



**DOMINATING
THE DIGITAL
LANDSCAPE**

**Leading in Digital Engagement
Solutions**

June 2026

Forward Looking Statements

This presentation 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, each as amended, and includes, among other things, discussions of our business strategies, product releases, future plans and operations and capital resources. Words such as "estimates," "projects," "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, 2025 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 Cineplex Digital Media'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, successful and timely completion of our pilots, our ability to satisfy our upcoming debt obligations and other liabilities, 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.

Use of Non-GAAP Metrics

The Company prepares its consolidated financial statements in accordance with United States generally accepted accounting principles (“GAAP”). In addition to disclosing financial results prepared in accordance with GAAP, the Company discloses information regarding “EBITDA” and “Adjusted EBITDA.” The Company defines “EBITDA” as earnings before interest, income taxes, depreciation and amortization of intangibles. The Company defines “Adjusted EBITDA” as EBITDA excluding stock-based compensation, fair value adjustments and both cash and non-cash non-recurring gains and charges. EBITDA and Adjusted EBITDA are not measures of performance defined in accordance with GAAP. However, EBITDA and Adjusted EBITDA are used internally in planning and evaluating the Company’s operating performance. Accordingly, management believes that disclosure of these metrics offers investors, bankers and other stakeholders an additional view of the Company’s operations that, when coupled with the GAAP results, provides a more complete understanding of the Company’s financial results. EBITDA and Adjusted EBITDA should not be considered as an alternative to net income/(loss) or to net cash used in operating activities as measures of operating results or liquidity. Our calculation of EBITDA and Adjusted EBITDA may not be comparable to similarly titled measures used by other companies, and the measures exclude financial information that some may consider important in evaluating the Company’s performance. A reconciliation of GAAP net income/(loss) to EBITDA and Adjusted EBITDA is included in the accompanying financial schedules. For further information, please refer to the Company’s filings available online at www.sec.gov, including its Annual Report on Form 10-K for 2025 filed with the Securities and Exchange Commission.

Annualized recurring revenue, or “ARR,” represents the annualized revenue run rate of our subscription (1) software-as-a-service (“SaaS”) contracts, (2) maintenance and support of perpetual license contracts, and (3) content management service contracts at the end of the final calendar month included in a reporting period, assuming these contracts are renewed on their existing terms for customers that are under subscription contracts with us. This gives us an indication of the revenue that can be earned in the following 12-month period from our existing client base, assuming no cancellations or price changes occur during that period. We believe that ARR is a key operating metric to measure our business because it is driven by our ability to acquire new subscription customers and to maintain and expand our relationship with existing subscription customers. ARR should be viewed independently of revenue and deferred revenue as ARR is a performance metric and is not intended to be combined with any of these items.

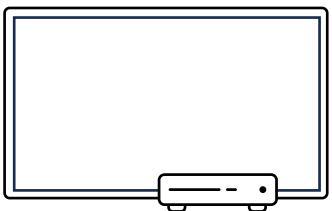
For further information, please refer to the Company’s filings available online at www.sec.gov, including its Annual Report on Form 10-K for 2025 filed with the Securities and Exchange Commission.

FOR OVER 20 YEARS

Connecting guests and shoppers to the places they love through digital experiences.

Creative Realities is a trusted advisor & supplier of Digital Signage Solutions that scale.

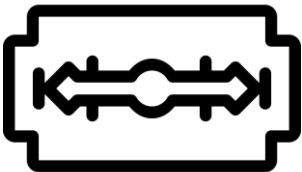
Our Business Model



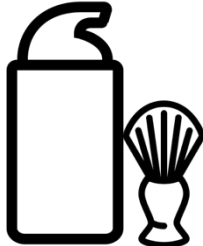
It all starts with a screen/player



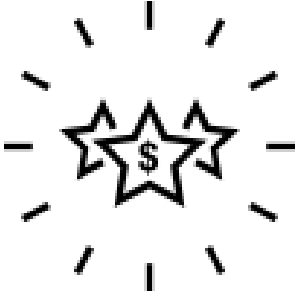
Connects to CRI proprietary platforms capable of delivering Video, Messaging, and Advertising content...



...to any on-premise location (stores, hotels, offices, malls, sports & entertainment venues, etc.)...



- Creating better:
- customer experiences
 - enhanced engagement
 - improved brand loyalty
 - financial returns



Sources of Revenue and Ideal Customer Profile

The Company generates revenue from MULTIPLE sources:

- Hardware – the sale of hardware from original equipment manufacturers
- Services including the following:
 - Hardware system design/engineering
 - Hardware installation
 - Content development
 - Content scheduling
 - Post-deployment network and field support
- Recurring SaaS – sticky, long-term contractual agreements to provide subscription licensing and/or other support services for our digital engagement platforms.
- Media/AdTech – the company has a complete AdTech stack to monetize the trafficking of DOOH content and advertising and also owns the largest Mall Network in Canada

The company's ICP are Enterprise customers in the following verticals:

- Retail
- Quick Serve Restaurants
- C-Store
- Financial
- Family Entertainment
- Stadium
- Lotteries
- Retail Media Networks

