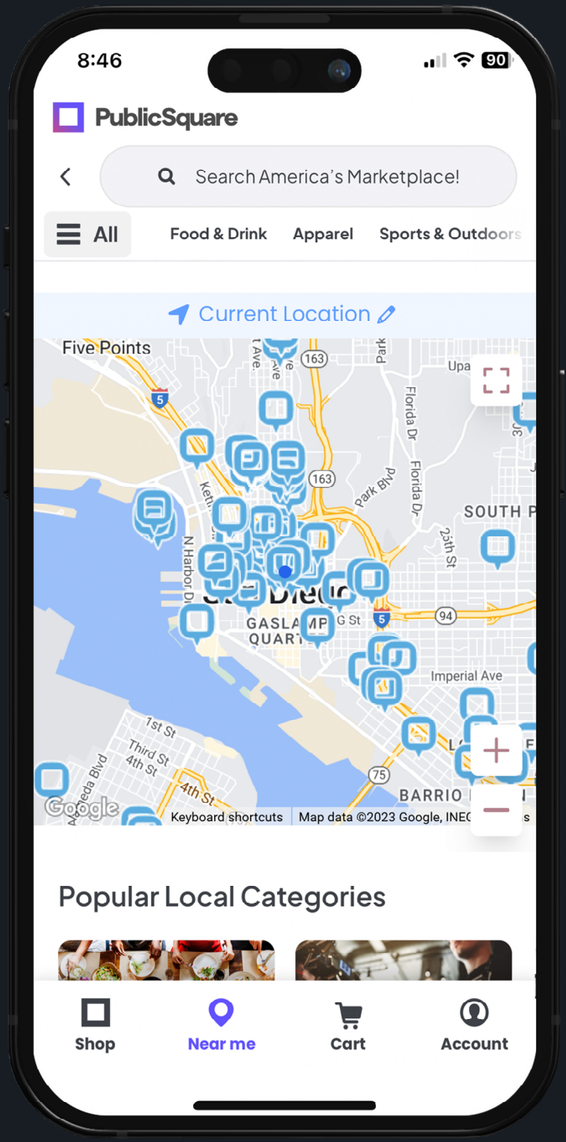
PublicSquare
America's Marketplace

Investor Presentation

January 2024



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PublicSquare is Changing Everything.

PublicSquare is the marketplace that empowers like-minded, patriotic Americans to discover and support small businesses that share their values and embrace excellence, classic American principles, and meritocracy.

- *65% of Americans say that they're very or extremely proud to be an American.*[1]

Corporate America's recent embrace of progressive ideas such as DEI and ESG has left many patriotic Americans wondering where they can spend their hard-earned money in alignment with their values.

- *71% of Americans say they prefer buying from companies that share their values.*[2]

Through the PublicSquare app and web experiences, customers can search for, shop, and share these freedom-loving companies and products, both locally and online.

America's Marketplace

Discover patriotic alternatives to your favorite purchases on the PublicSquare marketplace.

1. Source(s): Statista: How proud are you to be an American (November 2022), GS Strategy Group: Responsible Corporate Leadership Survey (December 2019)
2. Source(s): 5W Consumer Culture Report (2020)

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PublicSquare

Highlights

- Leading mission-driven platform connecting patriotic Americans with like-minded businesses
- Multiple revenue streams to accelerate financial growth and performance
- Large TAM of estimated 100M+ Americans increasingly ignored by existing platforms and marketplaces(1)
- Proprietary data and analytics to enable launch of wholly-owned consumer products line for America-first consumers
- Values-verification by PublicSquare helps ensure platform mutual trust in order to drive customer satisfaction and retention
- Management team with strong personal conviction and alignment with platform users

Our Data-Driven Business Model



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The PublicSquare Platform

Since our nationwide launch in July of 2022, PublicSquare has become the largest values-aligned marketplace of pro-America small businesses and consumers... and we're just getting started.

