



SurgePays, Inc.

Q4 revenue upside and very strong 2022 guidance. We expect high growth and spin-off over the next year to be positive for stock. Raising P/T to \$8.00.

COMPANY UPDATE

Rating: BUY

Ticker: SURG

Price: \$4.11

Target: \$8.00
(from \$7.00)

Q4 revenue upside: SurgePays recently (on March 24) reported its fiscal Q4 2021 (ending December) results. Revenue was \$14 million (+25% y-o-y), compared to our estimates of \$13 million and consensus of \$20 million. EPS was \$(0.79), compared to our estimate of \$(0.04) and consensus of \$0.10. There was no Q4 guidance. In early February, the company preannounced Q4 revenue of \$14 – 18 million.

Strong growth in wireless: The company had 30,000 subscribers to its mobile wireless program at the end of Q4, compared with 7,000 at the end of Q3.

Strong 2022 guidance: The company provided strong 2022 guidance for revenue of \$130 million and EBITDA of \$15 million.

Raising estimates significantly: We are raising our 2022 estimates for revenue to \$130 million, from \$60 million, and for EPS to \$1.02 from \$0.02. We are initiating our 2023 estimates for revenue of \$200 million, and for EPS of \$1.90.

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.

Strong EBB growth: The company reported very strong Q4 revenues for its EBB program of ~\$6.0 million, which is up significantly from Q3 revenues of ~\$1.2 million. SurgePays's mobile broadband business has gone from zero to nearly \$3 million in monthly revenue in less than six 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).

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 high 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 \$8.00 from \$7.00, based on a NPV analysis, representing significant upside from the current share price. We believe this valuation appropriately balances out the company's high 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

April 10, 2022

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Stock Data

Exchange:	NasdaqCM
52-week Range:	1.76 –13.35
Shares Outstanding (million):	12
Market cap (\$million):	\$49
EV (\$million):	\$50
Debt (\$million):	\$7
Cash (\$million):	\$6
Avg. Daily Trading Vol. (\$million):	\$1
Float (million shares):	7
Short Interest (million shares):	~0.2
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	19E	14E	48E	
Q2 Jun	28E	15E	48E	
Q3 Sep	36E	15E	51E	
Q4 Dec	46E	16E	53E	
Total	130E	60E	200E	
EV/Revs	0.4x		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	(0.05)E	(0.03)E	0.36E	
Q2 Jun	0.14E	(0.00)E	0.43E	
Q3 Sep	0.33E	0.02E	0.53E	
Q4 Dec	0.59E	0.03E	0.58E	
Total	1.02E	0.02E	1.90E	
P/E	4x		2x	

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 March 24) reported its fiscal Q4 2021 (ending December) results.
- Revenue was \$14 million (+25% y-o-y), compared to our estimates of \$13 million and consensus of \$20 million.
- EPS was \$(0.79), compared to our estimate of \$(0.04) and consensus of \$0.10.
- There was no Q4 guidance. In early February, the company preannounced Q4 revenue of \$14 – 18 million.
- The company provided strong 2022 guidance for revenue of \$130 million and EBITDA of \$15 million.
- We are raising our 2022 estimates for revenue to \$130 million, from \$60 million, and for EPS to \$1.02 from \$0.02.
- We are initiating our 2023 estimates for revenue of \$200 million, and for EPS of \$1.90.

ADDITIONAL DETAILS

- Gross profit for the quarter was \$1.8 million, compared with our estimate of \$1.8 million.
- Gross margin for the quarter was 13%, versus our expectation of 14% and 0% last year.
- Operating expenses were \$3.9 million, versus our expectation of \$2.1 million.
- Operating loss was \$2.1 million, versus our expectation of a loss of \$0.3 million.
- Net loss was \$6.8 million, versus our expectation of a loss of \$0.5 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. Exact terms were not disclosed.

The company's balance sheet had \$6 million in cash and \$7 million in debt, compared with \$1 million in cash and \$10 million in debt at the end of September. In November (its Q4), 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. The SurgePays fintech platform utilizes a suite of financial and prepaid products to convert corner stores and bodegas into tech-hubs for underbanked neighborhoods. SurgePhone wireless provides mobile broadband to low-income consumers nationwide.

- Providing a suite of **value-driven** all-encompassing underbanked financial and prepaid products
- Leveraging a national blockchain fintech network with over 8,000 current neighborhood retail stores
- Over 50,000 Mobile Broadband Subscribers producing **high margin** and recurring revenue – **Target > 200,000 subscribers in 2022**

Source: Company reports.