Opportunity for 500+ endpoints

Value Proposition:

Software-as-a-service (“SaaS”), Media and AdTech company, focused on increasing the number of subscription devices

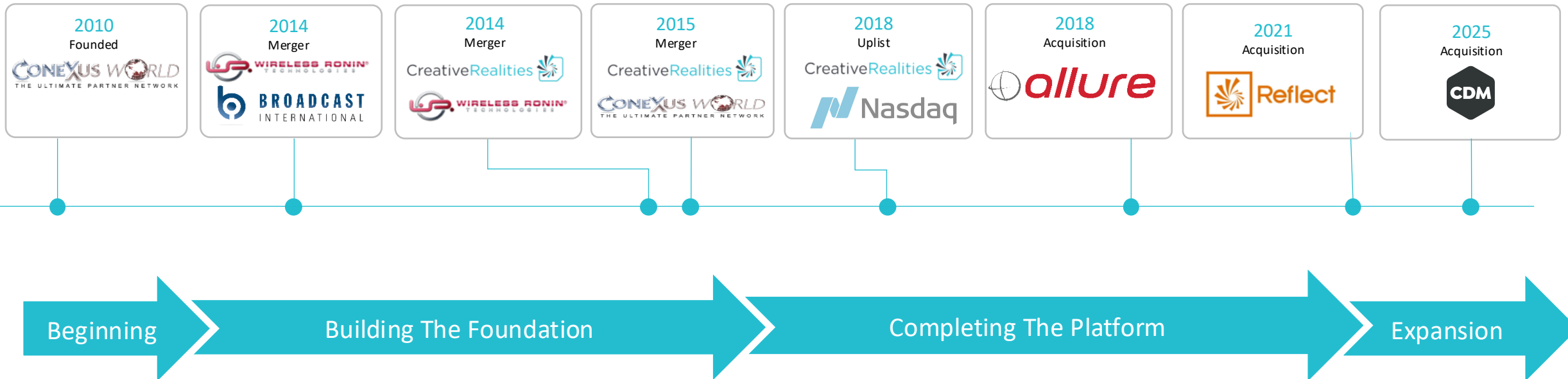
CRI's Extended Product Set, Tech Stack and ability to deploy at Scale with a Cost Advantage are differentiators

Product/Service	CREX	Typical Competition
Digital Signage		
A/V Services (Ancillary)		
Network Management		
Creative/Agency Resources		
Omnichannel/Neuro-Marketing		
Content Development		
Media Networks/Media Sales/Network Monetization		
Analytics		
Integration/Application Development		
Scalability & Reliability		
Logistics		
Technical Support		
Hardware Support		
AdTech (AdServer, SSP, DSP, Mediation)		

Company History & Milestones

Company Milestones/Prior Transactions

- ConeXus World – Founded in 2010 - The company has completed 3 acquisitions.
- Corporate Entity originally incorporated as “Wireless Ronin Technologies, Inc.” in 2003.





Better Together

Together we shape strategy, design experiences, deploy at scale, and deliver measurable outcomes.

What Makes Us Different, Together?

- **Strategy before screens**
We lead with insight, experience, and outcomes
- **Creative and execution under one roof**
From concept to content, deployment, measurement
- **Vertical expertise at enterprise scale**
Deep industry knowledge, not generic solutions
- **One partner, end to end**
Fewer handoffs. Faster decisions. Better results.
- **Built for what's next**
Media, monetization, measurement, and recurring value

Better together =
continuous optimization.



Expands our
QSR vertical to
include:



Tim Hortons

Chick-fil-A





How We Go to Market

2026

Tip of the Spear

Strategy/EDS

Strategy | Content | Creative | Measurement

Vertical Business Teams

F&B



S&E



Retail



Lottery



Mall/Real Estate



Each owns customers, growth, and outcomes

Shared Services

Marketing | Deployment & PMO | RevOps

= Focus + Scale + Differentiation

CRI Client Portfolio

RETAIL



AUTOMOTIVE



C-STORE / GROCERY



STADIUM & ARENAS



ENTERTAINMENT



FOOD & BEVERAGE - QSR



BANKING FINANCIAL



DOOH | PLACE-BASED NETWORKS



CANADA'S LARGEST MALL NETWORK

One-stop OOH shopping media network with access to Canada's largest OOH shopping audience

76

OF THE 100 MOST
PRODUCTIVE SHOPPING
CENTRES**

9 OF THE TOP 10
BUSIEST MALLS IN CANADA



95 SHOPPING
DESTINATIONS
FROM COAST TO COAST

- 25% growth rate in 2025
- Fastest growing segment of the business
- The media network had assets added during 2025
- Additional assets (\$3.6M USD) added in Q4 2025 and Q1 2026



Cineplex Media accredited with Canadian Out-Of-Home Marketing and Measurement Bureau ("COMMB")



Reach over 750 million shoppers annually



Anonymous Video Analytics used to accurately capture footfall and impressions across network



