

## About our company.

Creative Realities, Inc. is a full-service, digital signage solutions company with a suite of proprietary CMS, ad revenue monetization and programmatic software products. We focus on connecting brands and people in spaces and places they love - with digital experiences that are contextually relevant, omni-channel, and specific to the physical environment. Our approach is consultative, tech-agnostic, and solution centric. What makes us different is an end-to-end offering with the ability to deploy at scale, whether its 3,000 locations or a single flagship location. Our cloud-based CMS and ad-revenue / monetization software platforms are considered best in class and serve as the backbone for successful installations and ongoing support.

## We are 100% focused on digital solutions, 100% of the time.

This focus allows us to capitalize on the accumulated operational and technical knowledge, that generates predictable outcomes - building strong partnerships with the OEM community for competitive pricing, new innovations and to proof-of-concept development. Our ability to deploy at scale helps our clients amortize their investment across thousands of endpoints.

## We're powered by people.

We are a diverse group of technology, design and marketing-driven professionals with an array of proficiencies, passions and talents who:

LEAD WITH RESPECT & HONOR DIVERSITY OF PEOPLE & IDEAS

DO THE RIGHT THING

ARE READY TO MAKE A DIFFERENCE & HELP

COME WITH NIMBLE MINDS & CREATIVE PROBLEM SOLVING

COMMITTED TO EXCELLENCE - RAISING THE BAR FOR EACH OTHER, OUR CLIENTS & OUR INDUSTRY

## The markets we serve, and help monetize.

We service diverse market segments, and with that experiences comes significant depth of expertise and excellence in focus categories including Automotive, Dealership Ecosystems, C store/Grocery, QSR, Retail, and Stadium and Entertainment venues.

Our purpose-built digital signage software features AdLogic - a smart media trafficking platform - that can monetize digital networks as an advertising channel to generate revenue for Clients owning some of the largest on-premise ad networks in the world. This game-changing capability allows us to transform and dominate the place-based digital out of home segment as a valuable, measured media channel.



**Creative Realities, Inc**  
www.cri.com

**Established:**  
3/23/2000

**Ownership:**  
Public company  
(NASDAQ: CREX, CREXW)

**Employees:**  
120+

### Locations:

- **HQ - Louisville, KY:**  
Executive, Operations, Warehouse, NOC Support, Client Experience Teams
- **Atlanta, GA:**  
Content Creation, Implementation, Sales
- **Dallas TX:**  
Software and Product Development
- **Windsor, ON, Canada:**  
Custom App/Software Dev, Client Teams supporting the Automotive business



## What sets us apart.



We're focused on solving our client's issues first and foremost. This keeps us grounded, client-centric, and hard-wired to lean in and listen – and do what's right for our client's business before all else. We espouse partnership and transparency as part of our core ethos, and we're fiercely committed to ensuring our clients experience across all aspects of our engagement and across the lifetime of our relationship.



Depth of consumer behavior knowledge across key verticals and categories. This allows us to have fluent conversations across marketing, brand, category management, operations, IT, facilities and have deep understanding of issues native to physical environments, and germane to the mission, trips, occasions, and mindset of consumers who engage in these channels.



End-to-end, with strong operations/execution. We have deliberately built our delivered our value proposition around end-to-end solutions that scale, which means we have in-house teams that can deliver every facet of digital signage from conceptual to day 2 support, that meets or exceeds industry standards and expectations.



We have a suite of purpose built, proprietary, and third-party CMS platforms that provide best in class enterprise software options based on solution requirements. We'll put forth a recommendation only if it serves the best interest of customer objectives.



Our Network Operation Center Excellence. From our design engineers who are agile and solve quickly, to our Network Operation Center that ensure 99.5% uptime – we understand and deliver to the key performance metrics our clients expect.



Access to a wide Partner ecosystem: Best-of-Breed partners empower our clients with industry-leading solutions. We work with hardware and device manufacturers, fixture providers, and technology / service companies to bring together the right solutions for our clients' needs.



## Success stories.

We count **Best Buy, Chanel, Cedar Fair Entertainment Company, Freddy's Frozen Custard & Steakhburgers, Macy's,** and **Verizon Wireless** amongst our community of long time clients.

**Case Studies, Videos, and White Papers are available at [cri.com](http://cri.com).**

## We listen, learn and lead the way.

Leaning in to our clients' challenges is how we serve, and solve – and continually innovate so we can keep their digital investment future proofed, and way ahead of the curve. We're 100% committed to putting our client's agenda first, bar none, and enjoy collaborating with our partners, vendors and third party colleagues in a way that removes noise, worry, and chaos from the process. So our value comes from putting our Client interest, business and success – first.

Explore our work.

Connect with us on our website or via email: [marketinginfo@cri.com](mailto:marketinginfo@cri.com)

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