



MacroSolve, Inc. (OTC: MCVE)



MacroSolve, Inc., founded in 1997 and headquartered in Tulsa, Oklahoma, is a mobile technology applications provider in the U.S. It engages in the design, integration and delivery of custom solutions utilizing a combination of mobile handheld devices, wireless connectivity and software that streamlines business processes and operations resulting in improved efficiencies and cost savings. The company serves the mobile app development needs of a wide range of customers, from small and medium-sized businesses to Fortune 500 companies. It offers advanced mobile apps for many device platforms including iPad, iPhone, Android and BlackBerry with functionality including 3D animation, mobile video, augmented reality, GPS and more. The company generates revenues through licensing and sales of its patented technologies, including the ReForm XT™ rapid mobile app development platform and its apps powered by ReForm XT, such as DineInsight™ for the restaurant industry, ClubInsight™ or membership organizations and the hospitality industry, and SchoolInsight™ for educational institutions. The company's other flagship products include SaleSentral™, a revolutionary sales resource management platform, and Guardian™, a proactive alert system for university students' and faculty's safety used in tandem with campus security. In addition, the company provides solution management, product development, project management, quality assurance and support services. Leveraging its intellectual property portfolio, the company is positioned to become a leader in the mobile app space, an industry which is projected to become a \$17.5 billion market by 2012, according to Chetan Sharma Consulting.

CURRENT PRICE: \$0.10
52-WEEK RANGE: \$0.09 - 0.30
AVG DAILY VOLUME (90-DAY): 66,393
OUTSTANDING SHARES: 115.2 million
FLOAT: 44.5 million
MARKET CAPITALIZATION: \$11.5 million

INCOME STATEMENT HIGHLIGHTS

REVENUE: \$593.2 thousand
GROSS PROFIT: \$279.6 thousand
EBITDA: (\$472.8 thousand)
NET INCOME: (\$614.7 thousand)
DILUTED EPS: (\$0.01)

All figures for three months ended September 30, 2011

BALANCE SHEET HIGHLIGHTS

CASH: \$396.0 thousand
WORKING CAPITAL: (\$3.6 thousand)
TOTAL ASSETS: \$2.3 million
LONG TERM DEBT: \$2.4 million
NET WORTH: (\$898.7 thousand)

All figures as of September 30, 2011

RECENT COMPANY HEADLINES

November 10, 2011 — MacroSolve Inc. announced a significant increase in revenues driven by its patented mobile app technologies. Net sales for the quarter of ended September 30, 2011, rose to \$593,000, a \$467,000 or 371% increase over net sales of \$126,000 for the same period in 2010. On a quarter-over-quarter basis, MacroSolve's revenues grew by 170% from \$219,000 in the three months ended June 30, 2011.

November 9, 2011 — MacroSolve Inc. announced it has appointed Randy Ritter as its Chief Operating Officer. Mr. Ritter is a telecommunications and mobility executive with a track record of increasing revenues and efficiencies at Sprint Nextel and One Communications.

October 17, 2011 — MacroSolve Inc. announced that it has joined forces with Donald Trump, Jr., who became a spokesperson on mobile apps technologies.

CORPORATE CONTACT INFORMATION

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