By the Numbers

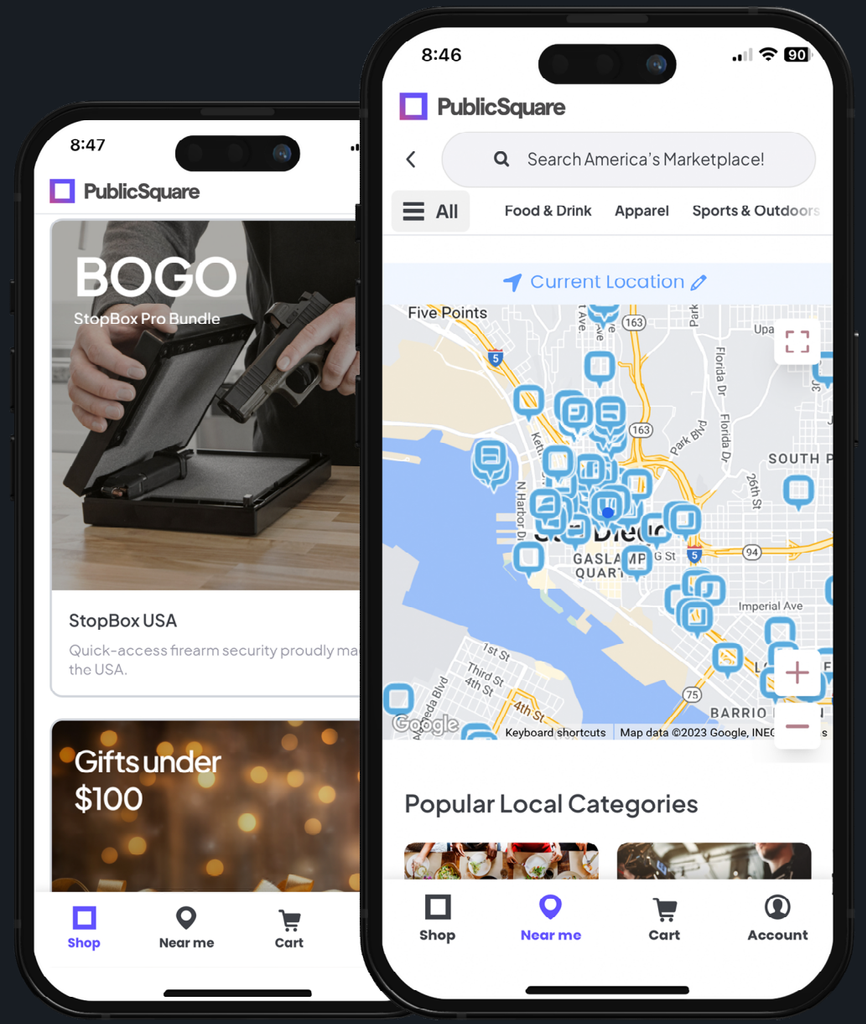
9/30/2023

1,600,000+
Active Consumer Members[1]

70,000+
Businesses

646%
YoY Consumer Growth Rate[2]

224%
YoY Business Growth Rate[3]



1. "Active Members" refer to unique consumer membership accounts with all required contact information that have not been deactivated or deleted.
2. Year over Year comparison of consumers September 30, 2022, to September 30, 2023.
3. Year over Year comparison of businesses September 30, 2022, to September 30, 2023.

