



SurgePays, Inc.

Strong Q1 revenue growth and maintained very strong 2022 guidance. We expect high growth and spin-off over the next year to be positive for stock. Raising P/T to \$8.50.

COMPANY UPDATE

Rating: BUY

Ticker: SURG

Price: \$4.93

Target: \$8.50
(from \$8.00)

Strong Q1 revenue growth: SurgePays recently (on May 16) reported its fiscal Q1 2022 (ending March) results. Revenue was \$21 million (+92% y-o-y), compared to our estimates of \$19 million and consensus of \$25 million. EPS was \$(0.10), compared to our estimate of \$(0.05) and consensus of \$(0.04). There was no Q1 guidance.

Strong growth in wireless: The company currently has ~125,000 subscribers to its mobile wireless program, which is up significantly from 30,000 at the end of Q4, and 7,000 at the end of Q3.

Strong EBB growth: The company reported very strong Q1 revenues for its EBB program of ~\$14 million, which is up significantly from Q4 revenues of ~\$6 million. SurgePays's mobile broadband business has gone from zero to ~\$5 million in monthly revenue in about 9 months (when the program originally launched in August 2021). SurgePays expects strong EBB growth in 2022 with a goal of achieving over 200,000 subscriber activations (up from 30,000 subscribers at the end of December 2021). The recent acquisition of Torch Wireless allows SurgePays to sell its EBB program in all 50 states.

Strong 2022 guidance: The company maintained very strong 2022 guidance for revenue of \$130 million (+155%) and EBITDA of \$15 million.

Maintaining estimates: We are maintaining our 2022 estimates for revenue of \$130 million, and for EPS of \$1.02.

Focused on large growth opportunities: The company is meeting the needs of underserved markets by offering financial technology, telecommunications, and retail products for customers at local retailers in their communities. It offers prepaid wireless and underbanked financial products and services, along with popular consumer goods, to retail merchants (mainly operators of convenience stores (C-stores)) that address the needs of store customers nationwide.

Large market potential: There are ~68 million adults in the U.S. that are underbanked. Many of these adults are conveniently located near C-stores where they can shop and acquire telecom and fintech products. This represents a significant market opportunity for SurgePays's telecom and fintech products, as well as its distribution products.

Spin-off to unlock value: In February 2021, the company filed a Form S-1 registration statement with the SEC for the planned sale of ~25% of LogicsIQ shares to the public (IPO). LogicsIQ will remain a majority-owned subsidiary of SurgePays. The exact details and timing of the spinoff/IPO will be determined later though the company has stated that the process is progressing well.

Positive risks versus rewards: Overall, concerns outweighed by growth prospects and valuation. We believe the demand for SurgePays's retail and fintech products and services will grow fueled by continued strong industry growth and advances in these industries. We believe the ~billion dollars market potentials presents high rewards for the risks.

Valuation attractive: We are maintaining our BUY rating, but raising our 12-month price target to \$8.50 from \$8.00, based on a NPV analysis, representing significant upside from the current share price. We believe this valuation appropriately balances out the company's risks with the company's high growth prospects and large upside opportunities.

Company Description

SurgePays, based in Bartlett, TN, is a technology company that offers retail, telecom, and fintech products for retailers in the underbanked community.

United States
Technology

May 29, 2022

Edward Woo, CFA
(949) 259-4932
ewoo@ascendant.com

Stock Data

Exchange:	NasdaqCM
52-week Range:	1.76 – 9.00
Shares Outstanding (million):	12
Market cap (\$million):	\$59
EV (\$million):	\$64
Debt (\$million):	\$8
Cash (\$million):	\$3
Avg. Daily Trading Vol. (\$million):	\$1
Float (million shares):	8
Short Interest (million shares):	0.4
Dividend, annual (yield):	\$0 (NA%)

Revenues (US\$ million)

	<u>2022E</u> (Cur.)	<u>2022E</u> (Old)	<u>2023E</u> (Cur.)	<u>2023E</u> (Old)
Q1 Mar	21A	19E	51E	48E
Q2 Jun	27E	28E	45E	48E
Q3 Sep	36E		51E	
Q4 Dec	46E		53E	
Total	130E		200E	
EV/Revs	0.5x		0.3x	

Earnings per Share (pro forma)

	<u>2022E</u> (Cur.)	<u>2022E</u> (Old)	<u>2023E</u> (Cur.)	<u>2023E</u> (Old)
Q1 Mar	(0.10)A	(0.05)E	0.39E	0.36E
Q2 Jun	0.06E	0.14E	0.41E	0.43E
Q3 Sep	0.39E	0.33E	0.53E	
Q4 Dec	0.65E	0.59E	0.57E	0.58E
Total	1.02E		1.90E	
P/E	5x		3x	

Important Disclosures

Ascendant Capital Markets LLC seeks to do business with companies covered by its research team. Consequently, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making an investment decision.