Revenue share with mall partners

Ability to generate more revenue in 2026

In the future - possible extension to US marketplace

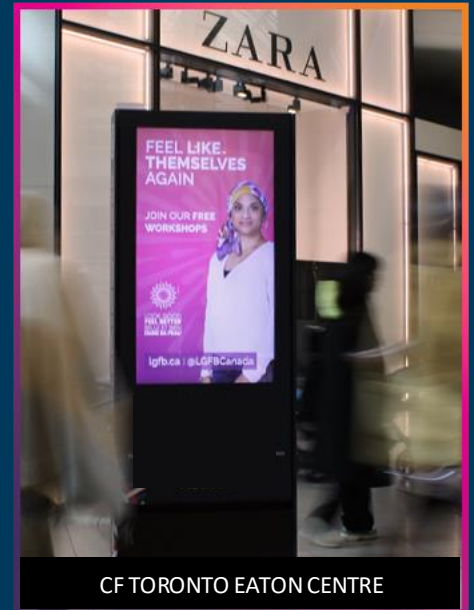
Portrait Screens Digital Directories

Boost brand exposure and influence shoppers on their physical path to purchase with vibrant and eye-catching, eye-level digital poster screens strategically located throughout the highest-traffic areas of our busy shopping centres.

88 LOCATIONS
632 SCREENS



SCARBOROUGH TOWN CENTRE



CF TORONTO EATON CENTRE



VAUGHAN MILLS

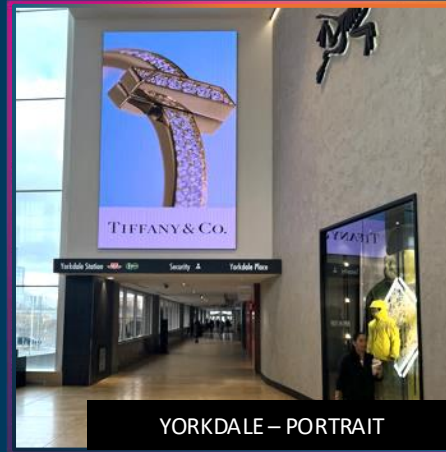


YORKDALE

DIGITAL LARGE FORMAT

Our larger-than-life digital spectacular screens illuminate the active thoroughfares of Canada's busiest shopping centres – delivering big impressions with even bigger impact.