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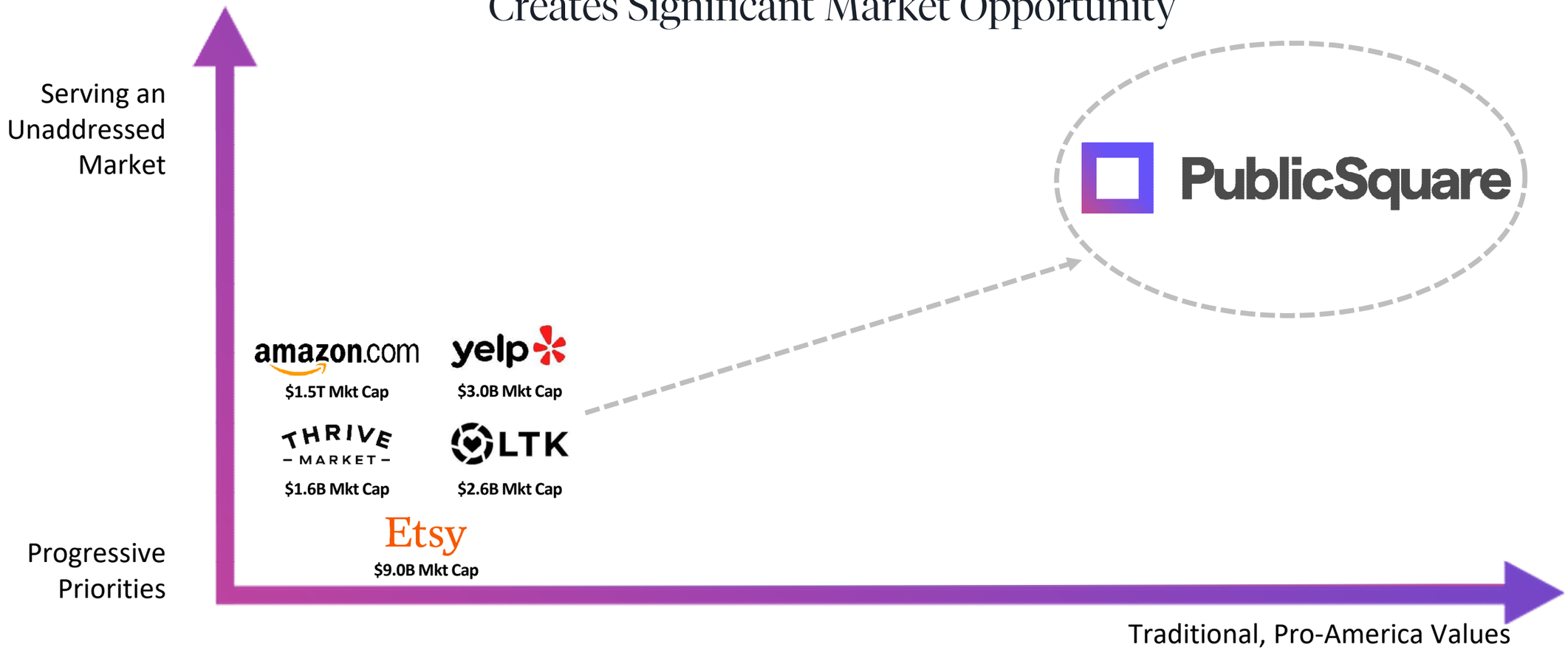
Disconnect Between the Values of Large Corporations and Patriotic Consumers

Creates Significant Market Opportunity



1. Based on the latest private market valuation shown by PitchBook as of August 31, 2023

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We Believe

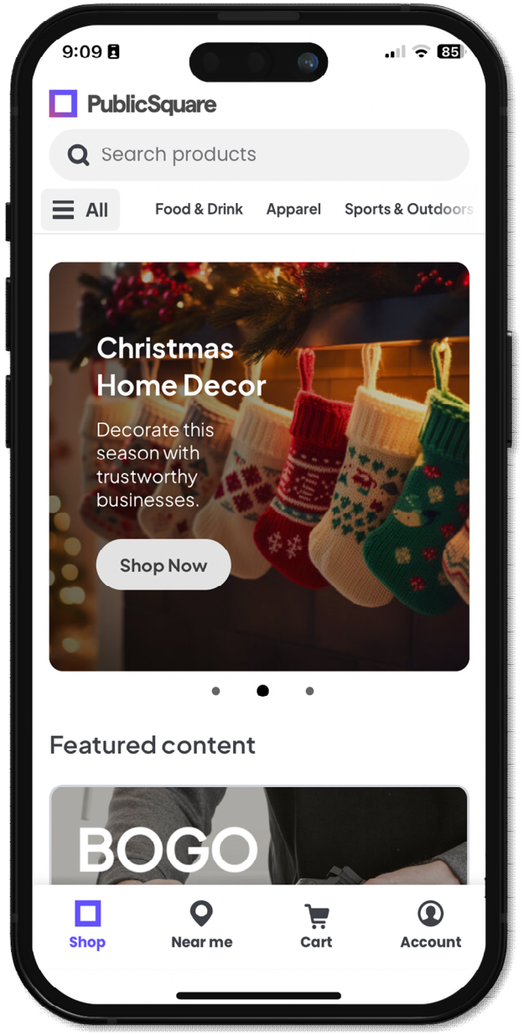
We are united in our commitment to freedom and truth — that's what makes us Americans.

