



(Nasdaq: SRAX)

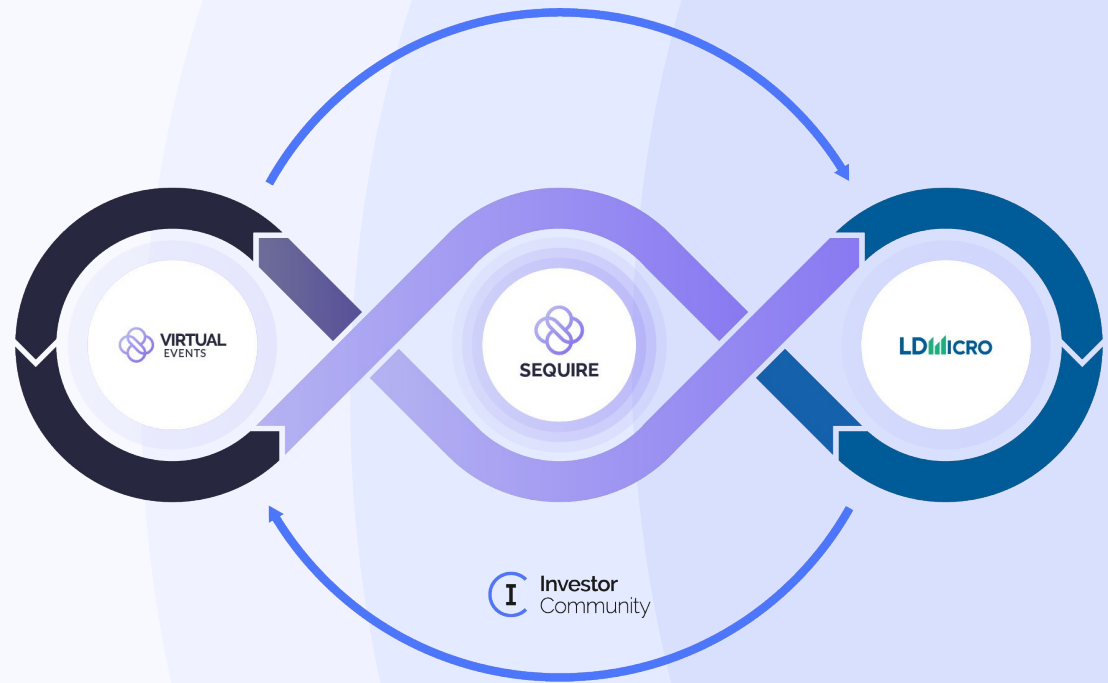


## Q3 2021 Earnings Call

Powered by Sequire

**SRAX offers a host of products with all the tools you need to help your public company thrive**

— whether you want to obtain more investors, increase shareholder retention, conduct media campaigns, host better company events, or get noticed by the investment community.





## Major Accomplishments

- Year-over-Year Revenue Growth of **219% Consolidated and 283% Sequire on its own**
- Quarter-over-Quarter Revenue Growth of **8% Consolidated and 5% Excluding BIGtoken on its own**
- Achieved Q3 Guidance, Q4 Revenue Guidance to be **\$10.1m. Implying FY 2021 Revenue of \$31.5m**
- SRAX 3Q Pro forma EBITDA of **\$1M, excluding BIGtoken**
- 12 Quarters of consecutive SEQUIRE **Revenue Growth**
- Increased number of SEQUIRE clients **from 225 to 250**
- Q3 SEQUIRE Bookings of **\$8.9M**, *Q4 Bookings of \$12.5M as of this call.*
- Holding Approximately **\$29M** in Marketable Securities.
- Cash on hand of **\$7M**
- **Sequire revenue from existing contracts for 2022 \$16.5M**

