

Black Rifle Coffee Company Announces Appointment of Stephen Kadenacy and Sean Moriarty to Board of Directors

Salt Lake City, UT – April 15, 2025 – Black Rifle Coffee Company (NYSE: BRCC) (“BRCC” or the “Company”), a veteran-founded, mission-driven premium coffee and beverage company, today announced the appointment of Stephen Kadenacy and Sean Moriarty to its Board of Directors, effective April 11, 2025.

“We’re excited to welcome Stephen and Sean to the Black Rifle Coffee Company Board,” said BRCC Chief Executive Officer Chris Mondzelewski. “Our mission-driven approach remains at the heart of everything we do and continues to deepen our connection with customers across both established and emerging channels. With their appointments, we’re expanding the depth and breadth of expertise on our Board. Their leadership will be a tremendous asset as we execute our strategic vision, drive long-term value for our shareholders, and stay true to our commitment to those who serve and have served our country.”

Stephen Kadenacy joins the Board while continuing to serve as Chief Financial Officer of Black Rifle Coffee Company. He is a seasoned investment professional and former Fortune 200 executive with deep expertise in managing, building, and scaling global public companies. Mr. Kadenacy is the Co-Founder and Co-Managing Partner of SilverBox Capital and played a key role in BRCC’s business combination with SilverBox in 2022. Prior to founding SilverBox, Mr. Kadenacy held senior leadership roles at AECOM, a global engineering and technical services firm, including President, Chief Operating Officer, and Chief Financial Officer. Earlier in his career, he was a Partner in the Economic Consulting Practice at KPMG. He has served on the boards of multiple public companies, as well as on the Board of the YMCA of Greater Los Angeles and the Board of Trustees of UCLA’s Anderson School of Management. Mr. Kadenacy holds a bachelor’s degree in economics from UCLA and an MBA from the University of Southern California.

Sean Moriarty, a recognized leader in business and technology, brings decades of executive experience to BRCC. He is currently serving as Chief Executive Officer and a Board Member at Primer, an artificial intelligence company, and also serves as the Lead Independent Director at Eventbrite (NYSE: EB), where he has been on the board since 2010. From 2014 to 2023, Mr. Moriarty was Chief Executive Officer of Leaf Group, a wholly owned subsidiary of Graham Holdings. Prior to its acquisition in 2021, he also served on Leaf Group's board of directors. Earlier in his career, Mr. Moriarty was CEO of Saatchi Online (operator of Saatchi Art), an Entrepreneur in Residence at Mayfield Fund, and held several executive leadership roles at Ticketmaster, including President and CEO. He also served on Ticketmaster's board from 2008 to 2009. Mr. Moriarty holds an undergraduate degree from the University of South Carolina and pursued graduate studies at both the University of South Carolina and Boston University.

These board appointments reinforce BRCC's commitment to strong, experienced governance and strategic oversight as the Company enters its next phase of growth, innovation, and mission-driven impact.

About Black Rifle Coffee Company

Black Rifle Coffee Company is a veteran-founded coffee company serving premium coffee to people who love America. Founded in 2014 by Green Beret Evan Hafer, BRCC develops their caffeinated beverages with the same mission focus they learned while serving in the military. BRCC is committed to supporting veterans, active-duty military, first responders and the American way of life.

To learn more, visit www.blackriflecoffee.com, subscribe to the BRCC newsletter, or follow along on social media.

Contact Information

For inquiries regarding Black Rifle Coffee Company, please contact:

Investors:

Matt McGinley: IR@blackriflecoffee.com

ICR for BRCC: BlackrifleIR@icrinc.com