

PSQ Holdings Welcomes OCC's Debanking Guidance as a Step Toward Restoring Fair Financial Access for Lawful American Businesses

2026-05-13

The company's mission and merchant base were built on the very problem regulators are now addressing

BOZEMAN, Mont.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH), a payments and financial infrastructure company purpose-built to serve merchants in both underserved and highly regulated markets, today issued a statement welcoming the Office of the Comptroller of the Currency's (OCC) new public guidance on reporting prohibited debanking policies. The guidance advances the implementation of President Trump's Executive Order 14331, Guaranteeing Fair Banking for All Americans, and provides both businesses and consumers with a formal mechanism to document politicized debanking. These reports, the OCC notes, will be considered in bank licensing and Community Reinvestment Act reviews, providing an important enforcement and self-policing mechanism for banks.

"This regulatory reform and accountability is long overdue. Legally operating businesses shouldn't have to spend more than thirty years fighting for access to basic financial services," said Dusty Wunderlich, Chairman and Chief Executive Officer of PSQ Holdings. "Cutting Americans off from the financial system because of their lawful business or their politics is not risk management, it's a quiet form of prohibition. It's fundamentally un-American. Voluntary exchange is the foundation of a free society. When banks and regulators collude to cut lawful businesses out of that exchange, they aren't managing risk. They're picking winners and losers based on ideology, then dressing it up as compliance. This is particularly true in the firearms and 2A space, where lawful businesses have faced years of discriminatory pressure and been choked off from the banking system. PSQ Holdings and Credova were built because this discrimination is real, unchecked, and lawful businesses deserve equal access to the modern banking

tools powering our economy. The OCC's guidance finally puts a regulatory price tag on this misbehavior. It's the right message. It's overdue. And we hope to see similarly decisive action from other banking regulators."

A Mission Born From the Problem

PSQ Holdings built its modern financial technology product suite, including payments and credit (Credova), precisely to provide solutions for businesses facing these regulatory headwinds. Credova has financed nearly \$400 million in transactions with over 4,800 merchants since 2018, stepping in where traditional lenders would not. Payments was launched because merchants found themselves abruptly abandoned by mainstream processors with no legitimate justification. Even today, large-scale, highly capitalized businesses operating in the 2A space, rely on Credova to help provide compliant financial products and services that other businesses take for granted.

Accountability Where None Existed Before

The OCC guidance highlights that it will consider whether a bank terminated customer accounts without individualized risk assessment and may deny or condition licensing approvals accordingly. For merchants who spent years without explanation and without recourse, that standard represents a fundamental shift in accountability.

"Today's guidance is a meaningful step to help businesses and customers alike. The durable fix, however, is congressional codification of legislation such as the FIRM Act and the Fair Access to Banking Act. Until fair access is the law, not a regulatory posture that can shift with the next administration, we won't stop advocating. We'll continue building the financial infrastructure merchants need and standing with them when no one else will," concluded Wunderlich.

PSQ Holdings encourages affected merchants to document their debanking experiences and submit them through the OCC's public comment process, and reiterates its support for congressional codification of fair access protections as the durable, permanent solution. A quick guide for affected businesses and consumers on how to ensure their voice is heard directly by the OCC is available online **on the OCC's website**.

About PSQ Holdings, Inc.

PSQ Holdings (NYSE: PSQH) is a payments and financial infrastructure company. We build and operate financial infrastructure in highly regulated environments for industries underserved by traditional financial institutions, including businesses, campaigns, and nonprofits that depend on reliable, compliant payment solutions.

Investors Contact:

investment@publicsquare.com

Media Contact:

pr@publicsquare.com

Source: PSQ Holdings, Inc.