# Revenue and EBITDA

● 2020 ● 2021

## Sequire Revenue



## Sequire EBITDA

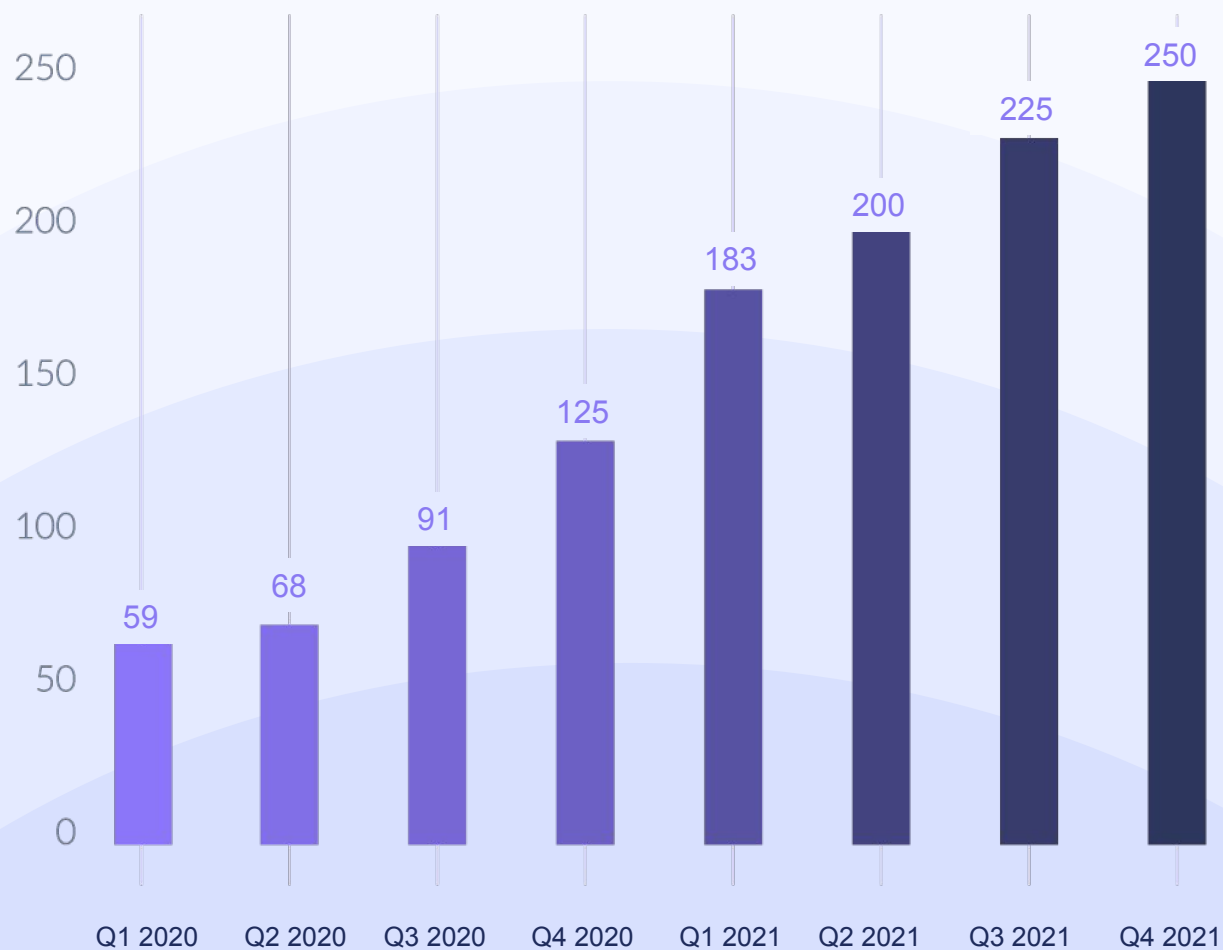


# Sequire Bookings



*\*Bookings include the total minimum contract value written during the period.*

# Subscribers Over Time



# SRAX Pro forma less BIGtoken - Q3 Financial Snapshot

Dollars, except GM%	Q3 2021	Q3 2020	% YoY	Q2 2021	% QoQ
Revenue	\$7,548,000	\$1,956,000	286%	\$7,160,000	5%
Gross margin	5,952,000	1,306,000	369%	5,940,000	3%
GM %	81%	67%		83%	
Adjusted EBITDA	940,000	(1,473,000)	n/a	1,400,000	-33%

*SRAX Pro forma less BIGToken refers to SRAX's operating results excluding the consolidation of BIGToken's operating results and associated management revenue.  
See Appendix for reconciliation of GAAP and non-GAAP measures, including adjusted EBITDA*