Exhibit 2: SurgePays’s LogicsIQ and CenterCom

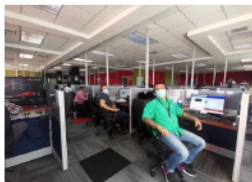
Subsidiaries And Assets

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

- Revenue over \$130,000,000 annualized revenue for 2022 by Q4
- Mobile Broadband 2022: Over 200,000 subscribers with revenue of over \$75,000,000
 - Currently 65,000 subscribers @ \$30 reoccurring with 60% margin
 - Growth Catalyst: Expected to be in all 50 states by May
- Fintech: 8,000 stores currently transacting on the SurgePays platform
 - Building a national in-house sales team for adding stores direct
 - 3rd part relationships with traditional “old school” distributors
- CEO is largest shareholder and holds the only debt
- “De-risked” investment: SurgePays is providing essential services to a segment not directly affected by inflation or recession
- Hyperbolic growth without a capital raise needed – not burning cash

Source: Company reports.

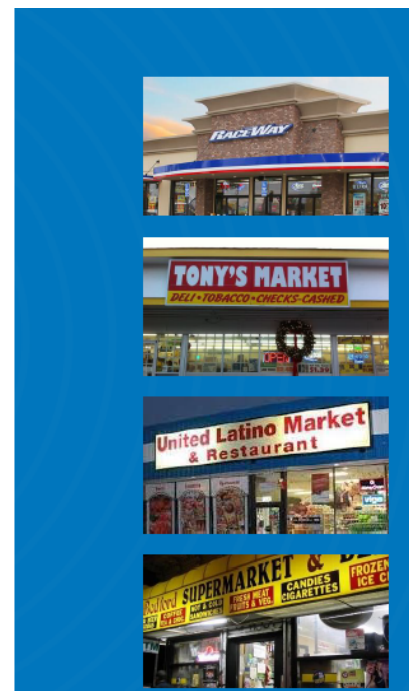
Exhibit 4: SurgePays Market Opportunity

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-ogora-target-100-million-underbanked-americans-as-menta-credits-builder-to-launches/>
 2. Source: <https://www.ncsl.org/aml/nlii.gov/pmc/articles/PMC4620064/>
 3. Source: <https://www.fierewireless.com/wireless/lowenstein-what-s-roadmap-for-prepaid-united-states>



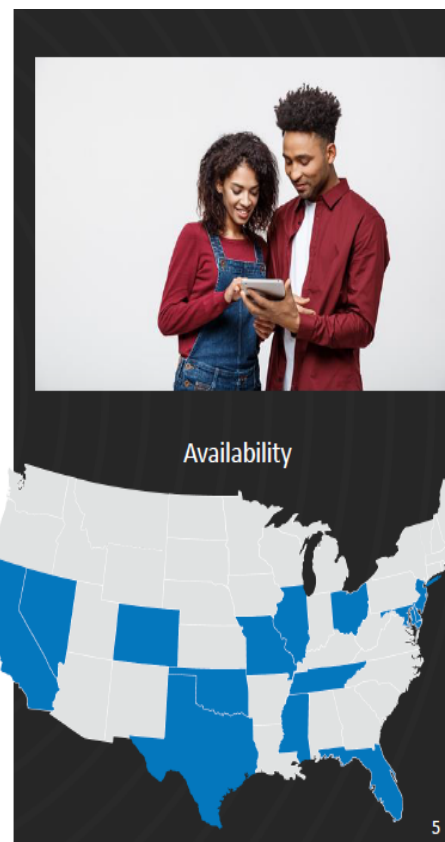
Source: Company reports.

Exhibit 5: SurgePays Wireless (as of March 9, 2022)

B2C: SurgePhone Wireless

Mobile Broadband Provider

- 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
- Averaging 1,000 new customers per day
- Over 65,000 subscribers in 14 states = \$5mil/month revenue
- Program consists of reimbursing up to \$100 of the cost of a 4G/LTE tablet and \$30 per month with a lucrative 60% margin
- Expect to be in all 50 states May of 2022.



