Creative Realities, Inc.

CREX

Nasdaq; business equipment; SIC 7373, Services-Computer Integrated Systems Design; CIK 0001356093

D/E

on the D/E boundary of 469 graded peers in business equipm...

rank 378 of 469; percentile 80.6; sampling error 2.3 points; lower is stronger

A B C D E

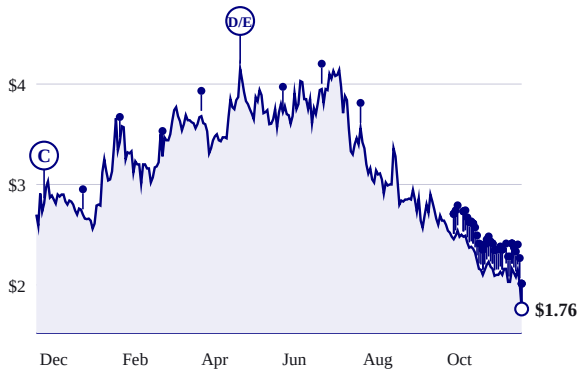
D/E, the sloth



Scoreboard

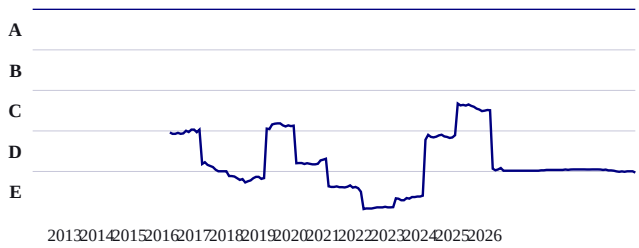
Profitability	D percentile 70.7
Solvency	D/E percentile 78.0
Growth and financing	B percentile 34.7
Reliability	0.87 AUC filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025
Peer failure rate	1.03% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$120M to $591M assets total assets $151.0M
Standard universe	inside revenue above $1M and assets above $10M
Warnings	short runway, late filer not computable: distress
Inputs computable	8 of 13
Graded from	filings received through Apr 15, 2026 216 days before the rescan; latest periodic filing 10-Q received Nov 16, 2026
Last close	$1.75 2026-11-16; market equity $23.7M; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Apr 15, 2026

Creative Realities, Inc. ("Creative Realities", the "Company", "we", "us" or "our") provides innovative digital signage and media solutions in North America to enhance communications in a wide-ranging variety of out-of-home environments, key market segments and use cases, including: We serve market-leading companies, so there is a good chance that if you leave your home today to shop, work, eat or play, you will encounter one or more of our digital signage experiences.

The thirteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 70.7						
Gross profitability	17.0%	29.1%		70.1	512	2025-12-31
Return on invested capital	not computable	11.2%				
pretax income must exceed the validity floor and imply a 0%-100% tax rate						
Accruals ratio	(0.5%)	(7.4%)		85.5	566	2025-12-31

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Gross margin stability, five years	2.7 pts	2.3 pts	56.5	406	2025-12-31
Solvency, sleeve percentile 78.0					
Altman Z double-prime	(1.83)	2.19	68.0	516	2025-12-31
Net debt to EBITDA	not computable	1.15x			
EBITDA must exceed $100,000					
Interest coverage	not computable	4.90x			
latest aligned inputs end 2023-12-31; latest annual assets end 2025-12-31					
Current ratio	0.85x	1.98x	88.0	599	2025-12-31
Growth and financing, sleeve percentile 34.7					
Revenue growth, three-year compound	9.7%	6.4%	39.9	502	2025-12-31
Free cash flow growth, three-year compound	not computable	18.2%			
current FCF must be positive and base FCF must exceed $100,000					
Reinvestment rate	not computable	14.3%			
pretax income must exceed the validity floor and imply a 0%-100% tax rate					
Asset growth, three years	31.8%	5.0%	9.1	519	2025-12-31
Net share issuance, one year	1.2%	0.5%	55.2	405	2026-04-10