For analyst certification and other important disclosures, refer to the Disclosure Section, located at the end of this report, beginning on page 12.

OVERVIEW

- SurgePays recently (on May 16) reported its fiscal Q1 2022 (ending March) results.
- Revenue was \$21 million (+92% y-o-y), compared to our estimates of \$19 million and consensus of \$25 million.
- EPS was \$(0.10), compared to our estimate of \$(0.05) and consensus of \$(0.04).
- There was no Q1 guidance.
- The company maintained very strong 2022 guidance for revenue of \$130 million (+155%) and EBITDA of \$15 million.
- We are maintaining our 2022 estimates for revenue of \$130 million, and for EPS of \$1.02.
- We are maintaining our 2023 estimates for revenue of \$200 million, and for EPS of \$1.90.

ADDITIONAL DETAILS

- Gross profit for the quarter was \$2.6 million, compared with our estimate of \$3.1 million.
- Gross margin for the quarter was 12%, versus our expectation of 16% and 10% last year.
- Operating expenses were \$3.7 million, versus our expectation of \$3.5 million.
- Operating loss was \$1.1 million, versus our expectation of a loss of \$0.4 million.
- Net loss was \$1.2 million, versus our expectation of a loss of \$0.7 million.

- In November 2021, the company's stock was uplisted to the Nasdaq Capital Market (from OTCQB).
- In November 2021, the company effected a 1-for-50 reverse stock split.

- In February 2021, the company filed a Form S-1 registration statement with the SEC for the planned sale of ~25% of LogicsIQ shares to the public (IPO). LogicsIQ will remain a majority-owned subsidiary of SurgePays. The exact details and timing of the spinoff/IPO, capital structure, and management teams will be determined later.
- In April, the company announced the acquisition of Torch Wireless, a provider of wireless broadband with the FCC's Affordable Connectivity Program (ACP) in a cash and limited royalties deal. The purchase price was ~\$800,000.

The company's balance sheet had \$3 million in cash and \$8 million in debt, compared with \$6 million in cash and \$7 million in debt at the end of December. In November 2021, the company raised \$20 million (selling 4.6 million shares at \$4.30/share).

Exhibit 1: SurgePays Overview

Corporate Overview

SurgePays is a technology and telecom company focused on underbanked and underserved communities.

SurgePhone and Torch wireless provide mobile broadband to over 100,000 low-income households nationwide producing *high margin and* recurring revenue – **Target > 200,000 subscribers in 2022**

SurgePays fintech platform utilizes a suite of financial and prepaid products to convert corner stores and bodegas into tech-hubs for underbanked neighborhoods.



NASDAQ: SURG

Share Price ¹	\$3.88
Market Cap ¹	\$47.0M
2021 Revenue	\$51.1M
Shares Outstanding ³	12.1M
Float	6.8M
Insider Holdings	50%
Headquarters	Bartlett, TN

1. Price as of 04/14/22; Reflects fully diluted market capitalization
2. At December 30, 2021
3. Does not include 5.7 million warrants

Source: Company reports.

Exhibit 2: SurgePays's LogicsIQ and CenterCom

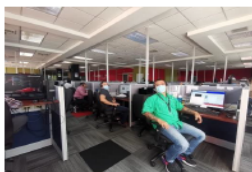
Subsidiaries And Assets

LogicsIQ



An enterprise software development company providing marketing business intelligence (“BI”), mass tort legal action client generation and case load management solutions for law firms. Intake Logics is our proprietary cloud-based customer relationship management (CRM) software built to deliver optimal results converting leads to signed retainer cases.

centercom
Global BPO



Bilingual operations center providing sales support, customer service, IT support, graphic design, software development, revenue assurance, lead generation, and other various operational services. CenterCom creates a competitive advantage – namely, highly scalable and cost-efficient human capital while enabling Spanish-as-first language support for the exploding Hispanics store market.

Source: Company reports.

Exhibit 3: SurgePays Investment Highlights

Investment Highlights & Guidance

- Revenue over \$130,000,000 annualized revenue for 2022 by Q4
- Mobile Broadband 2022: Over 200,000 subscribers with revenue of over \$75 million
 - Currently 100,000 subscribers @ \$30 reoccurring with 60% margin
- Fintech: 8,000 stores currently transacting on the SurgePays platform
 - Building a national in-house sales team for adding stores
- "De-risked" investment: SurgePays is providing essential services to a segment not directly affected by inflation or recession
- CEO is largest shareholder
- Significant growth expected in 2022 and beyond without a need for big dilution capital raises – not burning cash

Source: Company reports.