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

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:



Web based Portal or Verifone Terminal

Wireless Plan Payments	Wholesale e-Commerce Platform	Sell Bitcoin	Gift Cards	Debit Card Reload	
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

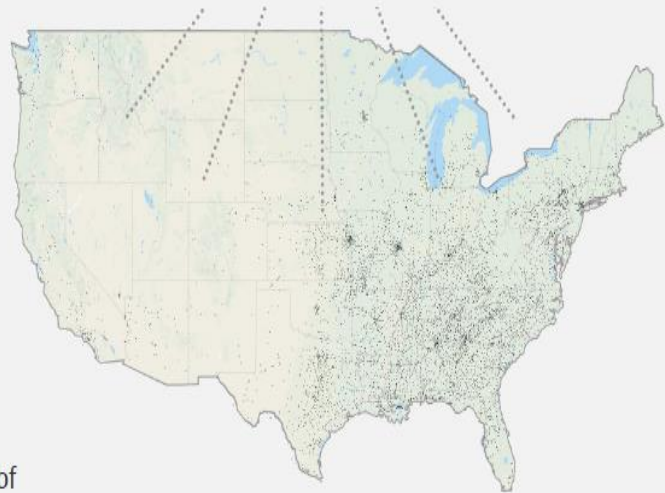
Growth Strategies

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

Organic

- **Expanding our network of retail locations**
- **In-house national sales team**
- **Utilizing Independent Sales Organizations**
- **Increase SurgePhone Wireless national footprint**

Acquisitions

- **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 March 24, 2022)

	Revenue (mils)			EPS	
	2021E	2022E		2021E	2022E
Q1 Mar	\$11A	\$21E	Q1 Mar	\$(1.85)A	\$0.07E
Q2 Jun	\$11A		Q2 Jun	\$(0.07)A	
Q3 Sep	\$15A		Q3 Sep	\$(0.51)A	
Q4 Dec	\$20E		Q4 Dec	\$0.10E	
Total	\$52E	\$89E	Total	\$(1.89)E	\$0.60E

*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	Q1E	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	19.2	28.4	36.3	46.0	130.0	48.1	48.4	50.9	52.9	200.2
<u>Cost of Revenues</u>	8.6	20.3	15.1	14.4	11.2	11.3	51.9	9.9	10.1	12.6	12.3	44.9	16.2	23.0	28.3	34.5	102.0	35.6	35.3	36.6	37.6	145.1
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	3.1	5.4	8.0	11.5	28.0	12.5	13.1	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	3.5	3.4	3.6	3.7	14.2	7.7	7.3	7.1	7.4	29.5
<u>Restructuring and other</u>							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	3.5	3.4	3.6	3.7	14.2	7.7	7.3	7.1	7.4	29.5
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)	(0.4)	2.0	4.4	7.8	13.8	4.8	5.8	7.1	7.9	25.7
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)	(0.3)	(0.3)	(0.3)	(0.3)	(1.1)	(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)	(0.7)	1.7	4.1	7.6	12.7	4.6	5.6	6.9	7.7	24.8
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	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)	(0.7)	1.7	4.1	7.6	12.7	4.6	5.6	6.9	7.7	24.8
<u>Nonrecurring/noncash adjustments</u>							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)	(0.7)	1.7	4.1	7.6	12.7	4.6	5.6	6.9	7.7	24.8
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)	(0.2)	2.2	4.6	8.0	14.6	5.0	6.0	7.3	8.1	26.5
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	12.2	12.3	12.5	12.7	12.4	12.8	12.9	13.1	13.3	13.0
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	12.2	12.3	12.5	12.7	12.4	12.8	12.9	13.1	13.3	13.0
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)	(\$0.05)	\$0.14	\$0.33	\$0.59	\$1.02	\$0.36	\$0.43	\$0.53	\$0.58	\$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)	(\$0.05)	\$0.14	\$0.33	\$0.59	\$1.02	\$0.36	\$0.43	\$0.53	\$0.58	\$1.90
Margins																						
Gross margin	44%	21%	5%	1%	12%	0%	5%	10%	12%	13%	13%	12%	16%	19%	22%	25%	22%	26%	27%	28%	29%	28%
Selling, general and administrative	53%	50%	20%	27%	23%	13%	21%	27%	24%	16%	28%	23%	18%	12%	10%	8%	11%	16%	15%	14%	14%	15%
Operating margin	-10%	-30%	-18%	-28%	-13%	-15%	-19%	-19%	-12%	-3%	-15%	-12%	-2%	7%	12%	17%	11%	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%	-3%	6%	11%	16%	10%	10%	12%	14%	15%	12%
YY % change																						
Total Revenue		69%					111%	-30%	-22%	14%	25%	-6%	75%	150%	150%	225%	155%	150%	70%	40%	15%	54%
Gross margin		-19%					-55%	55%	898%	20%	8579%	150%	172%	307%	320%	536%	353%	306%	142%	78%	33%	97%
Selling, general and administrative		61%					-12%	-6%	-29%	-22%	170%	4%	15%	25%	59%	-6%	19%	122%	113%	96%	101%	108%
Operating income (loss)		406%					31%	-24%	-65%	-77%	22%	-41%	-82%	-241%	-1260%	-473%	-330%	-1350%	191%	63%	1%	86%
Net income (loss)		448%					27%	58%	-91%	-34%	150%	26%	-86%	-905%	-347%	-210%	-194%	-802%	225%	69%	2%	95%
EPS Diluted (pro forma)		365%					14%	26%	-94%	-53%	-32%	-39%	-97%	-302%	-164%	-176%	-133%	-769%	209%	61%	-2%	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	Q1E	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	7.4	12.4	19.2	30.2	35.6	41.5	49.4	58.0	
Short term investments		0.0	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	2.1	3.2	4.0	5.1	5.3	5.4	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	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.4	
Deferred income taxes											0.0	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	14.1	20.2	28.0	40.1	45.8	51.7	60.0	68.8	
Property and equipment, net	0.0	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	(0.2)	(0.4)	(0.6)	(0.8)	(1.0)	(1.2)	(1.4)	
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	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4	
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	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	19.5	25.4	33.0	44.9	50.4	56.1	64.2	72.8	
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	8.2	10.5	13.3	13.9	14.0	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	3.1	4.6	5.8	7.4	7.7	7.7	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	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	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	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	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	
Total current liabilities	4.8	7.1	10.6	11.1	12.0	15.3	15.0	13.6	11.2	10.0	10.7	14.8	18.4	22.7	23.6	23.8	24.9	25.8	
Deferred income taxes											0.0	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	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	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	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5	
Total other liabilities	1.3	7.6	7.6	4.1	4.6	2.7	4.2	3.1	7.9	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	
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)	(0.0)	(0.0)	(0.0)	
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)	(35.8)	(34.1)	(30.0)	(22.4)	(17.8)	(12.2)	(5.3)	2.4	
Accumulated other comprehensive income											0.0	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	2.9	4.6	8.7	16.2	20.8	26.4	33.3	41.0	
Total stockholders' equity and liabli	4.1	10.0	11.3	8.2	7.7	7.3	8.8	7.4	8.6	19.5	19.5	25.4	33.0	44.9	50.4	56.1	64.2	72.8	