# Share Structure

## Capitalization

### Shares

**Shares Outstanding** 25,630,747

### Convertible Debentures

Due 06/30/2023 392,193

### Warrants

Expiration

2021

2022

2023

2024 +

9,787,972

401,339

**Total** 10,189,311

**Employee Options** 1,510,954

**Fully Diluted Shares** 37,331,012



# Warrants by Month



Insights by year

Stock price  USD

Expiring on 2021

**\$0.00**

Shares: 0

Expiring on 2022

**\$16,252,832.08**

Shares: 9,787,972

Expiring on 2023

**\$0.00**

Shares: 0

Total warrants

**\$16,755,815.58**

Shares: 9,890,845

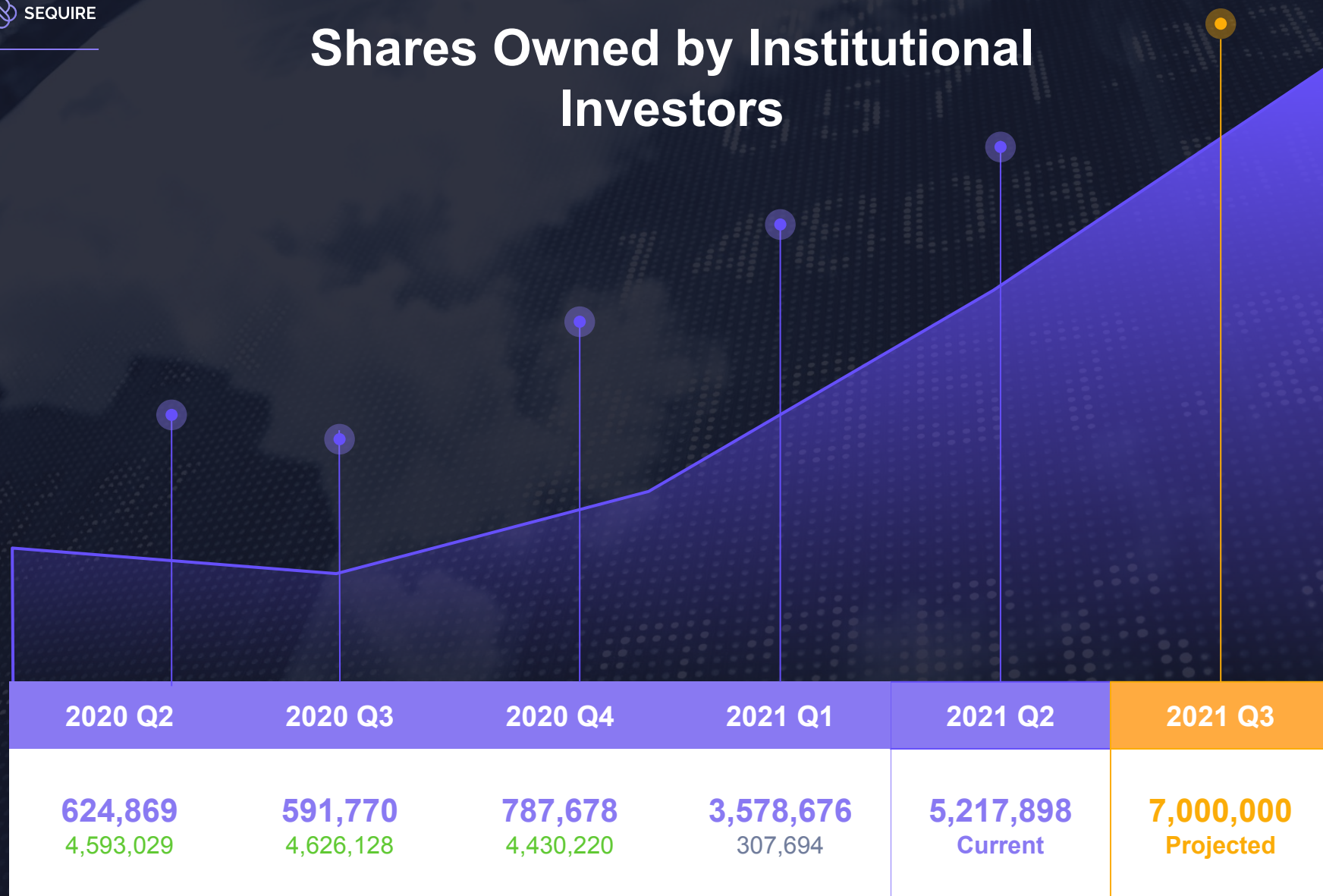
Expiring

2022

Value in shares



# Shares Owned by Institutional Investors



Total Shares Owned by Funds

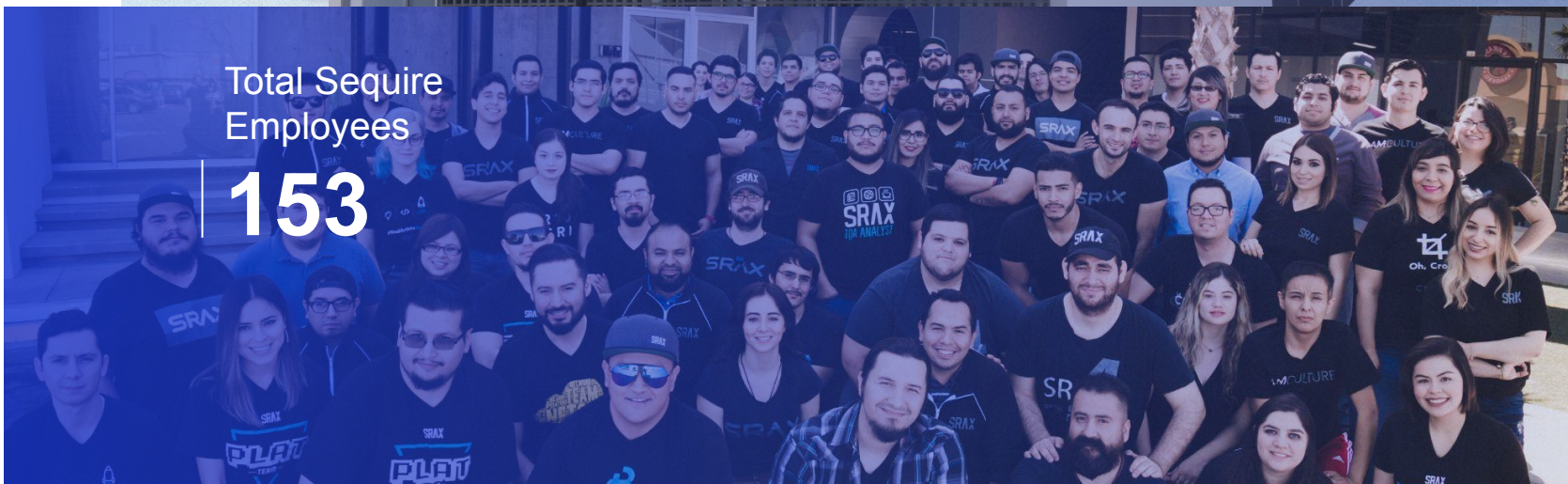


SRAX

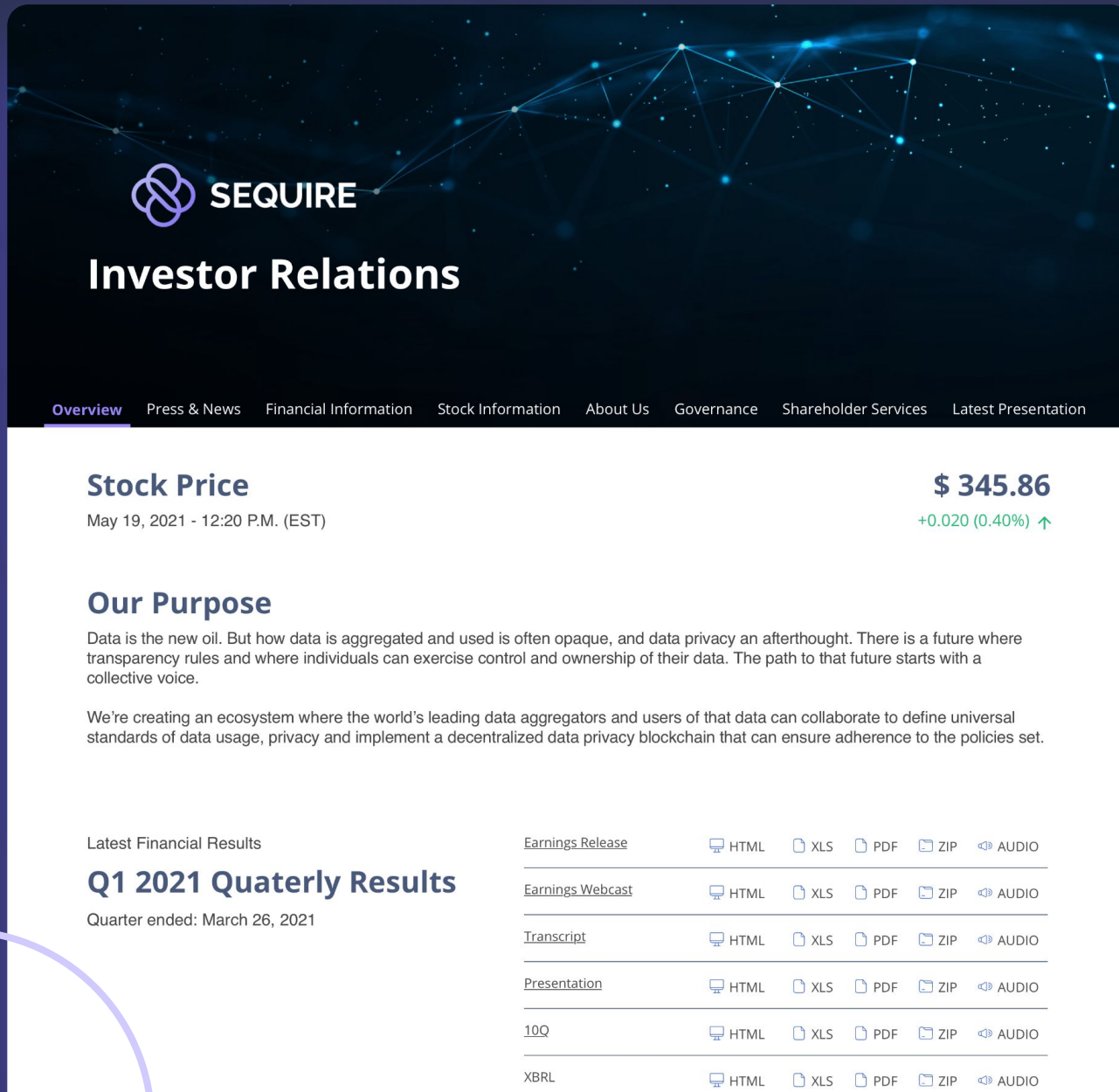


Total Sequire  
Employees

153



# New Features This Quarter



The mockup shows the SEQUIRE Investor Relations website. At the top is a navigation bar with links: Overview, Press & News, Financial Information, Stock Information, About Us, Governance, Shareholder Services, and Latest Presentation. The main content area features a 'Stock Price' section showing \$345.86 as of May 19, 2021, with a green upward arrow indicating a price increase of +0.020 (0.40%). Below this is a section titled 'Our Purpose' with a paragraph about data transparency and a link to 'Latest Financial Results'. The 'Latest Financial Results' section highlights 'Q1 2021 Quaterly Results' for the quarter ended March 26, 2021. To the right of this, there is a table of links for various documents, each with icons for HTML, XLS, PDF, ZIP, and AUDIO formats.

Document Type	HTML	XLS	PDF	ZIP	AUDIO
<a href="#">Earnings Release</a>					
<a href="#">Earnings Webcast</a>					
<a href="#">Transcript</a>					
<a href="#">Presentation</a>					
<a href="#">10Q</a>					
<a href="#">XBRL</a>					

