



SRAX Integrates Major Banking and Financial Institutions into BIGtoken Platform

SRAX Announces Ability for Users to Connect Directly into Personal Bank Accounts for Deposits and Transaction Tracking from BIGtoken, the First Digital Exchange of Transparent, Monetizable, and Verified Consumer Data

LOS ANGELES, CA – February 26, 2019 – [Social Reality, Inc.](#) (NASDAQ: [SRAX](#)), a digital marketing and consumer data management technology company, announces the integration of mobile banking applications from some of the largest banks in the United States to BIGtoken, the first digital exchange of transparent and verified consumer data. Consumers can use BIGtoken to own, manage, and monetize their personal data and to control access to their information with the opportunity to earn rewards when their data is added and/or purchased by brands in secure, transparent transactions.

BIGtoken is now integrated with many of the largest financial institutions, including TD Ameritrade, Chase, Citibank, Bank of America and other top U.S. financial institutions. It is a simple step to link one's bank account. The integration allows BIGtoken to access transaction data that the user can then choose to share with brands in broad anonymized advertising targeting segments. No personal or transactional data is shared with anyone. All data is encrypted and only readable by machines to ensure security and privacy. Users are rewarded for accessing their accounts through BIGtoken and for keeping it integrated on a monthly basis. Users are also rewarded for repeat usage. Many consumers are unaware that their data is sold based on purchase history and these integrations enable the user to get paid for their data instead of the data aggregators.

“This integration and feature is the first of many third party systems that will be added to the BIGtoken platform to further our mission of giving consumers control of their digital identity and data,” notes Kristoffer Nelson, SRAX COO and BIGtoken co-founder. “Moreover, users will continue to benefit from BIGtoken attributes of compensation and transparency. One's personal data has become a valuable, important tool in marketing and advertising targeting, and brands have begun to leverage the data to drive sales. SRAX is very excited to integrate with the biggest names in banking so that BIGtoken users can leverage this valuable data.”

BIGtoken's technology is revolutionizing advertising and data management for both consumers and advertisers. In addition to enabling users to claim their data and gamifying data sharing, BIGtoken allows them to delete data and opt out of data sales, all while being compensated for the use of their data. Advertisers and marketers have increasingly turned to Big Data and need a way to assure the information collected from target audiences will accurately fit their business needs. Moreover, most data is controlled by a limited number of marketing organizations and it has been difficult for other organizations to verify the accuracy of consumer data collected. BIGtoken enables the secure, decentralized, and transparent transmission of data, protecting both users and advertisers.



To download the application, please visit: <https://bigtoken.com/download>.

About SRAX

[Social Reality, Inc. \(SRAX\)](#) 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.

About BIGtoken

[BIGtoken](#), built by [SRAX \(SRAX\)](#), 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.

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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