

Number of Shares Beneficially Owned by Each Reporting Person With:	5	Sole Voting Power
		441,302.00
	6	Shared Voting Power
		0.00
	7	Sole Dispositive Power
		441,302.00
	8	Shared Dispositive Power
		0.00
9	Aggregate Amount Beneficially Owned by Each Reporting Person	
		441,302.00
10	Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)	
		☐
11	Percent of class represented by amount in row (9)	
		4.2 %
12	Type of Reporting Person (See Instructions)	
		IN

Comment for Type of Reporting Person: Percentage calculated based on 10,518,932 shares of Common Stock outstanding on May 13, 2025, as reported in the Form 10-Q filed by the Issuer for the fiscal quarter ended March 31, 2025.

SCHEDULE 13G

Item 1.

Name of issuer:

- (a) CREATIVE REALITIES, INC.
- Address of issuer's principal executive offices:
- (b) 13100 Magisterial Drive, Suite 100, Louisville, KY 40223

Item 2.

Name of person filing:

- (a) Laurence W. Lytton
- Address or principal business office or, if none, residence:
- (b) 467 Central Park West New York, NY 10025
- Citizenship:
- (c) USA
- Title of class of securities:
- (d) Common Stock
- CUSIP No.:
- (e) 22530J309

Item 3. If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a) ☐ Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);
- (b) ☐ Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c) ☐ Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d) ☐ Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e) ☐ An investment adviser in accordance with § 240.13d-1(b)(1)(ii)(E);

- (f) ☐ An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F);
- (g) ☐ A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h) ☐ A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) ☐ A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- ☐ A non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J). If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:
- (j) ☐ Group, in accordance with Rule 240.13d-1(b)(1)(ii)(K).

Item 4. Ownership

Amount beneficially owned:

- (a) 441,302
- Percent of class:
- (b) 4.2% %
- (c) Number of shares as to which the person has:
 - (i) Sole power to vote or to direct the vote:

441,302
 - (ii) Shared power to vote or to direct the vote:

0
 - (iii) Sole power to dispose or to direct the disposition of:

441,302
 - (iv) Shared power to dispose or to direct the disposition of:

0

Item 5. Ownership of 5 Percent or Less of a Class.

☒ Ownership of 5 percent or less of a class

Item 6. Ownership of more than 5 Percent on Behalf of Another Person.

Not Applicable

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

Not Applicable

Item 8. Identification and Classification of Members of the Group.

Not Applicable

Item 9. Notice of Dissolution of Group.

Not Applicable

Item 10. Certifications:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under ?? 240.14a-11.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

LYTTON LAURENCE W

Signature: /s/ Laurence W. Lytton

Name/Title: Reporting person

Date: 08/13/2025