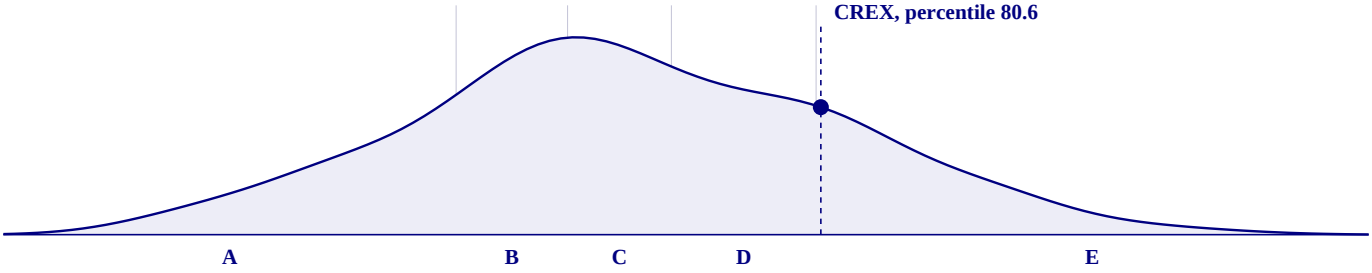
Warnings

2 of 7 checks triggered; none of them enters the letter

Check	Measured
Short runway	cash runway is 3.0 months
Late filer	found 1 NT 10-K/Q filings in the last eight quarters

Among 469 peers

business equipment; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
373	ZoomInfo Technologies Inc. (GTM)	79.5	D/E	
374	Definitive Healthcare Corp. (DH)	79.7	D/E	fortress balance sheet
375	GoDaddy Inc. (GDDY)	79.9	D/E	
376	Clarivate plc (CLVT)	80.1	D/E	
377	Maxlinear, Inc. (MXL)	80.3	D/E	
378	Creative Realities, Inc. (CREX)	80.6	D/E	short runway, late filer
379	Progress Software Corp. (PRGS)	80.8	D/E	
380	Quanterix Corp. (QTRX)	81.0	D/E	fortress balance sheet
381	Synaptics Inc. (SYNA)	81.2	D/E	
382	Precipio, Inc. (PRPO)	81.4	D/E	fortress balance sheet
383	Trimble Inc. (TRMB)	81.6	D/E	late filer

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What the price implies

at the 2026-11-16 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(13.3%)	(2.0%)	40
Distance from 52-week high	(57.6%)	(36.5%)	26
EBIT to enterprise value	(14.3%)	1.8%	14
Free cash flow yield	(33.8%)	2.9%	11
Book value to price	0.72	0.28	80
Sales to price	2.40	0.32	89
Composite equity issuance, five years	124.0%	4.4%	93
Relative strength against the sector, log excess return	(0.41)	(0.29)	40
Twelve-month failure probability, CHS model	not computable	0.05%	

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score 3 of 9, period end 2025-12-31	
Return on assets above zero	fail
Operating cash flow above zero	fail
Return on assets improved	fail
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	pass
No new shares issued	fail
Gross margin improved	fail
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$1.8M
Operating cash flow, four quarters	-$7.3M
Months of runway	3.0
Days since last periodic filing	1 (10-Q received Nov 16, 2026)
Median daily dollar volume, 63 sessions	$48,928