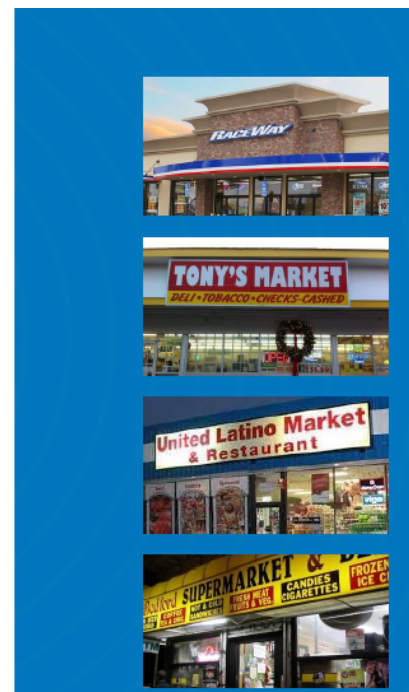
Exhibit 4: SurgePays Market Opportunity

Market Opportunity

100 Million Adults in the U.S. are Underbanked¹

- Residents of low-income neighborhoods visit c-stores five or more times per week due to proximity, convenience, and a lack of other stores in the neighborhood²
- Underbanked generally rely on local retailers to fill the financial services gap that leaves many families operating on a cash basis
- There are over 74,000,000 prepaid wireless subscribers in the U.S. with most paying for service (top-up) in person³
- The Hispanic population has increased to more than 63.6 million representing over \$2 trillion in consumer spending⁴
- 30% of Florida (6.4M households) qualify for subsidized mobile broadband⁵

1. Source: <https://thefintechtimes.com/menta-and-agra-target-100-million-underbanked-americans-as-menta-credit-builder-is-launched/>
 2. Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4620064/>
 3. Source: <https://www.fiercewireless.com/wireless/lowenstein-what-s-road-map-for-areaid-united-states>



Source: Company reports.

Exhibit 5: SurgePays Wireless

B2C: SurgePhone & Torch Wireless

Mobile Broadband Providers

- Launched SurgePhone Mobile Broadband in August 2021
- Affordable Connectivity Program (“ACP”) is a Federal program to help qualifying families and households to afford internet service
- Over 65,000 subscribers in **14 states** = \$5 mil/month revenue
- Acquisition of Torch Wireless in April 2022 expanded availability to all 50 states



- Program consists of reimbursing up to \$100 of the cost of LTE tablet and \$30 per month with a lucrative 60% margin

Month	Total Subscribers*	Revenue Generated
August	800	\$115,212
September	7,000	\$1,057,294
October	13,000	\$1,369,872
November	19,000	\$1,680,790
December	30,000	\$2,901,100
January	45,000	\$3,794,710
February	63,000	\$5,041,240

*Rounded

April 19, 2022



SurgePays Passes 100,000 Mobile Broadband Subscribers

Acquisition of Torch Wireless Expands Growth Potential

BARTLETT, Tenn., April 19, 2022 (GLOBE NEWSWIRE) -- **SurgePays, Inc. (Nasdaq: SURG)** (“**SurgePays**” or the “**Company**”), a technology and telecommunications company focused on the underbanked and underserved, announces continued growth in its mobile broadband subscriber business SurgePhone Wireless LLC (“**SurgePhone**”), the Company’s wholly owned subsidiary.

“The acquisition of Torch Wireless is helping to kick our mobile wireless business growth into overdrive. We are now licensed to sell this program in all 50 states, and we believe the warmer spring months will provide even greater opportunities to sign up new customers. We have surpassed 100,000 subscribers since last August and expect the next 100,000 subscribers to sign up over a much shorter timeframe,” said Chairman and CEO, Brian Cox.

Source: Company reports.

Exhibit 6: SurgePays FinTech Suite

FinTech Suite

SurgePays fintech platform utilizes a suite of financial and prepaid products to convert corner stores and bodegas into tech-hubs for underbanked neighborhoods.

Dynamic Processing Solution Enables:

Wireless Plan Payments	Wholesale e-Commerce Platform	Sell Bitcoin	Gift Cards	Debit Card Reload	Web based Portal or Verifone Terminal
Check Cashing Software	Load Amazon Cash	Load iGaming Apps	Activate Prepaid Wireless SIMs	Utility Bill Payment	Load Toll & Transit

Source: Company reports.