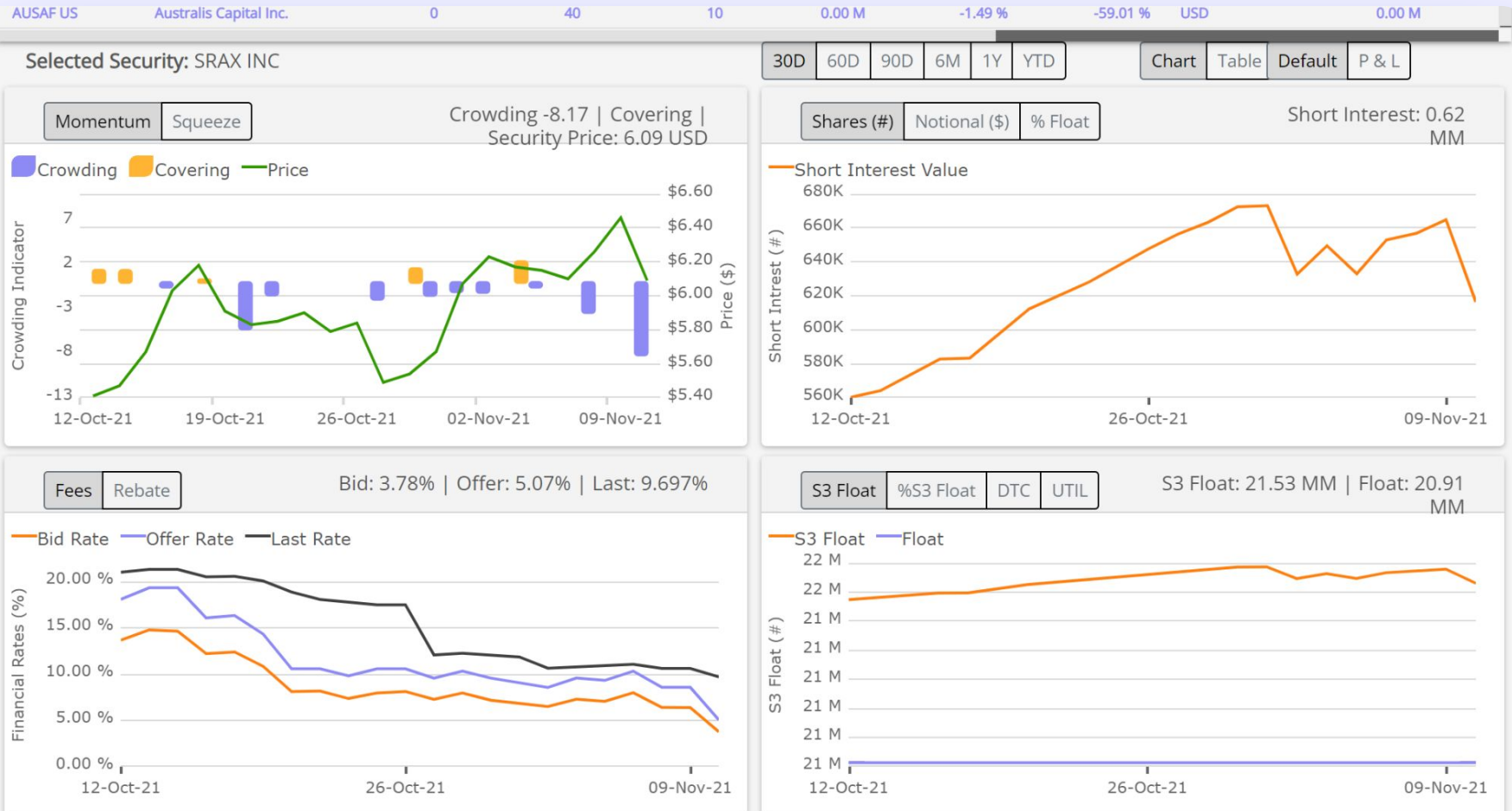
## IR Webtool

Issuers can create and customize their own IR website through the platform.

The quick and easy-to-use tool auto-populates company and financial information, giving current and potential investors an accurate representation of key investment insights, as well as current and future company initiatives.



# Daily Short Interest





VIRA™, the Virtual Investor Relations Assistant and AI solution is specially designed to support Sequire client communication with the investor community.

The chatbot is fully customizable and serves as an investor lead-capture tool on issuer websites.

**Unlike most chatbots, VIRA™ can:**

- Understand variabilities of the same question
- Answer questions in a human-like context
- Store unknown questions to report back to the issuer
- Learn from previous interactions to improve communication



2:01 PM

Sorry, I don't have the answer to that yet! We'd be happy to follow up with more information about SRAX.