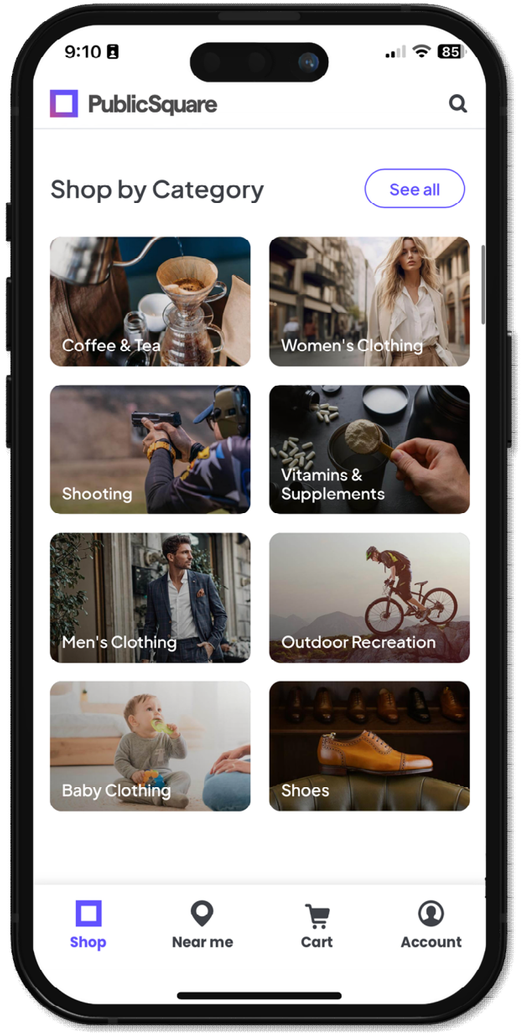
We will always protect the family unit and celebrate the sanctity of every life.

We believe small businesses and the communities who support them are the backbone of our economy.

We believe in the greatness of this Nation and will always fight to defend it.

Our Constitution is non-negotiable — government isn't the source of our rights, so it can't take them away.





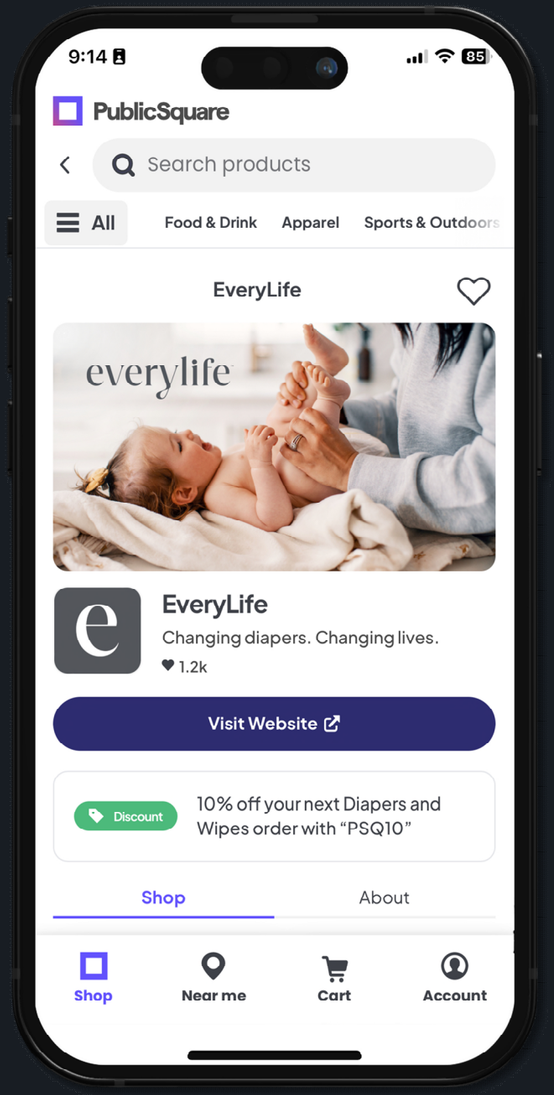
How it Works:
Businesses

When a new business owner signs up for our platform, they're asked to confirm that they respect the core values of PublicSquare.