Exhibit 7: SurgePays Growth Strategy

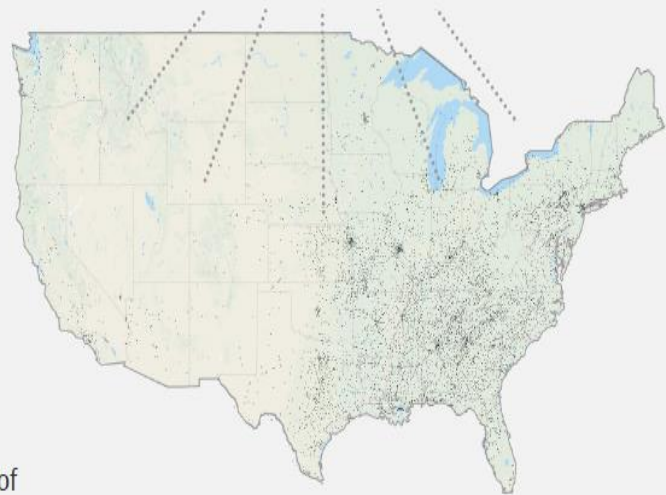
Growth Strategies

Organic

- Enable stores to provide a full suite of financial services to the underbanked and underserved
- Increase mobile broadband subscriber base
- Improve cash to digital conversion accessibility
- Build national sales team to grow number of stores

Acquisitions

- Acquire distributor networks with an existing footprint of independently owned stores to add to our national network of community stores
- Acquire companies with complimentary products to add to our suite of underbanked financial or prepaid products



Over 8,000 Stores on the SurgePays Network

Growth Strategies	<u>Organic</u>	<u>Acquisitions</u>
	<ul style="list-style-type: none"> • Expanding our network of retail locations • In-house national sales team • Utilizing Independent Sales Organizations • Increase SurgePhone Wireless national footprint 	<ul style="list-style-type: none"> • Acquire existing fintech companies with an existing network of stores • Acquire manufacturers of products that are either currently sold to our retail stores, or regionally established companies that we can take nationwide

Source: Company reports.

Exhibit 8: SurgePays, Inc. Stock Price (5-Years)



Source: <https://bigcharts.marketwatch.com/>

Exhibit 9: Consensus Expectations (as of May 16, 2022)

	Revenue (mils)			EPS	
	2022E	2023E		2022E	2023E
Q1 Mar	\$25E		Q1 Mar	\$(0.04)E	
Q2 Jun	\$29E		Q2 Jun	\$0.15E	
Q3 Sep			Q3 Sep		
Q4 Dec			Q4 Dec		
Total	\$130E	\$177E	Total	\$1.19E	\$2.91E

*Quarterly estimates may not add to annual estimates due to variations in contributing estimates and rounding.

Source: Company report, Refinitiv, and Ascendant Capital Markets estimates

FINANCIAL MODEL

SurgePays Inc.