Would you like us to send you more info?

SEND ME INFO

2:02 PM



On it. A representative will contact you soon. Feel free to ask me another question below.

2:02 PM

Write a message...



# SMS

The SMS feature is integrated with issuer's shareholder and contact lists, so users can create specific campaigns with different audience groups. Users can send an unlimited number of texts to local and international numbers, allowing for connection and re-engagement with contacts.

## Benefits include:

1. **Integrated**  
within the platform
2. **Customize**  
messaging
3. **Send**  
to crafted lists
4. **Unlimited**  
number of texts
5. **Analytics**  
to view and download





*An editorial content and curated news distribution site, providing increased exposure for Sequire client companies, and serving as a go-to-resource for microcap investors.*

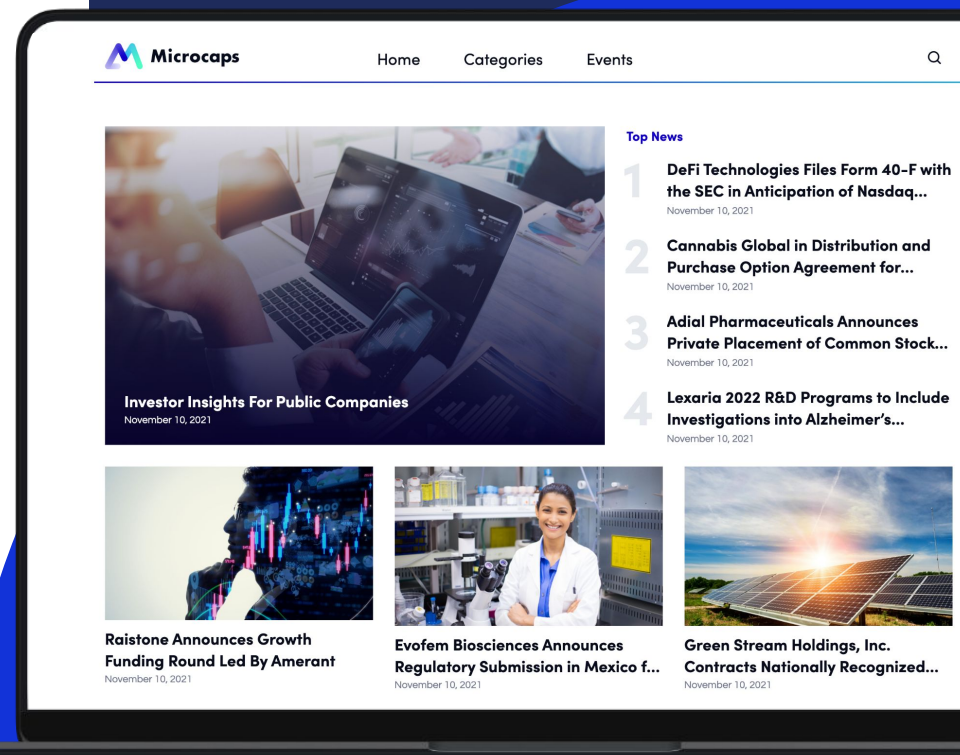
#### Benefits include:

