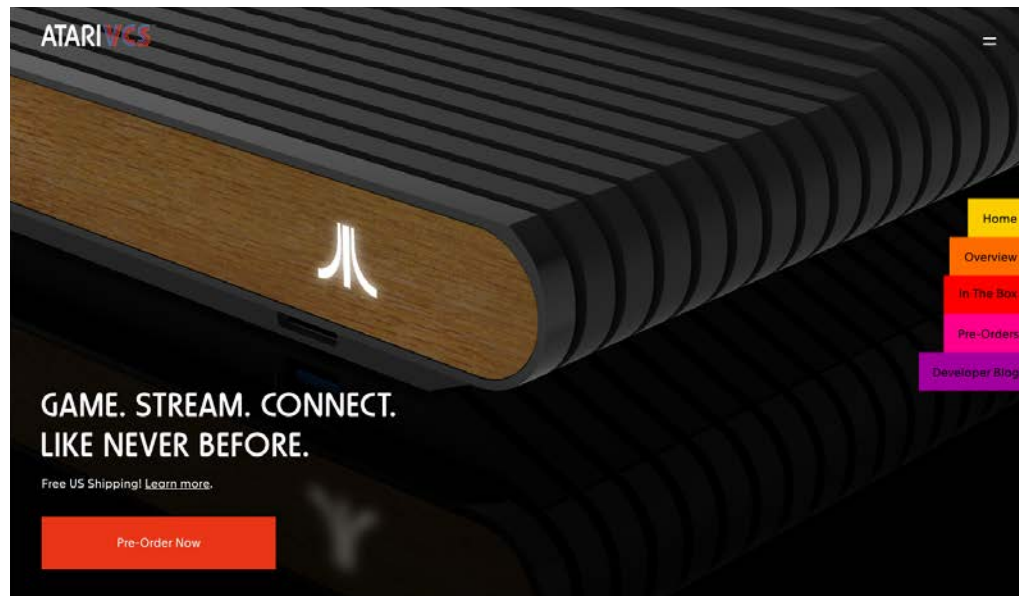
ATARI VCS™ Accessories

All-New Atari VCS Peripherals

- Atari VCS wireless Bluetooth/USB input devices:
  - Classic Joystick / Media Remote
  - Modern Game Controller
  - PC and Mobile compatible
  - USB Rechargeable

PowerA™

ATARI®

The all new AtariVCS.com

AtariVCS.com has pre-order sales, plus all the up to date information about the VCS hardware and accessories, games, apps and content
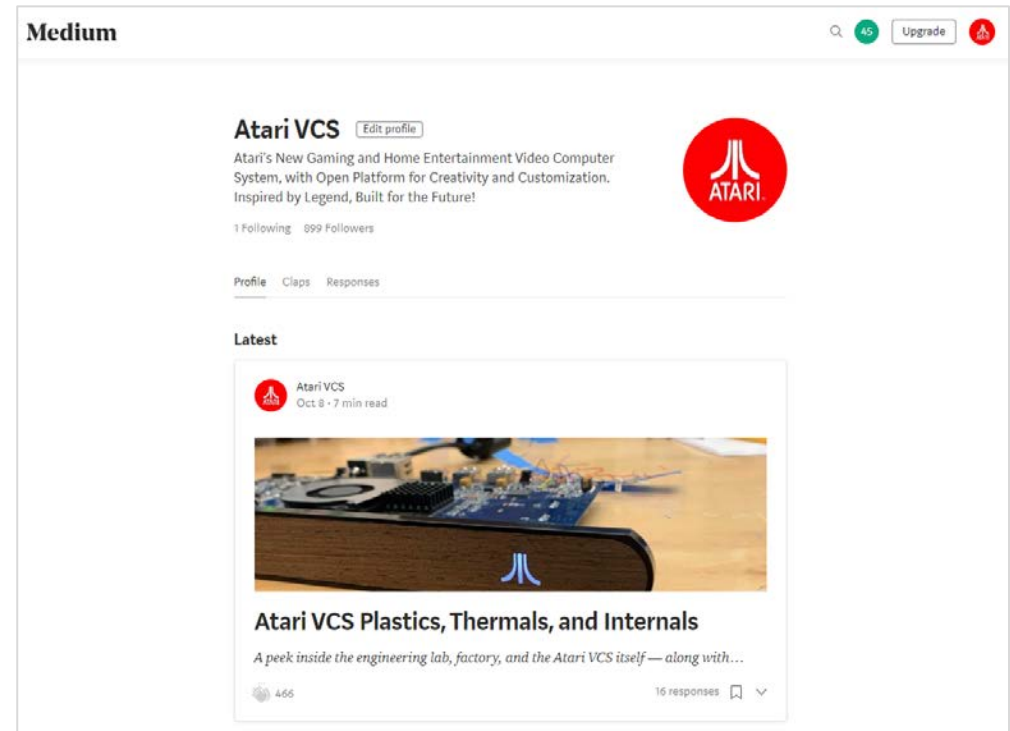
ATARIVCS™ Development Blogs