33 LOCATIONS
87 SCREENS





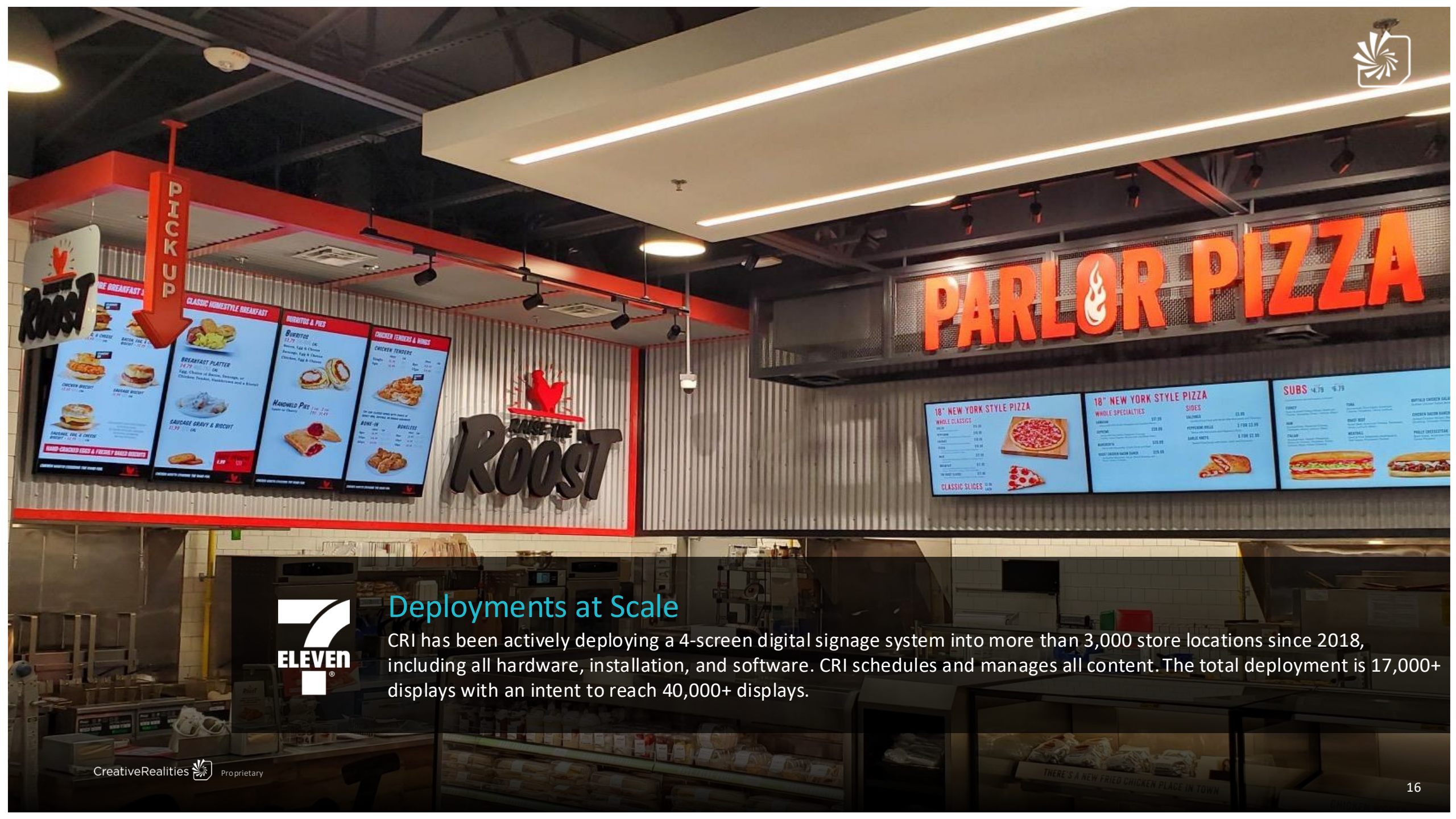
verizon^v

THE CHALLENGE

DELIVER CONNECTED
CONTENT EXPERIENCES
AT SCALE

THE SOLUTION

Proprietary CMS software that automates messaging for a unified marketing, branding and promotional strategy.



Deployments at Scale

CRI has been actively deploying a 4-screen digital signage system into more than 3,000 store locations since 2018, including all hardware, installation, and software. CRI schedules and manages all content. The total deployment is 17,000+ displays with an intent to reach 40,000+ displays.



Black Rifle Coffee Company was looking for a digital signage partner to overcome existing challenges, specifically one who could easily deploy at scale and provide content management at an Enterprise level. CRI partnered with BRCC to develop a fresh menu design that is dynamic and immersive, including Drive Thru order confirmation designed to drive upsell and improve speed of service. BRCC has chosen CRI as their ongoing partner for Indoor, Outdoor, Presale, and Marketing Digital Signage needs.



THE SOLUTION

Bespoke digital fixture design to support “client-tell”

Connected fitting rooms with integrated HVAC, lighting, sound, and call buttons - for personalized service where it matters

Expanded our engagement to include 32 boutiques; 130 multi-brand locations – Fashion, Beauty, Accessories and Watches/Fine Jewelry

CHANEL



Purpose-Built & Seamless

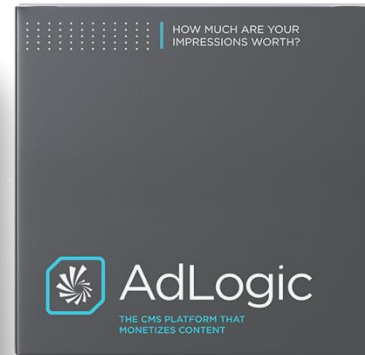
Our Tech. Stacked in *your* favor.



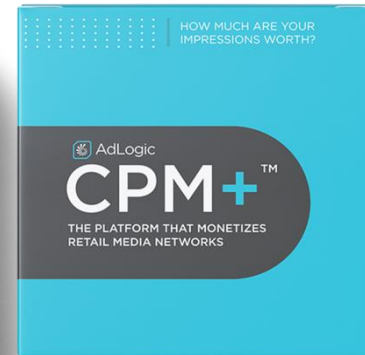
A platform for the Foodie, not just the Techie. Purpose built for menu management with powerful and seamless integrations for all customer touchpoints.



A scalable, enterprise-level content management system with the flexibility to support diverse digital media experiences



A hyper-accurate platform for the efficient delivery of place-based digital advertising that can monetize the asset



Seamless self-serve programmatic advertising platform with sophisticated campaign planning and deployment capabilities along with resident DSP, SSP and mediation functionality





Our Content Capabilities

Examples of Content we create in-house

- Creation of unique client solutions inspired by brand
- Dynamic, video storytelling & promotions
- Menu board design and optimization
- E-Learning platforms
- Social integration in-store
- Mobile to Shelf experiences
- Endless Aisle, Look Books, Browsing tools

Content Deployment Services

- Full scale managed services for Clients
- Enterprise Structure Set up and Maintenance
- LTO and Promotion Deployments
- Device Onboarding and Content Deployment
- Ad Monetization Scheduling and Reporting





Retail Media Networks ... what are they??

(A.K.A “commerce media”)

is a retailer-owned advertising service that allows marketers to purchase advertising space across all digital assets owned by a retail business, using the retailer's first-party data to connect with shoppers throughout their buying journey.

Most common forms:

- E-Commerce – Retailers Website (SEO type placements)
- Loyalty apps - also key to unlocking consumer data!
- Mobile messaging – great touch point, flash messaging, etc.
- Email – great touch point
- Weekly FSI's (old school but still effective)

...and the next big wave is
In-Store Digital Assets !!

