



msk client ld micro announces acquisition by srax

September 4, 2020

LOS ANGELES – MSK client LD Micro, a leading data and event company serving the small and micro-cap space, announced it will be acquired by SRAX, Inc. (NASDAQ: SRAX), a financial technology company that unlocks data and insights for publicly traded companies through Sequire, its SaaS platform.

The combined entities will focus on the rapid adoption of SRAX's Sequire platform as well as hosting virtual and live events. As part of the transaction, Chris Lahiji will join the board of directors for SRAX.

"LD Micro is, without a doubt, one of the most well-known and respected brands in micro-cap. Chris Lahiji and his team have done an incredible job of creating a loyal community of investors and issuers," said Christopher Miglino, founder and CEO of SRAX. "LD Micro is also accretive to our investors from day one. We are confident that together we'll accelerate the adoption of Sequire, while also enhancing LD Micro's digital assets."

Chris Lahiji, founder of LD Micro, commented, "What Chris and his team at SRAX have built is simply remarkable. The platform is an absolute game changer for public companies and their shareholders. Both companies believe that one day executives will rely on Sequire the same way investors rely on Bloomberg. Over 1,500 companies have presented at LD Micro's events since 2008, and almost all of them would be immediate beneficiaries of this technology."

Lahiji continued, "We are also impressed with SRAX's plans for the next generation of events, and with more than one million investors on Sequire so far, we will continue hosting industry-leading forums with an audience that is 50 times our current reach."

SRAX's Sequire platform is a robust suite of products for public company issuers, including:

- Investor intelligence, both institutional and retail
- Investor outreach
- Warrant tracking

attorneys

Blake Baron
Anup Khatri
Nimish Patel

practice areas

corporate & business transactions
mergers & acquisitions



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- Survey creation
- Events and roadshows
- Investor CRM

MSK, led by firm Co-Chair Nimish Patel, served as lead legal advisor to LD Micro. The MSK deal team also included attorneys from the firm's Los Angeles and New York offices, including attorneys Blake Baron, Anup Khatri, and Daniel Cousineau.

About MSK

Since 1908, MSK has proven its ability to understand the complex, demystify the mysterious, and define the unknown. With more than 130 lawyers and offices in Los Angeles, New York, and Washington, D.C., MSK is often distinguished as a "go-to" firm by industry and legal insiders, and has extensive experience in a variety of practice areas, including Private Equity, M&A, Corporate Securities, Entertainment & IP Litigation, International Disputes, Labor & Employment, Motion Picture, Television & Music Transactions, Immigration, Regulatory, Tax, Trusts & Estates, Real Estate and International Trade. Relentlessly innovative, our lawyers have developed groundbreaking legislation, established influential precedents, and shaped the legal landscape.

About LD Micro

LD Micro was founded in 2006 with the sole purpose of being an independent resource in the microcap space. What started out as a newsletter highlighting unique companies has transformed into several virtual and in-person events hosted annually. For more information on LD Micro, visit ldmicro.com.

About SRAX

SRAX (NASDAQ: SRAX) is a financial technology company that unlocks data and insights for publicly traded companies. Through its premier investor intelligence and communications platform, Sequire, companies can track their investors' behaviors and trends and use those insights to engage current and potential investors across marketing channels. For more information on SRAX, visit srax.com and mysequire.com.