

## **BIGtoken and The Black Jaguar-White Tiger Foundation Partner to Provide BIGtoken Access to More than 10 Million People**

*Followers of BJWT that 'claim their data' will generate donations for the foundation*

LOS ANGELES – Dec. 4, 2018 – [Social Reality, Inc.'s](#) (NASDAQ: [SRAX](#)) [BIGtoken](#) and [The Black Jaguar-White Tiger Foundation](#) (BJWT), have partnered to generate donations to the foundation through the use of the BIGtoken platform. BJWT will invite its social media followers – more than 10 million people – to join BIGtoken, and those who 'claim their data' will generate donations for the foundation.

SRAX has a goal to reach 10 million members for the BIGtoken platform in the next three years and a short-term goal of 500,000 users by the end of the first quarter of 2019. Management believes partnerships like this one with BJWT will help BIGtoken accomplish the short-and long-term targets. At 10 million members, BIGtoken is expected to generate a \$400 million annual revenue run rate, which would result in significant revenue share with partners.

BJWT is a non-profit animal sanctuary that rescues and protects big felines such as lions, tigers, jaguars, leopards, and other domestic and wild animals. With a following of more than 10 million social media followers across [Instagram](#), [Facebook](#) and [YouTube](#), BJWT has the ability to reach a significant number of potential new BIGtoken consumers. For each BJWT follower that signs up for the BIGtoken app, SRAX will donate to the foundation, and BJWT will receive a portion of the data sales from its members for as long as the consumers are on the platform. Once signed up, users can help generate more donations for the foundation by referring friends and family to the BIGtoken app.

To join BIGtoken and help the Black Jaguar-White Tiger Foundation, consumers simply download the BIGtoken app from the Apple App Store or Google Play.

Using this referral code, **BJWT007**, ensures that BJWT followers are automatically added to the foundation's network and are supporting their cause. Simply click on the link below to download:

- <https://bigtoken.app.link/VaXilhoBfS>

"This partnership has the opportunity to generate a significant amount of donations for the foundation and support a worthy cause while benefiting our shareholders," said Christopher Miglino, founder and CEO of SRAX. "Plus, BJWT supporters will have the ability to donate a portion of all data sales to the foundation."

As part of the partnership, Eduardo Serio, founder of the BJWT foundation, will host several events in the U.S. exclusively for supporters that are part of the BIGtoken community. Based on certain criteria, a select number of BJWT supporters who are members of the BIGtoken community will meet Eduardo in person.

"I am excited about the opportunity that BIGtoken will provide BJWT," said Serio. "Fundraising is a big challenge for any foundation. This relationship could have an enormous impact on our mission to rescue big felines from cruel circumstances and provide them with a safe environment."

“We believe this partnership model will allow many non-profits and influencers like Eduardo to generate significant donations from their supporters,” said Kristoffer Nelson, COO of SRAX and principal of BIGtoken.

### **About SRAX**

[Social Reality, Inc.](#) (NASDAQ: SRAX) is a digital marketing and consumer data management technology company. SRAX’s technology delivers the tools to unlock data to reveal brands core consumers and their characteristics across marketing channels. Through its blockchain identification graph technology platform, [BIGtoken](#), SRAX has developed a consumer-managed data marketplace where people can own, verify and sell access to their data thereby providing everyone in the Internet ecosystem choice, transparency, and compensation. SRAX’s technology and tools deliver a digital competitive advantage for brands in the CPG, automotive, sports and lifestyle verticals by integrating all aspects of the advertising experience, including verified consumer participation, into one platform. For more information on SRAX, visit [www.srax.com](http://www.srax.com).

### **About BIGtoken**

[BIGtoken](#), built by [SRAX](#) (NASDAQ: SRAX), is a consumer data management and distribution system. BIG is the first consumer managed data marketplace where people can own, verify and sell access to their data. Through a transparent blockchain platform and consumer reward systems, BIG provides consumers choice, transparency and compensation for their data. Participating consumers earn rewards, and developers are able to build pro-consumer online experiences on top of the BIG platform. The system also provides advertisers and media companies access to transparent, verified consumer data to better reach and serve audiences. For more information on BIGtoken, visit [www.bigtoken.com](http://www.bigtoken.com).

### **About BJWT**

The Black Jaguar-White Tiger™ Foundation is a tax exempt 501(c)(3) non-profit organization registered under the laws of the United States and Mexico. The Foundation’s mission is to change people’s perception of all animals, and to rescue big felines from cruel circumstances and provide them with a safe environment.

### **Safe Harbor Statement**

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to expectations of our ability to increase our revenues, satisfy our obligations as they become due, report profitable operations and other risks and uncertainties, as set forth in our Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, as filed with the Securities and Exchange Commission. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the

control of Social Reality and are difficult to predict. Social Reality undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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