The Store Is Where Purchases Actually Happen

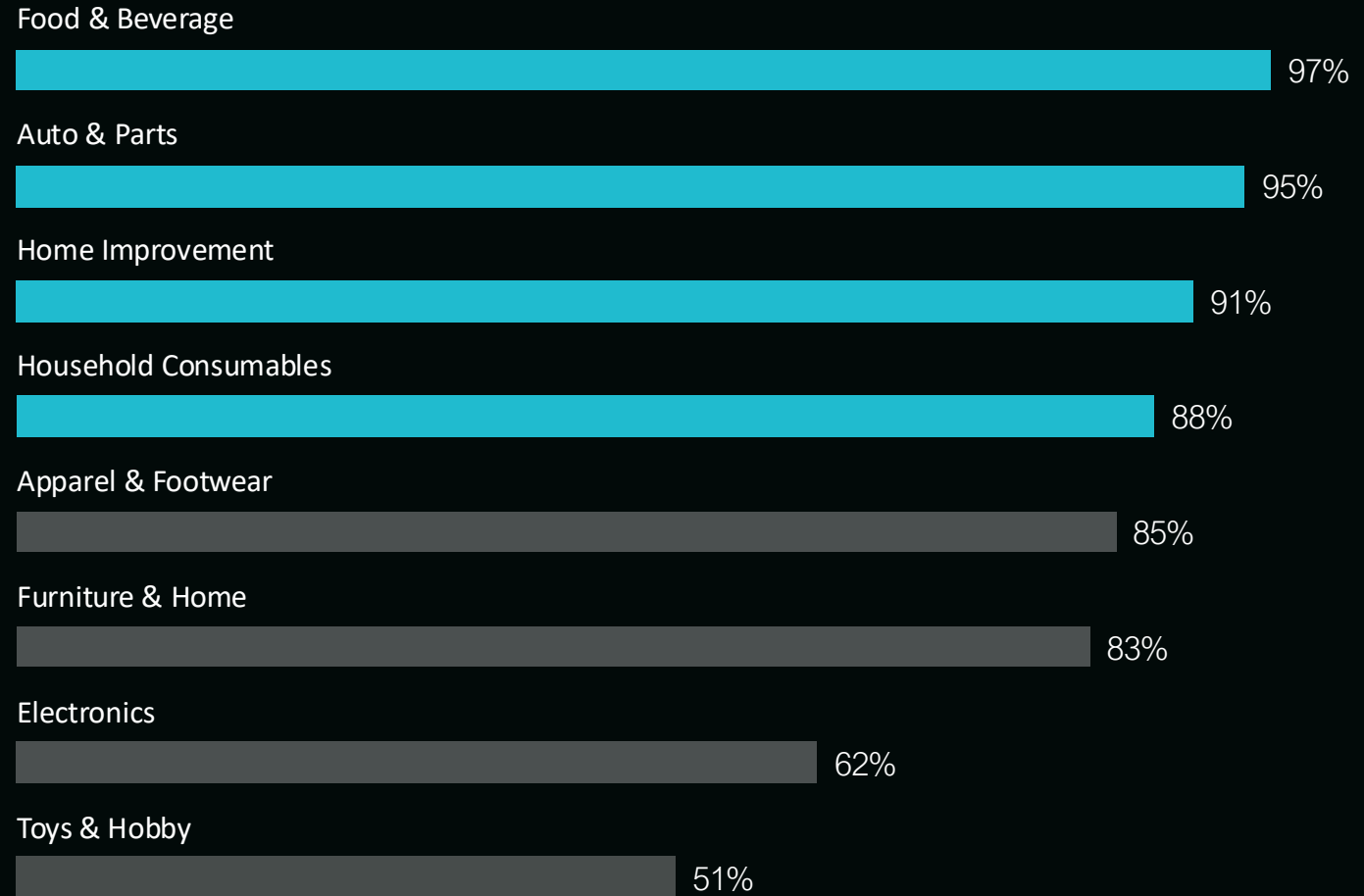


US 2025 retail sales by category | Source: eMarketer, October 2025

83%

of all US retail purchases happen in physical stores

Source: eMarketer 2025





Retail Media Networks

The Store Still Matters

Physical Retailers still get most of their revenue from in-store shoppers

COSTCO
WHOLESALE

93%

Kroger

93%

LOWE'S

92%



89%

Walmart *

87%



TARGET

81%

KOHL'S

74%



66%

★macy's

61%

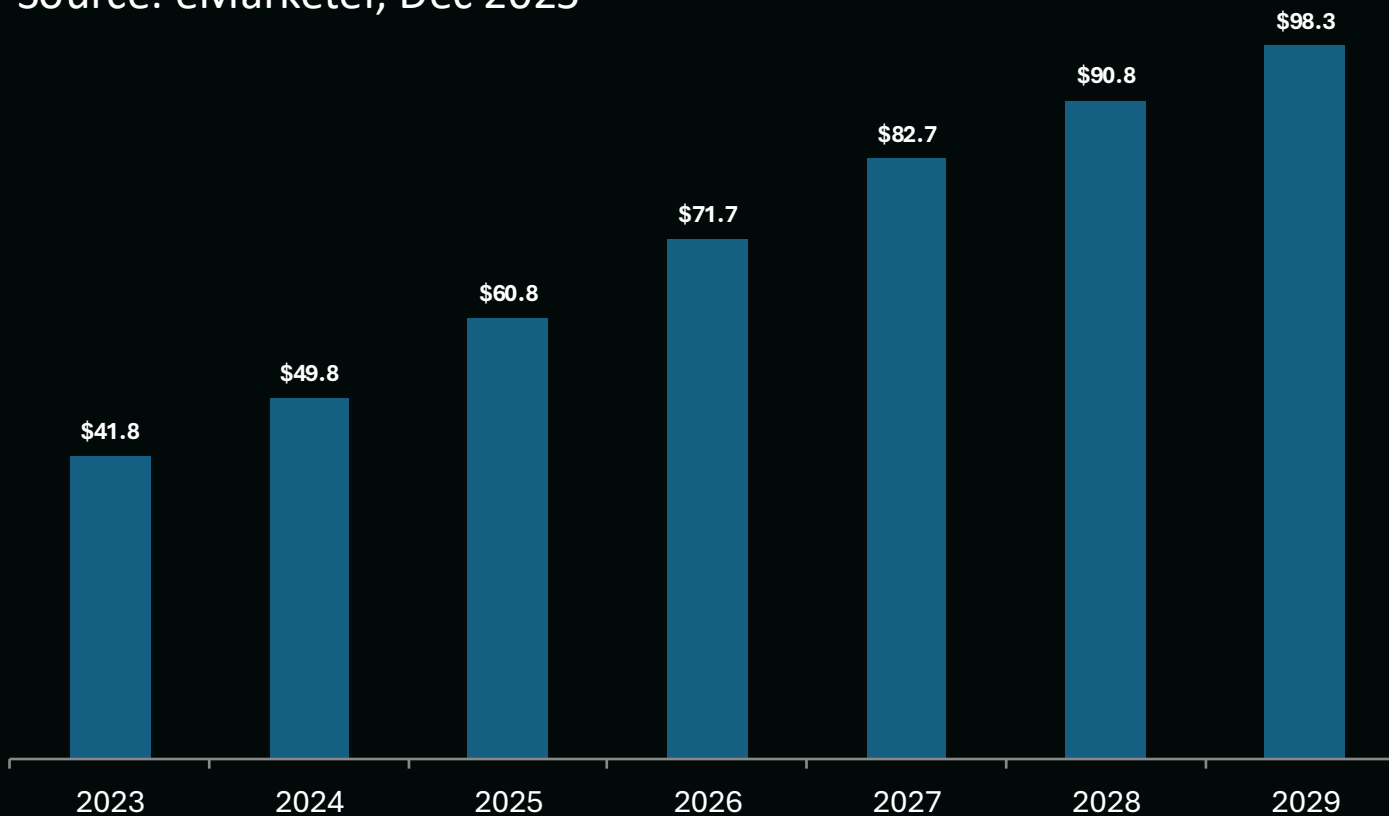


The RMN Landscape

Retail Media Is a Juggernaut

US retail media ad spending (\$B), 2023–2029

Source: eMarketer, Dec 2025



\$98B

Projected 2029 US retail media spend

19.6%

Share of total digital ad spend by 2029

135%

Growth 2023→2029

Retail media is the fastest-growing segment in digital advertising, outpacing search, social, and CTV in annual growth rate.

In-Store: Physical Retail is the new TV, with top retailers' in-store audiences comparable to the major broadcast TV networks



US Monthly Unique Audience Reach (MM)