By affirming this, our businesses agree that they will not support causes that are in direct conflict with our core values.

Businesses that elect to advertise their services on PublicSquare enter a paid multi-month subscription contract to increase their exposure to the consumers in our network.

Since our launch, we have become the largest platform of values-aligned small businesses the nation has ever seen.



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How it Works:
Consumers

Consumers download the app or visit the site, and can search, shop, and share values-aligned businesses in their local area and online. Guest browsing is free and does not require an account or the need to sign in.

Not only does PublicSquare exist as a values-aligned directory, but we also provide a seamless online shopping experience as well.

The PublicSquare eCommerce platform launched on Nov. 1, 2023. The new platform provides in-app shopping capabilities with discounts at businesses on the platform exclusively for the PublicSquare community.

Search

Find values-aligned businesses locally and online

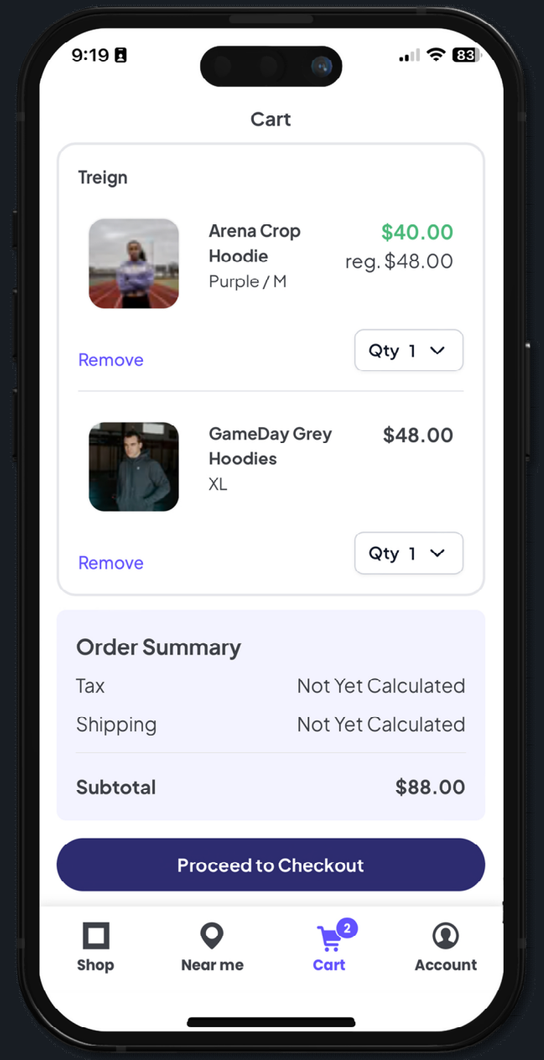
Shop

Change the country with the power of your wallet

Share

Connect with like-minded businesses and community

eCommerce launched Nov. 1, 2023



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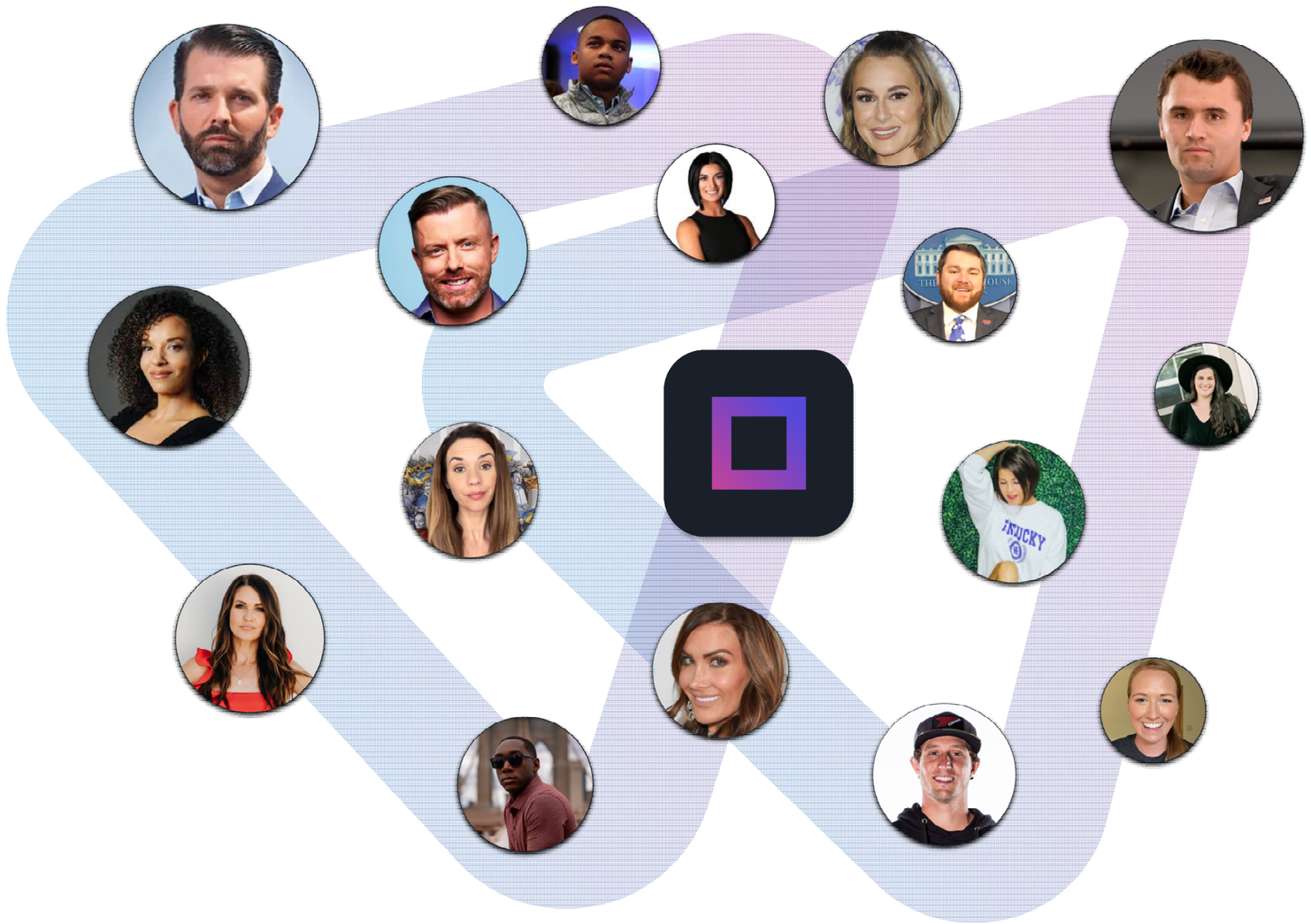
How it Works:
Our Outreach Program

A curated group of over 600 highly influential individuals have been selected to act as ambassadors and influencers to advocate for our platform and its core values.

Our Outreach Program has an aggregate following of over 60 million people.

Ambassadors and influencers are supplied with a unique invite link that rewards them for each new member or business they invite to PublicSquare.