Income Statement (\$ mils)	2018	2019	Mar-20	Jun-20	Sep-20	Dec-20	2020	Mar-21	Jun-21	Sep-21	Dec-21	2021	Mar-22	Jun-22	Sep-22	Dec-22	2022	Mar-23	Jun-23	Sep-23	Dec-23	2023
Fiscal Year End: December 31	FY-A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3A	Q4A*	FY-A	Q1A	Q2E	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E
Total Revenue	15.2	25.7	15.8	14.5	12.8	11.3	54.4	11.0	11.4	14.5	14.2	51.1	21.1	26.5	36.3	46.0	130.0	51.2	45.1	50.9	52.9	200.0
Cost of Revenues	8.6	20.3	15.1	14.4	11.2	11.3	51.9	9.9	10.1	12.6	12.3	44.9	18.5	21.7	27.6	33.4	101.2	37.9	32.9	36.6	37.6	145.0
Gross Profit	6.7	5.4	0.7	0.1	1.6	0.0	2.5	1.1	1.3	1.9	1.8	6.2	2.6	4.8	8.7	12.7	28.8	13.3	12.2	14.2	15.3	55.1
Depreciation and amortization	0.1	0.2	0.3	0.3	0.3	0.3	1.2	0.2				0.2					0.0					0.0
Selling, general and administrative	8.1	13.0	3.2	3.9	2.9	1.4	11.4	3.0	2.7	2.3	3.9	11.9	3.7	3.7	3.6	4.1	15.2	8.2	6.8	7.1	7.6	29.6
Restructuring and other							0.0					0.0					0.0					0.0
Total operating expenses	8.2	13.2	3.5	4.2	3.2	1.7	12.6	3.2	2.7	2.3	3.9	12.2	3.7	3.7	3.6	4.1	15.2	8.2	6.8	7.1	7.6	29.6
Operating income (loss)	(1.5)	(7.8)	(2.8)	(4.0)	(1.6)	(1.7)	(10.1)	(2.1)	(1.4)	(0.4)	(2.1)	(6.0)	(1.1)	1.1	5.1	8.5	13.6	5.1	5.4	7.1	7.8	25.4
Interest income (expense)	(0.1)	(0.2)	(0.5)	(0.7)	(1.2)	(1.0)	(3.4)	(1.3)	(2.1)	(1.2)	(2.9)	(7.5)	(0.2)	(0.3)	(0.3)	(0.3)	(1.0)	(0.2)	(0.2)	(0.2)	(0.2)	(0.9)
Other income (expense)	0.2	(0.5)	0.2	2.3	0.3	0.0	2.8	(1.4)	3.3	(0.0)	(1.9)	(0.0)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Income before income taxes	(1.5)	(8.4)	(3.1)	(2.4)	(2.5)	(2.7)	(10.7)	(4.8)	(0.2)	(1.7)	(6.8)	(13.5)	(1.2)	0.8	4.8	8.2	12.6	4.9	5.2	6.9	7.5	24.5
Income taxes	0.1						0.0					0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net income (loss)	(1.5)	(8.4)	(3.1)	(2.4)	(2.5)	(2.7)	(10.7)	(4.8)	(0.2)	(1.7)	(6.8)	(13.5)	(1.2)	0.8	4.8	8.2	12.6	4.9	5.2	6.9	7.5	24.5
Nonrecurring/noncash adjustments							0.0					0.0					0.0					0.0
Net income (pro forma)	(1.5)	(8.4)	(3.1)	(2.4)	(2.5)	(2.7)	(10.7)	(4.8)	(0.2)	(1.7)	(6.8)	(13.5)	(1.2)	0.8	4.8	8.2	12.6	4.9	5.2	6.9	7.5	24.5
EBITDA	(1.2)	(7.2)	(2.4)	(3.6)	(1.2)	(0.9)	(8.1)	(1.8)	(1.2)	(0.2)	(0.7)	(3.9)	(0.9)	1.3	5.3	8.7	14.4	5.3	5.6	7.3	8.0	26.3
Shares, Basic	1.6	1.9	2.1	2.1	2.3	2.4	2.1	2.6	3.1	3.3	8.7	4.4	12.1	12.2	12.4	12.6	12.3	12.7	12.8	13.0	13.2	12.9
Shares, Diluted	1.6	1.9	2.1	2.1	2.3	2.4	2.1	2.6	3.1	3.3	8.7	4.4	12.1	12.2	12.4	12.6	12.3	12.7	12.8	13.0	13.2	12.9
EPS Basic (pro forma)	(\$0.94)	(\$4.39)	(\$1.47)	(\$1.14)	(\$1.09)	(\$1.15)	(\$5.02)	(\$1.85)	(\$0.07)	(\$0.51)	(\$0.79)	(\$3.09)	(\$0.10)	\$0.06	\$0.39	\$0.65	\$1.02	\$0.39	\$0.41	\$0.53	\$0.57	\$1.90
EPS Diluted (pro forma)	(\$0.94)	(\$4.39)	(\$1.47)	(\$1.14)	(\$1.09)	(\$1.15)	(\$5.02)	(\$1.85)	(\$0.07)	(\$0.51)	(\$0.79)	(\$3.09)	(\$0.10)	\$0.06	\$0.39	\$0.65	\$1.02	\$0.39	\$0.41	\$0.53	\$0.57	\$1.90
Margins																						
Gross margin	44%	21%	5%	1%	12%	0%	5%	10%	12%	13%	13%	12%	12%	18%	24%	28%	22%	26%	27%	28%	29%	28%
Selling, general and administrative	53%	50%	20%	27%	23%	13%	21%	27%	24%	16%	28%	23%	17%	14%	10%	9%	12%	16%	15%	14%	14%	15%
Operating margin	-10%	-30%	-18%	-28%	-13%	-15%	-19%	-19%	-12%	-3%	-15%	-12%	-5%	4%	14%	19%	10%	10%	12%	14%	15%	13%
Tax rate, GAAP	-6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Net margin	-10%	-33%	-19%	-17%	-20%	-24%	-20%	-44%	-2%	-11%	-48%	-27%	-6%	3%	13%	18%	10%	10%	11%	14%	14%	12%
Y/Y % change																						
Total Revenue		69%					111%	-30%	-22%	14%	25%	-6%	92%	133%	150%	225%	155%	142%	70%	40%	15%	54%
Gross margin		-19%					-55%	55%	898%	20%	8579%	150%	133%	260%	358%	600%	366%	405%	155%	63%	21%	91%
Selling, general and administrative		61%					-12%	-6%	-29%	-22%	170%	4%	22%	36%	59%	6%	27%	122%	82%	96%	83%	95%
Operating income (loss)		406%					31%	-24%	-65%	-77%	22%	-41%	-50%	-175%	-1454%	-505%	-327%	-587%	410%	40%	-9%	87%
Net income (loss)		448%					27%	58%	-91%	-34%	150%	26%	-75%	-462%	-390%	-220%	-193%	-503%	569%	44%	-8%	95%
EPS Diluted (pro forma)		365%					14%	26%	-94%	-53%	-32%	-39%	-95%	-192%	-176%	-183%	-133%	-484%	538%	37%	-12%	86%

Source: Company reports and Ascendant Capital Markets estimates.

