



## Creative Realities, Inc. Announces Second Quarter 2023 Earnings Release Date and Conference Call Information

August 2, 2023

LOUISVILLE, Ky., Aug. 02, 2023 (GLOBE NEWSWIRE) -- [Creative Realities, Inc.](#) ("Creative Realities," "CRI," or the "company") (NASDAQ: [CREX](#), [CREXW](#)), a leading provider of digital signage solutions, announced today that it will release its financial results for the three and six months ended June 30, 2023 before the market open on Friday, August 4, 2023. A conference call to review the results is scheduled for Friday, August 4, 2023 at 9:00 am Eastern Time, which will include prepared remarks and materials from management followed by a live Q&A. The call will be hosted by Rick Mills, Chief Executive Officer, and Will Logan, Chief Financial Officer.

Prior to the call, participants should register at <https://bit.ly/CRlearnings2023Q2>. Once registered, participants can use the weblink provided in the registration email to participate in the live webcast. An archived edition of the year-end earnings conference call will also be posted on our website later that same day and will remain available for one year.

### About Creative Realities, Inc.

[Creative Realities](#) helps clients use place-based digital media to achieve business objectives such as increased revenue, enhanced customer experiences, and improved productivity. The company designs, develops and deploys digital signage experiences for enterprise-level networks, and is actively providing recurring SaaS and support services across diverse vertical markets, including but not limited to retail, automotive, digital-out-of-home (DOOH) advertising networks, convenience stores, foodservice/QSR, gaming, theater, and stadium venues.

With the company's 2022 acquisition of Reflect Systems, Inc. ("Reflect"), a leading provider of digital signage software platforms, the Company extended its product and service offering to accelerate growth in SaaS revenue. While Reflect provided a broad range of digital signage solutions, Reflect's flagship products are the market-leading ReflectView digital signage platform and Reflect AdLogic ad management platform. ReflectView is the industry's most comprehensive, scalable, enterprise-grade digital signage platform, powering enterprise customer networks. Meanwhile, Reflect AdLogic has become the benchmark for digital signage powered ad networks, delivering nearly 50 million ads daily. The acquisition of Reflect also brought to the company a media sales division with the expertise and relationships to help any digital signage venue owner develop and execute a monetization plan for their network.

### Cautionary Note on Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995, and includes, among other things, discussions of our business strategies, product releases, future operations and capital resources. Words such as "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. Forward-looking statements are not guarantees of future performance, conditions or results. They are based on the opinions, estimates and beliefs of management as of the date such statements are made, and they are subject to known and unknown risks, uncertainties, assumptions and other factors, many of which are outside of our control, that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking statements. Some of these risks are discussed in the "Risk Factors" section contained in Item 1A of our Annual Report on Form 10-K for the year ended December 31, 2022 and the company's subsequent filings with the U.S. Securities and Exchange Commission. Important factors, among others, that may affect actual results or outcomes include: our ability to effectively integrate Reflect's business operations, our strategy for customer retention, growth, product development, market position, financial results and reserves, our ability to execute on our business plan, our ability to retain key personnel, our ability to remain listed on the Nasdaq Capital Market, our ability to realize the revenues included in our future guidance and backlog reports, the ability of the Company to continue as a going concern, potential litigation, supply chain shortages, and general economic and market conditions impacting demand for our products and services, including those as a result of the COVID-19 pandemic. Readers should not place undue reliance upon any forward-looking statements. We assume no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

### Contacts

Christina Davies  
[cdavies@ideagrove.com](mailto:cdavies@ideagrove.com)  
[ir@cri.com](mailto:ir@cri.com)  
<https://investors.cri.com>