Since the start of our Outreach Program in March 2022, this program has been a very successful tool in driving new consumers and businesses to the platform.



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Our Roadmap to Success

We currently have four revenue streams in flight. These offerings help us utilize the subsidiary model of Proctor & Gamble, the advertising model of Yelp, and the e-commerce transaction model of Etsy for this significant TAM... and we're just getting started.

Advertising Platform

$20B TAM for our existing online platform

+1.6 million consumer members and +70,000 businesses, to date

Private Label Products

First brand launch with immediate success

Actively planning launch of next brands

Opportunity to build or buy brands that benefit from PSQ access to customers and branding expertise

eCommerce Expansion

Multi-vendor, single-cart shopping launched Nov. 1, 2023

Over 400,000 products available for purchase

B2B Offerings & Adjacent Services

PSQ Link launched in October 2023

PSQ Link offers services critical to our small and medium size partners (CRM, ERP, etc.)

Adjacent offerings to eCommerce platform could be meaningful to our businesses and consumers.

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Join us in changing the country – for good.

Our goal is to be the premier exchange for the emergence of a new parallel economy that serves pro-American consumers and fuels the growth of thousands of small and medium-sized businesses with values like well-known names such as Rumble, Black Rifle Coffee, Chick-fil-A, and In-n-Out Burger.

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PublicSquare

Search. Share. Shop.