*Reflects a 1-for-50 reverse stock split in November 2021.

SurgePays Inc.

Balance Sheet (\$ mils)	Dec-18	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	
Fiscal Year End: December 31	Q4A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2E	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E	
Assets																			
Cash and cash equivalents	0.4	0.3	0.4	0.3	0.4	0.7	1.6	0.6	0.6	6.3	3.4	8.8	15.9	26.3	38.6	42.0	51.0	59.4	
Short term investments		0.0	0.0	0.0								0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Accounts receivable, net	0.2	3.1	3.7	0.8	0.3	0.2	0.5	0.6	1.7	3.2	5.6	2.9	4.0	5.1	5.7	5.0	5.7	5.9	
Lifeline revenue due from USAC	0.9	0.1	0.2	0.2	0.2	0.2	0.2												
Inventory	1.4			0.1	0.2	0.2	0.2	0.2	0.5	4.4	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	
Deferred income taxes												0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Prepaid expenses and other	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0		0.2	0.3	0.4	0.5	0.5	0.5	0.5	0.5	
Total current assets	3.1	3.6	4.5	1.5	1.2	1.3	2.6	1.3	2.8	13.9	12.4	15.2	23.4	35.0	47.9	50.5	60.2	68.9	
Property and equipment, net	0.0	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	(0.2)	(0.4)	(0.6)	(0.7)	(0.9)	(1.1)	
Note receivable								0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	
Intangibles, net	0.1	4.8	5.0	4.7	4.4	4.1	3.9	3.8	3.6	3.4	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	
Goodwill	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	
Investment in Centercom		0.2	0.2	0.3	0.5	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	
Deferred income tax												0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other	0.1	0.3	0.5	0.5	0.5	0.4	0.9	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	
Total assets	4.1	10.0	11.3	8.2	7.7	7.3	8.8	7.4	8.6	19.5	17.8	20.4	28.4	39.9	52.5	55.0	64.5	73.0	
Liabilities and stockholders' equity																			
Accounts payable and accrued exp	3.1	3.6	5.4	5.3	5.5	5.6	4.5	5.8	4.2	6.6	5.6	7.1	9.7	12.3	14.8	13.1	14.8	15.3	
Accounts payable and accrued exp	0.1	1.0	1.3	1.5	1.7	1.8	1.6	0.4	2.3	1.4	1.4	1.7	2.4	3.0	8.2	7.2	8.1	8.5	
Credit card liability	0.4	0.4	0.4	0.4	0.4	0.4	0.4					0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Deferred revenue	0.1		0.7	0.3		0.4	0.7	0.6	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	
Deferred income tax												0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Warrant liabilities	0.1	0.2	1.4	1.4	1.4	1.4	2.7	1.5	1.6			0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Short term debt	1.0	1.6	1.3	2.0	2.9	5.6	4.8	5.3	2.9	1.7	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	
Total current liabilities	4.8	7.1	10.6	11.1	12.0	15.3	15.0	13.6	11.2	10.0	8.9	10.7	14.0	17.2	24.9	22.2	24.8	25.7	
Deferred income taxes												0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Warrant liabilities												0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other long term liabilities	0.6	1.0	1.2	1.2	1.2	1.0	1.4	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	
Deferred revenue												0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Long term debt	0.7	6.6	6.4	2.9	3.4	1.7	2.8	2.6	7.5	5.5	6.1	6.1	6.1	6.1	6.1	6.1	6.1	6.1	
Total other liabilities	1.3	7.6	7.6	4.1	4.6	2.7	4.2	3.1	7.9	6.0	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	
Preferred stock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Common stock	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	
Additional paid-in capital	0.3	6.1	6.9	9.3	9.8	10.7	15.8	17.1	17.8	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	38.7	
Retained earnings	(2.4)	(10.9)	(13.9)	(16.4)	(18.9)	(21.6)	(26.4)	(26.6)	(28.4)	(35.1)	(36.3)	(35.6)	(30.8)	(22.5)	(17.6)	(12.5)	(5.6)	2.0	
Minority Interest											(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	
Accumulated other comprehensive income												0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total stockholders' equity	(2.0)	(4.7)	(6.9)	(7.0)	(8.9)	(10.7)	(10.4)	(9.3)	(10.5)	3.6	2.4	3.1	7.9	16.2	21.1	26.3	33.2	40.7	
Total stockholders' equity and liabil	4.1	10.0	11.3	8.2	7.7	7.3	8.8	7.4	8.6	19.5	17.8	20.4	28.4	39.9	52.5	55.0	64.5	73.0	

