

## SRAX and BIGtoken's Kristoffer Nelson Joins Board of the IAB Data Center of Excellence

*SRAX signs on as "Title" sponsor of the IAB Data & Mobile Symposium in December*

**LOS ANGELES – Oct. 23, 2018** – Kristoffer Nelson, COO of [SRAX](#) (NASDAQ: SRAX), and principal of the company's wholly-owned subsidiary, [BIG Platform](#), has joined the board of the [IAB Data Center of Excellence](#).

An independently funded unit within the IAB, the Data Center of Excellence was founded to expand existing IAB resources and drive the "data agenda" for the digital media, marketing, and advertising industry. Its mission is to help advertisers and marketers operationalize their data assets while maintaining quality, transparency, accountability, and consumer protection.

"It is an honor to join the board of the IAB Data Center of Excellence and work alongside industry leaders to drive forward the data revolution," said Nelson, who is also a participant in [the IAB Tech Lab Blockchain Working Group](#). "The opportunity is significant as we work to change the consumer data ecosystem through the Beta launch of the BIG Platform."

The IAB Data Center of Excellence is Co-chaired by Joe Zawadzki of MediaMath and Julie Bernard of Verve Mobile. Nelson joins other data leaders from leading companies, including AT&T Advertising & Analytics, Acxiom, Experian Marketing Services, IBM Watson Advertising and The Trade Desk, to name a few.

Today, SRAX also announced its sponsorship of the [IAB Data & Mobile Symposium](#) to be held in New York on December 5. SRAX is a "[Title](#)" sponsor of the event focused on, "How data fuels the direct brand economy and the 'mobile always' consumer experience."

### **About SRAX**

[SRAX](#) (NASDAQ: SRAX) is a digital marketing and consumer data management and distribution technology platform company. SRAX's technology delivers the tools to unlock data to reveal brands and content owners' core consumers and their characteristics across marketing channels. Through its blockchain identification graph technology platform, [BIG](#), SRAX has developed a consumer-powered data marketplace where people can own 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 BIG Platform and BIGtoken**

[BIG Platform](#), built on the blockchain by [SRAX](#) (NASDAQ: SRAX), is a consumer data management and distribution system. BIG is the first consumer-powered data marketplace where people can own, verify and sell access to their data. Through a secure blockchain platform and open source governance structure, BIG provides everyone in the Internet ecosystem choice, transparency and compensation to manage and access verified data. Participating consumers earn rewards, and developers are able to build 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. SRAX's BIG Platform improves the online experience for all interested parties. For more information on SRAX's BIG Platform, visit [www.bigtoken.com](http://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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