

PublicSquare Introduces ACH Processing with Launch Partner Guns.com

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PublicSquare's Fintech Division Now Provides a Fully Integrated Payments Solution Including Credit Cards, Debit Cards, ACH, and Buy Now Pay Later

WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare," or the "Company"), today announced it has launched Automated Clearing House ("ACH") processing capability alongside its transactional freedom focused payments technology, PSQ Payments, with ACH launch partner Guns.com bringing several hundred million dollars in potential annualized payment processing Gross Merchandise Value ("GMV") to the platform. Guns.com's prior ACH provider abruptly canceled their service despite operating in a constitutionally protected industry. Guns.com now uses PublicSquare for ACH, debit, and credit card processing, and Buy Now Pay Later (BNPL) transactions, securely and without the risk of future cancellation.

Michael Seifert, Chairman & CEO of PublicSquare, commented, "When Guns.com was abruptly dropped by their previous ACH vendor, they turned to PSQ Payments to provide a cancel-proof solution. Guns.com's recent cancellation by its former ACH provider is a potent reminder that businesses across the country continue to face the risk of de-platforming from their financial service providers. PSQ Payments exists to ensure that merchants can operate with confidence, free from ideological discrimination. ACH is an important feature of our product suite as PublicSquare continues solidifying its position as a trusted financial services provider, ensuring true financial freedom for merchants nationwide."

"We're excited to expand our partnership with PSQ Payments and bring an even better shopping experience to America's Second Amendment community," says Brandon Thompson, co-CEO and Chief Technology Officer of Guns.com. "PSQ Payments is a leader in financial technology, and their innovative solutions add tremendous value

to the millions of customers who shop with us. With our shared commitment to serving the firearms industry, we jumped at the chance to grow our partnership to include payment processing.”

About PSQ Payments

PSQ Payments, developed by PublicSquare, is a fully cancel-proof payment platform designed to provide businesses and consumers with uncompromising security and reliability. Leveraging advanced tokenization and secure wallet technology, PSQ Payments ensures that sensitive transactional data remains encrypted and protected. With a triple redundancy system, PSQ Payments reinforces its commitment to stability, making it a trusted solution for business owners who want to ensure their economic liberty is protected in every transaction.

About PublicSquare

PublicSquare is a technology-enabled marketplace and payments ecosystem serving consumers and merchants who value life, family, and liberty. PublicSquare operates three divisions: Marketplace, Financial Technology, and Brands. The primary mission of the Marketplace is to help consumers "shop their values" and put purpose behind their purchases. PublicSquare leverages data and insights from the Marketplace to assess its customers' needs and provide wholly-owned quality financial products and brands. PublicSquare's Financial Technology division comprises Credova, a consumer finance company, and PSQ Payments, a "cancel-proof" payments company. PublicSquare's Brands division comprises EveryLife, a premium D2C life-affirming baby products company. Visit publicsquare.com to learn more.

Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended, and for purposes of the "safe harbor" provisions under the United States Private Securities Litigation Reform Act of 1995. Any statements other than statements of historical fact contained herein are forward-looking statements. Such forward-looking statements include, but are not limited to, expectations, hopes, beliefs, intentions, plans, prospects, financial results or strategies regarding PublicSquare, anticipated product launches, our products and markets, future financial condition, expected future performance and market opportunities of PublicSquare. Forward-looking statements generally are identified by the words "anticipate," "believe," "could," "expect," "estimate," "future," "intend," "may," "might," "strategy," "opportunity," "plan," "project," "possible," "potential," "project," "predict," "scales," "representative of," "valuation," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions, and in this press release, include statements about expected annualized GMV from our uncancellable payments platform and its anticipated GMV; however, the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements are predictions, projections and other statements about future events that are based on current

expectations and assumptions and, as a result, are subject to risks and uncertainties. Many other factors could cause actual future events to differ materially from the forward-looking statements in this communication, including, without limitation: (i) the risk that counterparties could either cancel or fail to fulfill any of the executed contracts in their, (ii) the fulfillment of the payment platform contracts that have been executed and the execution of additional such contracts, which are speculative given the relatively short amount of time that we have been in that business and given the fact that we have not yet achieved those levels of performance ability of PublicSquare and Credova to integrate the business successfully and to achieve anticipated synergies and value creation, (iii) changes in the competitive industries and markets in which PublicSquare operates, variations in performance across competitors, changes in laws and regulations affecting PublicSquare's business and changes in the combined capital structure, (iv) the ability to implement business plans, growth, marketplace and other expectations, and identify and realize additional opportunities, (v) risks related to PublicSquare's limited operating history, the rollout and/or expansion of its business and the timing of expected business milestones, (vi) actual or potential loss of key influencers, media outlets and promoters of PublicSquare's business or a loss of reputation of PublicSquare or reduced interest in the mission and values of PublicSquare and the segment of the consumer marketplace it intends to serve, and (vii) the risk of economic downturn, increased competition, a changing regulatory landscape and related impacts that could occur in the highly competitive consumer marketplace, both online and through "bricks and mortar" operations. The foregoing list of factors is not exhaustive. Recipients should carefully consider such factors and the other risks and uncertainties described and to be described in PublicSquare's public filings with the Securities and Exchange Commission. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Recipients are cautioned not to put undue reliance on forward-looking statements, and PublicSquare does not assume any obligation to, nor does it intend to, update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law. PublicSquare gives no assurance that PublicSquare will achieve its expectations.

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