Balance Sheet Drivers

	Dec-18	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	
	Q4A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2A	Q3A	Q4A	Q1A	Q2E	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E	
Prepaid as % of total rev	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	
A/P and accrued exp as % of total rev	20%	14%	34%	36%	43%	49%	41%	51%	29%	47%	27%	27%	27%	27%	29%	29%	29%	29%	
A/P and accrued exp related as % of tot	1%	4%	8%	11%	13%	16%	15%	4%	16%	10%	6%	6%	6%	6%	16%	16%	16%	16%	
Activity Ratios																			
A/R Days Sales Outstanding	1	11	21	5	2	1	4	5	10	21	24	10	10	10	10	10	10	10	
Book & Cash Value (per share)																			
Book Value per Share (diluted)	-\$1.22	-\$2.44	-\$3.31	-\$3.28	-\$3.88	-\$4.51	-\$3.99	-\$3.02	-\$3.23	\$0.41	\$0.20	\$0.26	\$0.64	\$1.29	\$1.66	\$2.06	\$2.56	\$3.09	
Cash per Share (diluted)	\$0.27	\$0.19	\$0.22	\$0.17	\$0.18	\$0.28	\$0.62	\$0.19	\$0.19	\$0.72	\$0.29	\$0.73	\$1.29	\$2.10	\$3.05	\$3.29	\$3.93	\$4.51	
Net cash per Share (diluted)	-\$0.74	-\$4.12	-\$3.50	-\$2.11	-\$2.57	-\$2.79	-\$2.31	-\$2.37	-\$2.99	-\$0.10	-\$0.35	\$0.10	\$0.67	\$1.49	\$2.45	\$2.69	\$3.34	\$3.93	

Source: Company reports and Ascendant Capital Markets estimates

SurgePays Inc.

