

PublicSquare to Launch Crypto Treasury as a Service to Its Robust Merchant Ecosystem

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WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare" or the "Company") proudly announced today a groundbreaking partnership with IDX Advisors to launch cryptocurrency Treasury as a Service ("TaaS") for businesses across the PublicSquare ecosystem. By combining PublicSquare's significant distribution power with IDX's industry-leading crypto technology, this collaboration empowers merchants to seamlessly integrate cryptocurrencies and stablecoins into their operations, while unlocking custody, trading, and yield-generating digital assets. In short, our merchants gain the ability to act as their own banks while capitalizing on the rapid growth of crypto finance.

- For years, many merchants in our network have faced mounting pressure from traditional banks, including debanking, discriminatory card coding, and regulatory roadblocks, making them primed to adopt cryptocurrency solutions.
- This positions PublicSquare as a clear leader to capture market share in global digital payments, including stablecoins, which EY-Parthenon projects will represent \$2.1 to \$4.2 trillion in payments by 2030.
- PublicSquare will also implement IDX's technology for its own digital treasury, covering cryptocurrency and stablecoin holdings.
- Merchant demand for digital currency payments is accelerating rapidly, and we are uniquely equipped to be their gateway into this new financial era.

"The economy as we know it is shifting at lightning speed, and with this partnership, PublicSquare and IDX are positioned at the forefront of tomorrow's financial revolution," said Michael Seifert, Chairman and CEO of PublicSquare. "Our mission is to lead in crypto, and the winning strategy is clear: own the intersection of technology and distribution. We're not content to simply hold digital assets; we intend to monetize every transaction, every service, and every opportunity this transformation creates."

IDX will provide outsourced Chief Investment Officer services (OCIO) for PublicSquare. This will be led by Ben McMillan, Co-Founder and CIO of IDX, a well-recognized thought leader in the financial and cryptocurrency community. Mr. McMillan will present a high-level overview of the IDX digital treasury service as part of the company's previously announced Analyst and Investor Day, scheduled for today, September 25, 2025.

"IDX is excited to be working alongside PublicSquare to bring cutting-edge cryptocurrency solutions to businesses in the PublicSquare network," commented McMillan. "Simplified access to digital asset solutions is the next stage of broader adoption of cryptocurrency within the business community, and this partnership will be an important step forward. PublicSquare is at the forefront of the new economic liberty paradigm, and IDX is ready to provide even further benefit."

What is Treasury as a Service

Cryptocurrency Treasury as a Service is an outsourced solution for managing digital assets that protects businesses from financial deplatforming. It provides secure custody, seamless crypto-to-fiat conversion, automated compliance, and yield on idle assets, all without reliance on vulnerable, centralized intermediaries. By decentralizing custody, payments, and liquidity, TaaS gives companies a cancel-proof financial backbone. Our TaaS solution operates as a turnkey back office, safeguarding assets, ensuring operational freedom, and unlocking strategic flexibility. This allows businesses to grow with confidence, protected from censorship, while benefiting from the global, low-cost, and programmable nature of cryptocurrency.

Virtual Analyst & Investor Day Details

As previously announced, PublicSquare will host its virtual analyst and investor day today, Thursday, September 25, 2025, from 11:00 a.m. ET to 1:00 p.m. ET. The analyst and investor day will be broadcast live through a link on the PublicSquare Investor Relations website at investors.publicsquare.com. PublicSquare will post slides and other supporting material to its website on the day of the event.

About IDX

IDX Advisors, LLC, is an SEC-registered investment advisory firm specializing in quantitative, data-driven strategies designed to reduce bias and manage risk. A subsidiary of IDX Global, the firm offers exchange-traded funds, mutual funds, model portfolios, and sub-advisory services, often partnering with other financial advisors through model portfolios and unified managed accounts. IDX's approach emphasizes systematic research, empirical data, and algorithms to deliver risk-focused, dynamically allocated investment solutions.

About PublicSquare

PublicSquare 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.

Forward Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, 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,” “scale,” “representative of,” “valuation,” “should,” “will,” “would,” “will be,” “will continue,” “will likely result,” and similar expressions, and in this press release, include statements about our expected revenue, revenue growth, operating expenses, anticipated growth, ability to achieve profitability, and our outlook; 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 factors could cause actual future events to differ materially from the forward-looking statements in this communication, including, without limitation: (i) unforeseen liabilities, future capital expenditures, revenues, expenses, earnings, synergies, economic performance, indebtedness, financial condition, losses, future prospects, business and management strategies for the management, expansion and growth of our operations, including the possibility that any of the anticipated benefits of the company’s digital asset holdings or strategies related to digital assets will not be realized or will not be realized within the expected time period, (ii) 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, (iii) the ability to implement business plans, growth, marketplace and other expectations, and identify and realize additional opportunities, (iv) risks related to PublicSquare’s limited operating history, the rollout and/or expansion of its business and the timing of expected business milestones, (v) risks related to PublicSquare’s potential inability to achieve or maintain profitability and generate significant revenue, (vi) the ability to raise capital on reasonable terms as necessary to develop its products in the timeframe contemplated by PublicSquare’s business plan, (vii) the ability to execute PublicSquare’s

anticipated business plans and strategy, (viii) the ability of PublicSquare to enforce its current or future intellectual property, including patents and trademarks, along with potential claims of infringement by PublicSquare of the intellectual property rights of others, (ix) 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, (x) because the payment processing and credit agreements are terminable at will without notice, merchants that have signed agreements to use PublicSquare's payment processing services may terminate those services or otherwise fail to utilize the services at the expected volume, (xi) 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, (xii) the risk of PublicSquare being unable to sell its Brands or Marketplace segment businesses, in a timely manner, at desirable prices, or at all, and (xiii) risks associated with PublicSquare's ability to execute on its plans to reposition into a Fintech-forward business, including PublicSquare's pursuit of any money transmitter licenses. 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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