Atari fans and Indiegogo backers have followed along with the hardware development process on Medium.com

Since June 2018, the Atari VCS team has delivered behind-the-scenes update blogs with photos and detailed insider information.

Atari will continue to publish these updates right up through shipment day.

See all Atari VCS blog posts to date:
https://medium.com/@atarivcs

Appendix

ATARI VCS™ 800 Black Walnut Edition

Atari Exclusive in USA! – New retro-flavored "800 Black Walnut All-In" available now for Pre-Sale

*Only available with 8GB RAM (upgradeable)

ATARI VCS™ 800 and 400 Onyx Editions

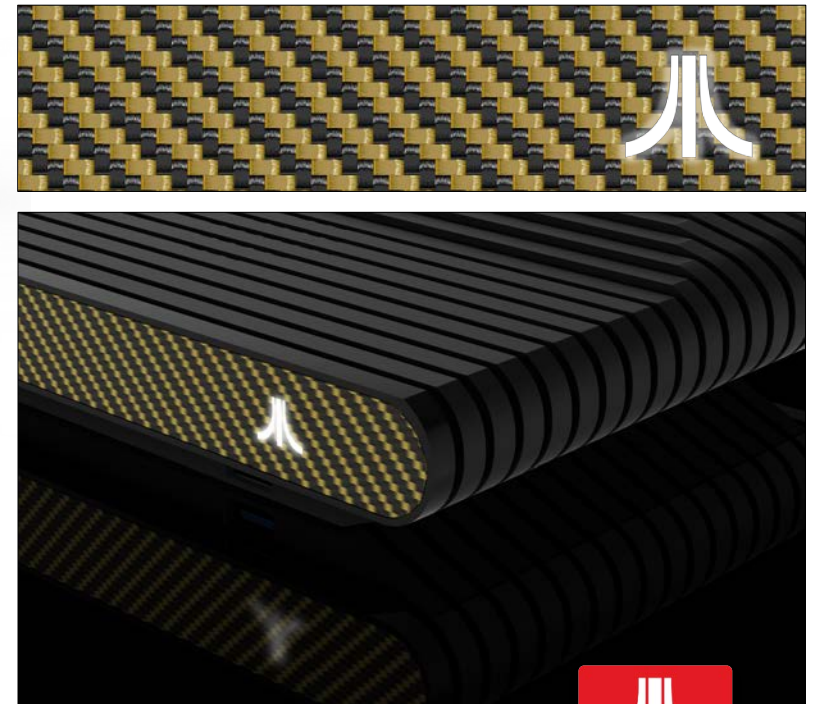Atari VCS 800 and 400 Onyx Editions: A sleek, modern classic available now for Pre-Sale

*Available with 8GB or 4GB RAM (both upgradeable)

ATARI VCS™ 800 Carbon Gold

Walmart Exclusive in USA! – New 800 "Carbon Gold" available now for Pre-Sale

*Only available with 8GB RAM (upgradeable)

Thank You!

ATARI VCS™