Cash Flow Statement (\$ mils)	2018	2019	Mar-20	Jun-20	Sep-20	Dec-20	2020	Mar-21	Jun-21	Sep-21	Dec-21	2021	Mar-22	Jun-22	Sep-22	Dec-22	2022	Mar-23	Jun-23	Sep-23	Dec-23	2023	
Fiscal Year End: December 31	FY-A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2A	Q3A	Q4A	FY-A	Q1A	Q2E	Q3E	Q4E	FY-E	Q1E	Q2E	Q3E	Q4E	FY-E	
Cash flow from operating activities																							
Net income	(1.5)	(8.4)	(3.1)	(2.4)	(2.5)	(2.7)	(10.7)	(4.8)	(0.2)	(1.7)	(6.8)	(13.5)	(1.2)	0.8	4.8	8.2	12.6	4.9	5.2	6.9	7.5	24.5	
Depreciation	0.1	0.2	0.3	0.3	0.3	0.3	1.2	0.2	0.2	0.2	0.2	0.8	0.2	0.2	0.2	0.2	0.8	0.2	0.2	0.2	0.2	0.8	
Amortization	0.1	0.0	0.0	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.2	0.0				0.0					0.0	
Debt related amortization expense	0.1	0.3	0.5	0.6	0.6	0.6	2.0	0.7	0.6	0.7	1.7	3.7					0.0					0.0	
Dividend							0.0					0.0					0.0					0.0	
Stock comp	0.2	0.3	0.0	0.1	0.1	0.1	0.2	0.1	(0.0)	(0.0)	(0.0)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Deferred rent							0.0					0.0					0.0					0.0	
A/R and inventory reserves		1.0				1.8	1.8				0.0	0.0					0.0					0.0	
Deferred income taxes							0.0					0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Change in fair value of warrant	0.0	(0.0)	0.3	(0.0)	(0.2)	(0.1)	(0.0)	1.5	(0.6)	0.2	(1.0)	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Writedowns and impairments							0.0					0.0					0.0					0.0	
Other gains/losses	0.0	0.4	(0.6)	(2.2)	0.0	(0.0)	(2.9)	(0.1)	(2.6)	(0.1)	1.0	(1.8)	0.0				0.0					0.0	
Other		(0.0)					0.0				(1.9)	(1.9)					0.0					0.0	
Changes in operating assets and liabilities:																							
Accounts receivable	(0.1)	(3.6)	(0.7)	2.9	0.5	(1.6)	1.1	(0.3)	(0.1)	(1.1)	(1.6)	(3.1)	(2.4)	2.7	(1.1)	(1.1)	(1.9)	(0.6)	0.7	(0.6)	(0.2)	(0.8)	
Lifeline revenue due from USAC	0.3	0.8	(0.1)	(0.0)	0.0	0.0	(0.2)	(0.0)	0.1			0.1					0.0					0.0	
Inventory	(0.8)	1.4		(0.1)	(0.1)	(0.0)	(0.2)	(0.1)	(0.0)	(0.3)	(3.9)	(4.3)	1.3				1.3					0.0	
Prepaid expenses & other current assets	0.0	(0.1)	0.0	0.0	(0.0)	0.0	0.1	(0.0)	0.0	(0.0)	0.0	0.0	(0.2)	(0.1)	(0.1)	(0.1)	(0.5)	0.0	0.1	(0.1)	(0.0)	(0.0)	
Income tax							0.0					0.0					0.0					0.0	
Other assets	(0.1)	0.0	0.1		(0.1)		0.0	(0.0)	0.0	0.1		0.1		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Accounts payable	0.9	1.5	1.8	0.2	0.5	0.4	2.9	(0.9)	1.4	0.2	4.1	4.8	(1.0)	1.4	2.6	2.6	5.7	2.6	(1.8)	1.7	0.6	3.1	
Accrued expenses							0.0					0.0	(0.0)	0.3	0.6	0.6	1.6	5.2	(1.0)	0.9	0.3	5.5	
Deferred revenue	(0.2)	(0.1)	0.7	(0.4)	(0.3)	0.4	0.4	0.3	(0.2)	(0.3)	0.0	(0.2)	0.0				0.0					0.0	
Other liabilities	0.1	(0.1)	(0.1)	0.0	(0.0)	(0.1)	(0.3)	(0.1)	(0.0)	(0.0)	(0.0)	(0.2)	(0.0)	0.0	0.0	0.0	(0.0)	0.0	0.0	0.0	0.0	0.0	
Net cash (used in) provided by	(1.0)	(6.5)	(1.0)	(1.2)	(1.1)	(0.9)	(4.3)	(3.4)	(1.4)	(2.3)	(8.1)	(15.3)	(3.3)	5.4	7.1	10.5	19.6	12.3	3.4	9.0	8.4	33.1	
Cash flow from investing activities																							
Purchases of property and equipment	(0.3)	(0.2)	(0.0)	0.0	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.1)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.1)	
Purchases of short-term investments	(0.2)	(0.0)			0.0		0.0					0.0					0.0					0.0	
Acquisitions	0.2	0.2					0.0		(0.3)			(0.3)					0.0					0.0	
Other							0.0					0.0					0.0					0.0	
Net cash used in investing activities	(0.3)	(0.0)	(0.0)	0.0	0.0	(0.0)	0.0	(0.0)	(0.4)	(0.0)	(0.0)	(0.4)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.0)	(0.1)	
Cash flow from financing activities																							
Issuance of debt	3.1	4.2	1.4	1.4	1.3	1.0	5.1	4.3	0.9	2.4	0.9	8.5	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
Repayment of debt	(2.6)	(1.0)	(0.4)	(0.4)	(0.1)	(0.2)	(1.0)	(1.5)	(0.1)	(0.1)	(4.7)	(6.3)	(0.0)				(0.0)					0.0	
Issuance of stock		3.2	0.2	0.1	0.0	0.4	0.6	1.5			17.6	19.1		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Proceeds from stock option exercises							0.0					0.0					0.0					0.0	
Other							0.0					0.0					0.0					0.0	
Dividends and distributions							0.0					0.0					0.0					0.0	
Cash provided by (used in) financing activities	0.5	6.5	1.1	1.1	1.2	1.2	4.6	4.4	0.8	2.4	13.8	21.3	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
Effect of exchange rate on cash							0.0					0.0					0.0					0.0	
Net increase (decrease) in cash	(0.8)	(0.1)	0.1	(0.1)	0.1	0.3	0.3	0.9	(1.0)	0.1	5.6	5.6	(2.8)	5.4	7.1	10.4	20.1	12.3	3.4	9.0	8.4	33.0	
Beginning cash and equivalents	1.3	0.4	0.3	0.4	0.3	0.4	0.3	0.7	1.6	0.6	0.6	0.7	6.3	3.4	8.8	15.9	6.3	26.3	38.6	42.0	51.0	26.3	
Ending cash and equivalents	0.4	0.3	0.4	0.3	0.4	0.7	0.7	1.6	0.6	0.6	6.3	6.3	3.4	8.8	15.9	26.3	26.3	38.6	42.0	51.0	59.4	59.4	

Source: Company reports and Ascendant Capital Markets estimates

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Total return is defined as price appreciation plus dividend yield.

Ascendant Capital Markets, LLC Rating System

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Total return is defined as price appreciation plus dividend yield.

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Rating	Count	Percent	Investment Banking Services Past 12 months	
			Count	Percent
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Sell	1	2%	0	0%
Total	42	100%	13	31%

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