- Support growth of the Sequire Investor Community audience
- Increase exposure of Sequire client companies
- Capitalize on client lead capture through advertorials to add to the SRAX investor database

# 200,000

*unique monthly visitors*

- Launched June 2021
- Home to small- and micro-cap news daily
- Multimedia content includes: advertorials, opinion pieces, video, press releases, and more





# In Person LD Micro

Tuesday, October 12th - Thursday, October 14th, 2021

Luxe Sunset Bel Air (Los Angeles)

This event marked the first in-person conference for LD Micro in almost two years, bringing physical and virtual elements together to form a truly unique experience.



**Enhanced**, in-person safety protocols, provided by several sponsoring companies



**139** presenting companies, and over **750** attendees, in person



Over **12,000** attended virtually, globally

**750** attendees  
in person

**Over 12,000**  
attended virtually

# ***Financial Review***

# SRAX 3Q Financials Snapshot

BY SEGMENT (\$, except GM%)	Q3 '21	Q3 '20	% YoY
SRAX/Sequire	7,675,000	2,004,000	283%
BIGToken	765,000	604,000	27%
Other / Elim	-127,000	-	n/a
<b>Revenue</b>	<b>8,313,000</b>	<b>2,608,000</b>	<b>219%</b>

Sequire	6,079,000	1,385,000	340%
BIGtoken	558,000	347,000	61%
Other / Elim	-127,000	-	n/a
<b>Gross margin</b>	<b>6,510,000</b>	<b>1,729,000</b>	<b>276%</b>
<b>GM%</b>	<b>78%</b>	<b>66%</b>	

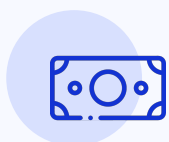
SRAX/Sequire	940,000	-1,223,000	n/a
BIGtoken	-1,730,000	-654,000	n/a
Other / Elim	-	-	n/a
<b>Adjusted EBITDA</b>	<b>-790,000</b>	<b>-1,877,000</b>	<b>n/a</b>

Q3 YTD '21	Q3 YTD '20	% YoY
19,750,000	2,978,000	563%
2,469,000	1,146,000	115%
-787,000	-	n/a
<b>21,432,000</b>	<b>4,124,000</b>	<b>420%</b>

15,558,000	2,082,000	647%
1,755,000	655,000	168%
-787,000	-	n/a
16,527,000	2,737,000	504%
<b>77%</b>	<b>66%</b>	

2,916,000	-7,715,000	n/a
-4,951,000	-3,210,000	n/a
-	-	n/a
<b>-2,035,000</b>	<b>-7,715,000</b>	<b>n/a</b>