The Superbowl attracts an audience of about

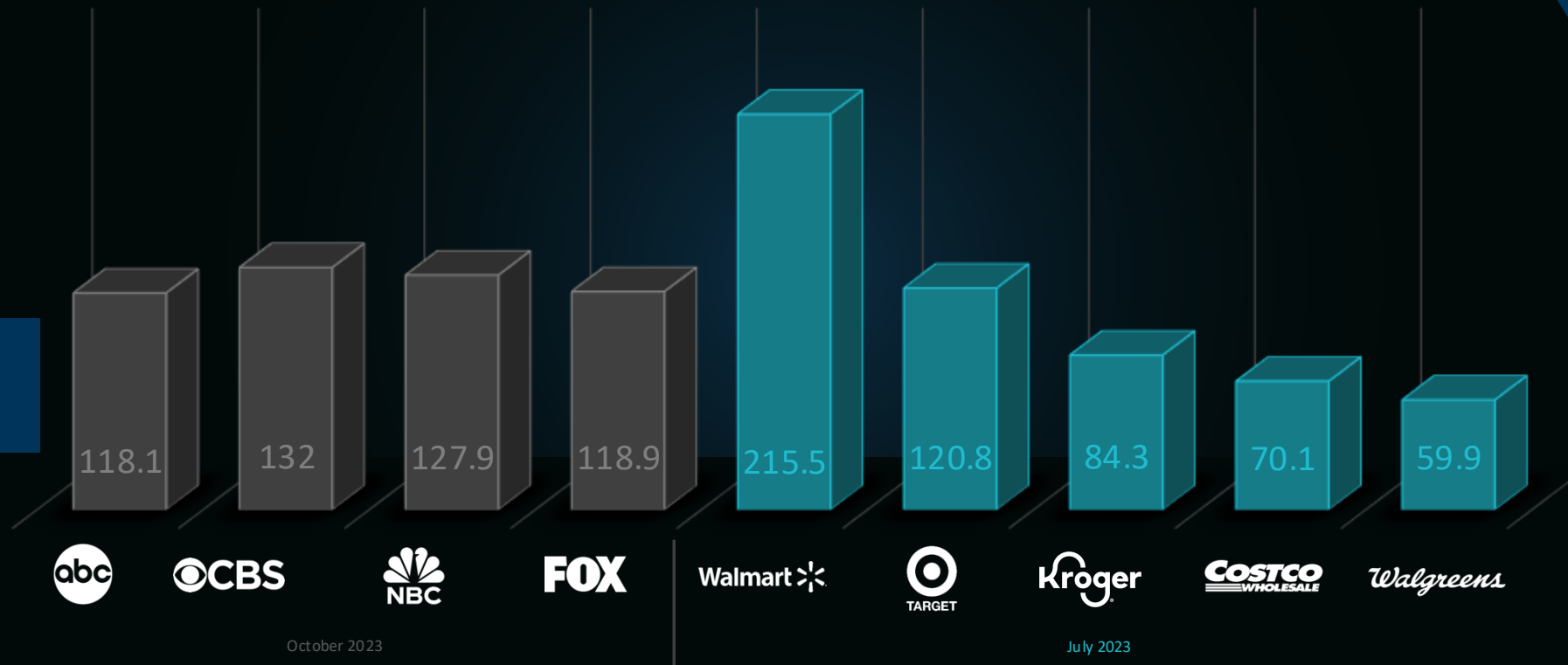
115M

:30 Add costs

\$7.5M

in 2024!

=\$65.00 CPM



THE STORE

is the greatest point of influence!
Retailers can sell access to their audience!



The Industry Has Reached Consensus



Stores are a massive canvas — they're experiential, they're engaging, and it's where the vast majority of transactions are actually happening.

Parbinder Dhariwal
VP & GM, CVS Media Exchange (CMX)



The warehouse scaling comes to the point of most influence that we ever get... most discovery still happens in the warehouse.

Mark Williamson
Assistant Vice President, Retail Media, Costco



Retailers need to fish where the fish are. The fish, in this case, are in stores — with 80% of consumer spending still happening the 'old-fashioned' way.

Advertising Week Editorial
"2025: The Year of In-Store Retail Media"



Physical retail is no longer just a point of sale — it's becoming a dynamic media channel valued not just for sales, but for its ability to deliver measurable impressions.

Mark Boidman
Head of Media & Entertainment, Solomon Partners



New Executives

publicis
sapient



Jackie Walker
Chief Experience Officer
(CXO)

17 years leading enterprise-scale in-store experience strategy and connected environments programs. Retail Experience Strategy Lead & Global Lead for Connected Spaces. Enterprise experience leadership across the world's most demanding brands:



Tamra Koshewa
Chief Financial Officer
(CFO)

30+ years of financial leadership experience with multiple companies across diverse industries including manufacturing, technology and services

- Private Equity CFO roles
- 10 years with GE
- Six Sigma Master Black Belt
- Certified Public Accountant
- Vanderbilt MBA
- Board Member, Maryhurst



spectrio
SCALA



Dan McAllister
Chief Revenue Officer
(CRO)

25 years turning complex enterprise relationships into durable, high-margin growth. Focused across digital signage and enterprise SaaS, with GTM leadership behind three PE-backed exits.

Drove enterprise revenue at iconic brands including :



Market Position

- **Top Ten** digital signage software provider in the world and growing
- Leading provider in the **Stadium/Arena** market
- Significant player in **Retail, QSR, Lottery, C-store,** and **Entertainment Venue** segments
- Owns the largest Retail Media Mall Network in Canada
- Complete AdTech stack
- Multiple additional segments where CRI is **poised for significant growth**
- No single competitor across CRI verticals