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	gross profit	us-gaap:GrossProfit	$25.7M	2025-12-31	2026-04-15	10-K	26-012302
2	assets	us-gaap:Assets	$151.0M	2025-12-31	2026-04-15	10-K	26-012302
3	operating income	us-gaap:OperatingIncomeLoss	-$8.9M	2025-12-31	2026-04-15	10-K	26-012302
4	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	-$7.1M	2025-12-31	2026-04-15	10-K	26-012302
5	income tax	us-gaap:IncomeTaxExpenseBenefit	$1.2M	2025-12-31	2026-04-15	10-K	26-012302
6	total debt	us-gaap:LongTermDebt	$44.0M	2025-12-31	2026-04-15	10-K	26-012302
7	book equity	us-gaap:StockholdersEquity	$21.5M	2025-12-31	2026-04-15	10-K	26-012302
8	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$1.6M	2025-12-31	2026-04-15	10-K	26-012302
9	total debt	us-gaap:LongTermDebt	$13.0M	2024-12-31	2026-04-15	10-K	26-012302
10	book equity	us-gaap:StockholdersEquity	$25.5M	2024-12-31	2026-04-15	10-K	26-012302
11	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$1.0M	2024-12-31	2026-04-15	10-K	26-012302
12	net income	us-gaap:NetIncomeLoss	-$8.3M	2025-12-31	2026-04-15	10-K	26-012302
13	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$7.8M	2025-12-31	2026-04-15	10-K	26-012302
14	assets	us-gaap:Assets	$65.2M	2024-12-31	2026-04-15	10-K	26-012302
15	revenue	us-gaap:RevenueFromContractWithCustomerIncludingAs...	$57.2M	2025-12-31	2026-04-15	10-K	26-012302
16	gross profit	us-gaap:GrossProfit	$24.0M	2024-12-31	2026-04-15	10-K	26-012302
17	revenue	us-gaap:RevenueFromContractWithCustomerIncludingAs...	$50.9M	2024-12-31	2026-04-15	10-K	26-012302

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18	gross profit	us-gaap:GrossProfit	$22.2M	2023-12-31	2025-03-14	10-K	25-007738
19	revenue	us-gaap:RevenueFromContractWithCustomerIncludingAs...	$45.2M	2023-12-31	2025-03-14	10-K	25-007738
20	gross profit	us-gaap:GrossProfit	$17.7M	2022-12-31	2024-03-21	10-K	24-008777
21	revenue	us-gaap:RevenueFromContractWithCustomerIncludingAs...	$43.4M	2022-12-31	2024-03-21	10-K	24-008777
22	gross profit	us-gaap:GrossProfit	$8.4M	2021-12-31	2023-03-30	10-K	23-008631
23	revenue	us-gaap:Revenues	$18.4M	2021-12-31	2022-03-22	10-K	22-014206
24	current assets	us-gaap:AssetsCurrent	$33.5M	2025-12-31	2026-04-15	10-K	26-012302
25	current liabilities	us-gaap:LiabilitiesCurrent	$39.3M	2025-12-31	2026-04-15	10-K	26-012302
26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-$65.1M	2025-12-31	2026-04-15	10-K	26-012302
27	liabilities	us-gaap:Liabilities	$101.9M	2025-12-31	2026-04-15	10-K	26-012302
28	depreciation amortization	us-gaap:Depreciation	$346,000	2025-12-31	2026-04-15	10-K	26-012302
29	operating income	us-gaap:OperatingIncomeLoss	$1.3M	2023-12-31	2025-03-14	10-K	25-007738
30	interest expense	us-gaap:InterestExpense	$3.0M	2023-12-31	2024-03-21	10-K	24-008777
31	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$306,000	2025-12-31	2026-04-15	10-K	26-012302
32	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$3.4M	2024-12-31	2026-04-15	10-K	26-012302
33	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$11,000	2024-12-31	2026-04-15	10-K	26-012302
34	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$5.2M	2023-12-31	2025-03-14	10-K	25-007738
35	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$306,000	2023-12-31	2025-03-14	10-K	25-007738
36	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-$708,000	2022-12-31	2024-03-21	10-K	24-008777
37	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$149,000	2022-12-31	2024-03-21	10-K	24-008777
38	current assets	us-gaap:AssetsCurrent	$14.5M	2024-12-31	2026-04-15	10-K	26-012302
39	current liabilities	us-gaap:LiabilitiesCurrent	$26.2M	2024-12-31	2026-04-15	10-K	26-012302
40	assets	us-gaap:Assets	$70.8M	2023-12-31	2025-03-14	10-K	25-007738
41	assets	us-gaap:Assets	$66.0M	2022-12-31	2024-03-21	10-K	24-008777
42	shares outstanding	dei:EntityCommonStockSharesOutstanding	10,567,268	2026-04-10	2026-04-15	10-K	26-012302
43	shares outstanding	dei:EntityCommonStockSharesOutstanding	10,446,659	2025-03-14	2025-03-14	10-K	25-007738

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