

Creative Realities provides update on Corporate Progress

June 25, 2018

- Reiterates FY18 guidance of \$33 million in revenue
- Achieves continued growth of record pipeline of customer orders
- Receives multi-million-dollar follow-on order from existing customer
- Announces progress on 2018 corporate initiatives

LOUISVILLE, KY – June 25, 2018 – Creative Realities, Inc. (“Creative Realities,” “CRI,” or the “Company”) (OTCQX: CREX), a leading provider of digital marketing solutions, provided a corporate progress update on previously-announced activities.

Rick Mills, Chief Executive Officer, remarked, “Our business is experiencing tremendous momentum in the marketplace with respect to both organic and inorganic growth throughout the remainder of 2018. We are participating in an increasing number of opportunities and are converting those opportunities with great success, as evidenced by recent of a multi-million-dollar follow-on order from an existing software and services customer.

As previously communicated, our intentions for the remainder of calendar 2018 are focused on the following actions:

- Achieve scale through the pursuit of organic revenue growth and accretive acquisitions;
- Solidify the balance sheet and simplify the capital structure through the reduction of debt and conversion of preferred equity into common stock; and
- Meet the requirements necessary to obtain a listing for the Company’s common stock on a national securities exchange.”

Mr. Mills added, “As we have stated before, our primary goal for 2018 is to achieve scale and operating leverage which will result in sustainable profitability. We are actively working on various consolidation opportunities and have made significant progress in discussions with a number of parties. Our record customer backlog and project pipeline is a testament to the sales and management teams who have established best of breed solutions for our customers. These differentiated solutions are translating into significant wins in the marketplace.”

2018 Financial Guidance

The Company is reaffirming its 2018 financial guidance previously provided in connection with our FY2017 earnings release as follows:

- Organic revenue growth for FY18 of approximately 83%, to \$33 million.
- 2018 positive EBITDA of approximately \$3.5 million, excluding one-time, non-cash charges related to restructuring.

About Creative Realities, Inc.

Creative Realities helps retailers and brands use the latest technologies to inspire shopper engagement in and around the Store. Founded over 15 years ago, the firm’s evolving client base has led to recognized leadership in deploying technology aligned with strategic and consumer behavior goals at Retail. The firm has created and delivered consumer/shopper experiences, designs and installs high-end audio-visual networks, and is actively providing recurring SaaS and support services across diverse categories: Automotive, Apparel & Accessories, Banking, Baby/Children, Beauty, CPG, Department Stores, Digital Out-of-Home (DOOH), Electronics, Fashion, Fitness, Foodservice/QSR, Financial Services, Gaming, Luxury, Mass Merchants, Mobile Operators, and Pharmacy Retail.

Cautionary Note on Forward-Looking Statements

This press release contains certain statements that would be deemed “forward-looking statements” under Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and includes, among other things, discussions of our business strategies, future operations and capital resources. Words such as “may,” “likely,” “anticipate,” “expect” and “believe” indicate forward-looking statements.

These forward-looking statements may reflect management’s present expectations and estimates regarding future expenses, revenue and profitability, trends affecting our financial condition and results of operations, operating efficiencies, revenue opportunities, potential new markets, and the ability of the Company to effectively compete in a highly competitive market. Nevertheless, and despite the fact that management’s expectations and estimates are based on assumptions management believes to be reasonable and data management believes to be reliable, the Company’s actual results, performance, or achievements are subject to future risks and uncertainties, any of which could materially affect the Company’s actual performance. Risks and uncertainties that could affect such performance include, but are not limited to: the adequacy of funds for future operations; future expenses, revenue and profitability; trends affecting financial condition and results of operations; ability to convert proposals into customer orders; the ability of customers to pay for products and services; the impact of changing customer requirements upon revenue recognition; customer cancellations; the availability and terms of additional capital; ability to develop new products; dependence on key suppliers, manufacturers and strategic partners; industry trends and the competitive environment; the impact of the Company’s financial condition upon customer and prospective customer relationships; and the impact of losing one or more senior executives or failing to attract additional key personnel. These and other risk factors are discussed in Company reports filed with the Securities and Exchange Commission.

Given these uncertainties, and the fact that forward-looking statements represent management’s estimates and assumption as of the date of this press release, you should not attribute undue certainty to these forward-looking statements. We assume no obligation to update any forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in any forward-looking statements contained in this press release, even if new information becomes available in the future.

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