



NEWS RELEASE

PublicSquare Launches "PSQ Impact," A Breakthrough Fundraising Platform Engineered to Supercharge the Conservative Movement & Values-Aligned Non-Profit Ecosystem

2025-12-04

- **Significant Greenfield Opportunity:** Fundraising activities for Conservative campaigns and values-aligned non-profit organizations represent a \$100-billion-plus market annually.
- **Unmatched Leadership:** PSQ Impact is headed by Alex Bruesewitz, political strategist, Trump advisor, and President of PSQ Impact and backed by PSQ's well-known Board of Directors experienced in the areas of politics, technology, and commerce including notable leaders such as Donald Trump, Jr., Blake Masters, Nick Ayers & Caitlin Long.
- **Movement Driven:** PSQ Impact is a fundraising platform that answers the mandate for innovation and strengthens America First campaigns and values-aligned non-profit infrastructure.
- **Big Tech Alternative:** Impact provides the Conservative movement a secure, cancel-proof infrastructure that empowers donors and campaigns to fight and win without interference from Big Tech.
- **Cutting-Edge Fundraising Solutions:** AI reporting, crypto donations, unmatched donor privacy, and battle-tested stability give Conservative campaigns and values-aligned non-profits the firepower to dominate.
- **More Money to Win:** The lowest fees in the industry mean every donor's hard-earned dollar is maximized for fueling victories.

WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare," or the "Company"), today announced the launch of PSQ Impact (Impact), a next-generation political fundraising platform engineered to supercharge the Conservative movement and values-aligned non-profit ecosystem.

"The message from trusted stakeholders in our movement has been unmistakable: conservatives must innovate,

modernize, and build an unstoppable political and economic machine. Impact is a direct answer to that call. While we respect what others have attempted to do in this industry, we believe this space has been hungry for innovation and a competitive, and improved, alternative solution for a long time. Powered by PublicSquare's proven infrastructure, we're giving Republican candidates, committees, and values-aligned non-profit organizations the tools they need to win, while offering the lowest fees in the industry so every donor's dollar goes further for the movements they believe in," said Michael Seifert, CEO and Founder of PublicSquare.

PSQ Impact delivers the lowest fees in the industry, unmatched data privacy, innovative fundraising tools, and cancel-proof payments infrastructure, ensuring Conservative donors, campaigns, and values-aligned non-profits can fight and win without interference from Big Tech. The Impact platform is a true game-changer. Had Republicans been using Impact since the 2020 cycle, tens of millions of dollars in processing fees could have been saved and redirected straight to America First causes and Trump-aligned candidates.

"GREAT NEWS FOR OUR MOVEMENT! We're launching Impact, the most affordable, secure, and trustworthy donation platform out there. With this platform, donor dollars will go further to fuel the Conservative movement and Republicans will finally have the kind of cutting-edge tech we have needed to be competitive and defeat the radical left. Impact ensures that more of every patriot's hard-earned dollar goes straight into campaigns that advance our America First agenda. Republican campaigns must stretch every dollar as Democrats pour money into key races, making it essential that every contribution is maximized. It's smart, it's strong, and it's how we WIN BIG," said Alex Bruesewitz, President of PSQ Impact.

Why PSQ Impact

Impact provides a new level of data privacy by ensuring donors have a direct relationship with the campaign or cause they support, removing any uncertainty about how their information is used or where their money is going. Impact also provides a secure, censorship-resistant environment for Conservative giving. At a time when left-wing institutions are "debunking" conservatives, Impact stands as a fortified shield for economic liberty.

Impact, unlike other competitors in the political contribution software space, is powered by PublicSquare's own vertically integrated payment stack, PSQ Payments, which allows for donors to maximize the power of their dollars, while empowering campaigns, committees, and agencies to operate with peace of mind, knowing their economic liberty is always protected.

Impact Harnesses Cutting-edge Technology

- AI-driven reporting tailored for modern campaigns.
- A revolutionary "Allied Fundraising" system replacing outdated incumbent models and providing for a better

relationship between donors and the causes they support.

- Crypto donation capabilities for those who are looking to leverage the liquidity they have in their crypto holdings to support causes they believe in.
- Conversion tools like Apple Pay and Google Pay that bring wallet capabilities to the fundraising ecosystem.
- Enterprise-grade reliability from PublicSquare's battle-tested payments infrastructure.

How Impact Creates Value for Campaigns and Organization Partners

- After months of extensive testing with a number of significant Republican campaigns and organizations, early performance data indicates donors give an average of 25% more on Impact than on other comparable fundraising platforms.
- Early performance data also indicates that built-in growth tools, such as donor upsells, increase the number of individual gifts made by donors by over 33%.
- Impact offers the lowest fees in the industry, with dynamic pricing that reduces costs even further on high-dollar contributions.
- Impact leverages an all-American, US based internal customer service team dedicated to guiding donors through the transaction process and providing campaigns, agencies, and organizations with direct support.

How Impact Creates Value for Shareholders

- Given the significant scope of the services Impact provides to its customers, Impact stands to perform as PublicSquare's highest-margin payment product.
- Leveraging PublicSquare's existing distribution ecosystem, the Company projects that its cost to acquire new customers will be extremely low.
- Impact expands the Company's total addressable market by utilizing its existing payments infrastructure to unlock new opportunities for increased revenue from adjacent values aligned verticals.

About PSQ Impact

PSQ Impact is a conservative political and non-profit contributions platform. PSQ Impact brings modern fintech infrastructure to campaigns, committees, agencies and values-aligned non-profits that protect and celebrate liberty. With a seasoned leadership team, battle-tested infrastructure, the lowest fees in the industry, and a vertically integrated payment stack, PSQ Impact maximizes the power of donor dollars and helps campaigns, committees, and causes expand their impact. To learn more visit psqimpact.com.

About PublicSquare

PublicSquare (NYSE: PSQH) is a financial technology company committed to protecting life, family, and liberty

through values-driven innovation. PublicSquare is building an ecosystem of financial solutions that provide consumers and businesses with “cancel-proof” alternatives in today’s economy. For more information, visit the Company’s Investor Relations website at investors.publicsquare.com.

Forward-Looking Statements

Statements contained in this press release regarding matters that are not historical or current facts are “forward-looking statements” within the meaning of The Private Securities Litigation Reform Act of 1995. These statements involve known and unknown risks, uncertainties and other factors which may cause the results of the Company to be materially different than those expressed or implied in such statements. Certain of these risk factors and others are described in the “Risk Factors” section within reports filed by the Company with the Securities and Exchange Commission. Other unknown or unpredictable factors also could have material adverse effects on the Company’s future results. The forward-looking statements included in this press release are made only as of the date hereof. The Company cannot guarantee future results, levels of activity, performance, or achievements. Accordingly, you should not place undue reliance on these forward-looking statements. Finally, the Company expressly disclaims any intent or obligation to update any forward-looking statements to reflect subsequent events or circumstances.

Investors Contact:

investment@publicsquare.com

Media Contact:

pr@publicsquare.com

Source: PSQ Holdings, Inc.