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	Q1E	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%	29%	29%	29%	29%	29%	29%	29%	29%	
A/P and accrued exp related as % of tot	1%	4%	8%	11%	13%	16%	15%	4%	16%	10%	16%	16%	16%	16%	16%	16%	16%	16%	
Activity Ratios																			
A/R Days Sales Outstanding	1	11	21	5	2	1	4	5	10	21	10	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	\$0.24	\$0.37	\$0.70	\$1.28	\$1.63	\$2.05	\$2.54	\$3.08	
Cash per Share (diluted)	\$0.27	\$0.19	\$0.22	\$0.17	\$0.18	\$0.28	\$0.62	\$0.19	\$0.19	\$0.72	\$0.61	\$1.00	\$1.54	\$2.37	\$2.78	\$3.22	\$3.77	\$4.36	
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	\$0.02	\$0.42	\$0.96	\$1.81	\$2.22	\$2.66	\$3.22	\$3.82	

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	Q1E	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)	(0.7)	1.7	4.1	7.6	12.7	4.6	5.6	6.9	7.7	24.8	
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	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	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	
Deferred income taxes							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	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	
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)	1.1	(1.0)	(0.9)	(1.1)	(1.9)	(0.2)	(0.0)	(0.3)	(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)					0.0					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)	(0.0)	(0.0)	(0.0)	(0.1)	
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	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)	2.7	2.3	2.8	6.7	0.6	0.1	0.7	0.6	2.0	
Accrued expenses							0.0					0.0	1.7	1.5	1.3	1.5	6.0	0.3	0.0	0.4	0.3	1.1	
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	
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)	1.1	4.9	6.9	10.9	23.9	5.5	5.9	7.9	8.6	27.9	
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)	(0.0)	
Purchases of short-term investments	(0.2)	(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)	(0.0)	
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	0.0	0.0	0.0	0.0	0.0	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	
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	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	0.0	0.0	0.0	0.0	0.0	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	1.1	4.9	6.9	10.9	23.9	5.5	5.9	7.9	8.6	27.9	
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	7.4	12.4	19.2	6.3	30.2	35.6	41.5	49.4	30.2	
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	7.4	12.4	19.2	30.2	30.2	35.6	41.5	49.4	58.0	58.0	

Source: Company reports and Ascendant Capital Markets estimates

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SurgePays, Inc.

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SELL: We expect the stock to have a negative total return of more than 15% within a 12-month period.

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	41	100%	16	39%

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