Global Ranking Digital Signage CMS 2026

invidis.com



Six-Point Value Creation Plan

Plan Element	Plan Details	1Q 2026 Update
Grow Revenue	<ul style="list-style-type: none"> Pro Forma Combination Revenue of \$88.1M in 2025 Projected revenue of >\$102M 2026 Pipeline full, significant expectations into 2027+ Expect to exceed industry growth rate performance (~20%) 	<ul style="list-style-type: none"> All-time annual revenue record \$57.2M in FY2025 All-time quarterly revenue record \$23.9M in 4Q25 Record LTM revenue of \$63.5M (1Q26) ~70% RFP Win Rate since 2022
Improve Margins	<ul style="list-style-type: none"> Adjusted EBITDA targeted ~20% (exit) Margin in 2026 Projected Adjusted EBITDA 12%- 15%+ exit 2024, currently at 21.9% (3Q/24 15.8%) Every new revenue dollar flows through @ incrementally improved margins Rollouts (hardware) initially suppress margins but seed future revenue @ high margins As we scale this should grow to be a 25%+ Adjusted EBITDA margin business 	<ul style="list-style-type: none"> All-time annual Gross Profit of \$25.7M (FY2025) All-time annual Adjusted EBITDA of \$7.6 (FY2025) All-time quarterly record Gross Profit of \$11.5M (4Q25) All-time quarterly record Adjusted EBITDA of \$5.2M (4Q25)
Grow ARR/ Translate to EBITDA	<ul style="list-style-type: none"> Projected 2026 exit run rate of >\$26.5M ARR translates to EBITDA and free cash flow Expect ARR to exceed Opex on run rate basis in 2026 Projected positive FCF in 2026 	<ul style="list-style-type: none"> Grew from \$12M (2021) to \$20.1M @ 13.6% CAGR with CDM acquisition Record ARR run-rate of 20.1M at December 2025
Manage Leverage Ratio	<ul style="list-style-type: none"> Disciplined approach to reduce debt and financial leverage Financial performance to expand options around cap stack plays Warrants impact (potential positive cash to reduce debt) Multiple options to migrate to optimal cap structure in support of growth Successful execution of Plan reduces leverage ratio <2x in next 12 months 	<ul style="list-style-type: none"> New syndicated credit facility with First Merchants Bank in conjunction with CDM acquisition in November 2025 Pro Forma Combination debt leverage ratios of 3.0x and 2.9x on Gross and Net Bases as of December 2026
SOTP Framework	<ul style="list-style-type: none"> CRI not a pure-play (infrastructure) digital signage company Reflect expanded capabilities & portfolio of products (AdLogic/CPM+ AdTech) Positioned to grow products beyond Infrastructure, significant headroom and favorable margins beyond (Ad Trafficking, Agency, Creative, Analytics and Network Monetization) 	<ul style="list-style-type: none"> Analyst Coverage (3) – Buy/Outperform Ratings \$8.00-\$10.00 Principle value proposition is enterprise SaaS business
Opportunistic M&A	<ul style="list-style-type: none"> Value creation puts company in position for accretive M&A. 	<ul style="list-style-type: none"> Cineplex Digital Media acquisition in November 2025 for \$50M, projected \$10M in synergy (60% realized to date) for ex-post acquisition multiple of ~3.5x Russel 3000 as of July 2026 Will not issue equity at discount to intrinsic to fund M&A

SOTP Valuation

SIC	EV/Revenue 2026	EV/EBITDA 2026	'25- '30 Revenue CAGR	'22- '25 Revenue CAGR
Digital Signage	1.8x	10.2x	8.4%	6.7%
Professional A/V*	1.1x	8.5x	4.1%	N/A
OOH/DOOH Media	3.5x	11.3x	2.3%	6.0%
Broadcast Advertising	2.1x	9.7x	1.5%	6.4%
Advertising Tech	3.5x	7.4x	22.4%	14.2%
New Media	6.1x	17.8x	N/A	N/A
SaaS Software	4.0x – 8.0x ARR	N/A	N/A	N/A

Sources: S&P Capital IQ, Solomon Partners

Our Plans For The Near Term

Balance of 2026

- Deliver \$102M+ in Revenue - Exceed analyst's consensus – On track – Feeling Bullish
- Deliver Q4 with 20%+ Adjusted EBITDA
- Grow SaaS 30% YOY
 - from \$20.1M to \$26M
- Execute Contract for 1 large Retail Media Network
 - On Track – announce in next 60 days
 - 10,000+ screens
 - Using our CMS and AdTech software
 - Expect to add \$4M+ in additional SaaS

Entering 2027

- Maintain 20% Adjusted EBITDA for year
- Systemic reduction of debt leverage
- Add additional analysts coverage
- Expand expertise in strategic industry verticals
 - Retail, QSR, C-Store, Lottery, Financial, & Sports
- Launch Drive-Thru product in Canada

Industry Fragmentation = Continued Acquisition Strategy



Industry research identifies 1,200+ DOOH companies.
Most look the same.

- Sales of \$8-12MM; ~40 Employees
- 7-10 large customers; ~30 smaller customers
- 10-15 years in business,
- Focused on a few verticals
- Minimum technical depth
- Lacks strategic vision and scale

	BEFORE	AFTER	SYNERGY
Revenue	\$ 10,000,000	\$ 10,000,000	
Cost Of Goods	\$ (5,000,000)	\$ (4,000,000)	\$ 1,000,000
Gross Margin	\$ 5,000,000	\$ 6,000,000	\$ 1,000,000
OPEX	\$ 4,200,000	\$ (2,000,000)	\$ 2,200,000
EBITDA	\$ 800,000	\$ 4,000,000	\$ 3,200,000

Results in the following:

- Cross sale of products and services
- Expanded customer engagements
- CMS Synergy
- Helps drive scale OPX - COG
- Increase profitability - EBITDA
- Uplift in valuation



Thank you

Rick Mills

CEO

Rick.mills@cri.com

Tamra Koshewa

Chief Financial Officer

Tamra.koshewa@cri.com

George Sautter

Chief Strategy Officer

George.sautter@cri.com

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CRI HQ | 502.791.8800 | cri.com