



Social Reality, Inc.

Ticker: SCRI (OTC BB)

Corporate Profile

as of May 30, 2014

Sector: Services
Industry: Advertising Agencies
Website: www.socialreality.com

Social Reality, Inc. (SCRI), originating in 2009 and led by CEO / Chairman Christopher Miglino is an Internet advertising and platform technology company that provides technology tools to automate digital advertising with a focus on the Real Time Bidding Market and Social Media. The firm provides tools enabling publishers and advertisers to maximize digital advertising initiatives. SCRI's programs generate quantifiable engagement for clients, thereby driving revenue and increased brand recognition. The company also develops custom Facebook applications to help grow customer's social media presence and drive engagement for their brands. SCRI's campaigns utilize social media networks reaching more than 500 million monthly active users.

SCRI offers a variety of products for advertisers from traditional banner advertising, to mobile, video, and social advertising. SCRI offers solutions to help brands and publishers maximize return on digital assets. SCRI's SRAX Ad Exchange product enables publishers to optimize advertising revenue and fill up to 99% of their inventory. GroupAd is a social media platform that allows brands to launch, manage and track consumer engagement programs, create rewards programs, convert purchases through social referrals, launch ad campaigns on Facebook, microsites, and mobile platforms. SCRI markets services through their in house sales team, which focuses on brand advertisers and publisher acquisitions.

SCRI derives revenue from sale of media inventory owned by the firm's publishing partners on real-time bidding exchanges, licensing of their GroupAd platform, sale of media to drive engagement to the GroupAd programs, and creation of custom programs for large brands.

Social Reality, Inc., offers guidance and recently discussed future growth potential in their Q1 company filing. The firm launched its Social Reality Ad Exchange product in January 2013, and since its launch had consistently experienced growth rates attributable to the company's continued sales efforts to establish long-term relationships with publishing partners and media buyers. The quarter over quarter growth rates for this product were 290%, 155% and 123% for the second, third and fourth quarters of 2013, respectively. SCRI recently announced that revenue for the first quarter of 2014 were \$553,677, a 223% year-over-year increase from first quarter 2013 revenue of \$171,452. In the fourth quarter of 2013 SCRI started the development of their own platform that allowed them to bring multiple demand partners into one system. The firms intent has been to change to a proprietary system that reduces reliance on any one-demand partner or exchange. Although, there was an adverse impact on revenue, the firm does not expect any additional adverse impacts from the continued transition.

SCRI is positioned in a fast moving industry and expects continued growth from their technology infrastructure on their SRAX, SR Innovation, GroupAd, and social media platforms.

Key Statistics

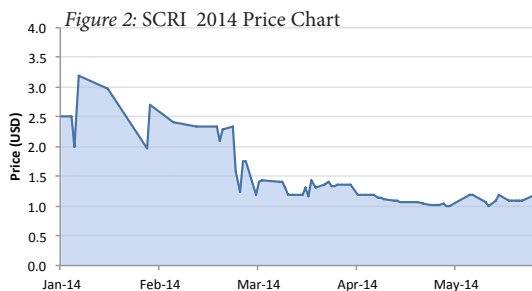
Price 5/30/14	1.00
52 Week High	4.00
52 Week Low	0.50
Avg. Daily Vol	10,926
Beta	(0.6)
Market Cap (M)	20.09
Price/Sales (TTM)	6.55
Price/Book (mrg)	6.69
Institutional Ownership (%)	7.7
Insider Ownership (%)	26.3
Shares Outstanding (M)	20.9
Float (M)	8.71
1-Mo Return (%)	2.0
6-Mo Return (%)	(68.0)
1-Yr Return (%)	8.0

Source: Bloomberg

First Quarter 2014 Highlights

- Quarterly revenue of \$553,677, a 223% increase over the first quarter 2013 attributable to the firms SRAX real time bidding technology for website publishers.
- On March 29, announced the launch of the latest version of GroupAd Platform.
- Cash and Cash Equivalents totaled \$2,303,842 at March 31,2014 with Current and Total assets at \$2,464,000 and \$3,993,901.
- Reduction of Total Liabilities to \$270,203
- Raised additional \$1.5 M of financing for the firm at \$1.50 per share
- Transitioned off of reliance on the Google APIs and launched a proprietary RTB platform.

Income Statement	Q1 2014	Trend	Balance Sheet	Q1 2014	Trend	Cash Flow Statement	Q1 2014	Trend
Revenue	553,677	---	Cash & cash equivalents	2,303,842	---	Operating Cash Flow	(661,436)	---
Gross Profit	181,062	---	Total Assets	3,993,901	---	Investing Cash Flow	(6,856)	---
EBITDA	(685,600)	---	Total Liabilities	270,203	---	Financing Cash Flow	1,256,870	---
Net Income	(687,810)	---	Total Shareholder's Equity	3,723,698	---	Free Cash Flow	(668,300)	---



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