# Liquidity and Deleveraging Update



**More than ample liquidity**  
\$7m of cash and \$18m in  
marketable securities\*



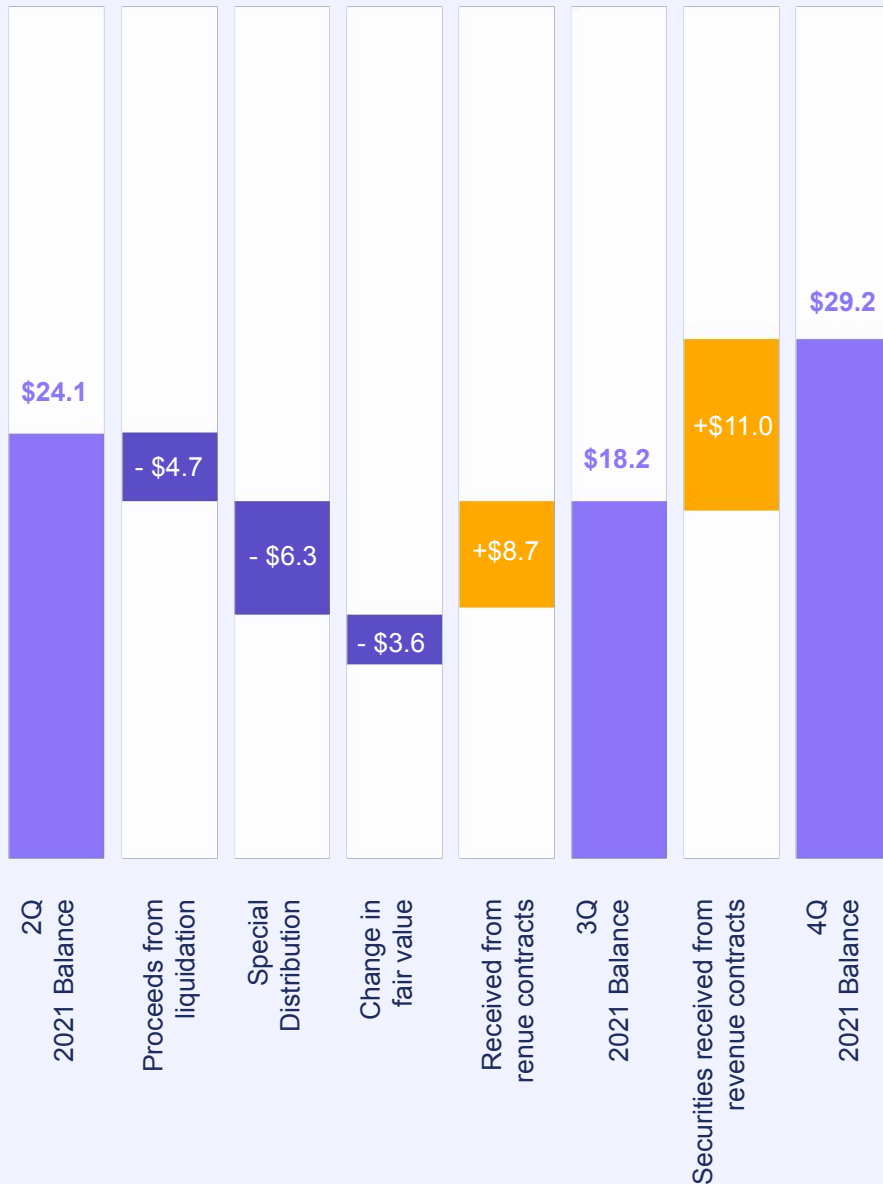
Remaining \$1m in debentures  
begin amortization on 7/1/22.  
Conversion at **\$2.69/share**



Approximately **\$25M+** in  
NOL carryforwards

\$ in 000's	1Q 20	2Q 20	3Q 20	4Q 20	1Q 21	2Q 21	3Q 21
Cash	\$110	\$4,612	\$2,446	\$451	\$13,509	\$10,060	\$6,823
Marketable Securities	20	1,666	4,800	8,447	18,000	23,927	18,221
Designated Assets							6,256
<b>Total</b>	<b>\$130</b>	<b>\$6,278</b>	<b>\$7,246</b>	<b>\$8,898</b>	<b>\$31,509</b>	<b>\$33,987</b>	<b>\$31,300</b>

Debt, gross	\$2,950	\$10,420	\$15,313	\$9,386	\$6,106	\$3,111	\$1,055
-------------	---------	----------	----------	---------	---------	---------	---------



# SEQUIRE Security Portfolio

## Sequire Security Portfolio - Pro forma

- Change in fair-value is comprised of \$3.9m in unrealized losses on holdings and \$0.3m in realized gains on marketable securities sold during period.
- Special distribution consists of securities designated for the holders of the Company's Preferred Series A shares.
- \$11m in securities acquired presently during fourth quarter to date.

# Special Distribution

Approximately  
**\$6.5m**  
in Preferred Shares

Issued 36m preferred shares on an as-converted, 1-for-1 basis to shareholders, debenture holders and certain warrant holders as of record on September 20, 2021

Quarterly distributions from the liquidation of the underlying securities  
*(subject to minimum of \$0.01 per preferred share).*

---

Liquidation of underlying securities began in Q4 2021. First quarterly distribution of proceeds expected to be on January 31st, 2022

---





# SRAX Scholarship Fund

In honor of Malcolm Casselle, SRAX Board Member and Friend.

---

Malcolm loved helping the smartest kids with their educational journey. He would assist them both financially and through direct mentorship.

We are taking this model, and with the SRAX Scholarship fund, will help the smartest kids in Mexicali, MX realize their dreams of completing college. We will do this by providing financial assistance and mentorship to a select number of the brightest kids in Mexicali and the surrounding areas.



# Q&A



**Thank you**