



It's a Done Deal

\$36,200,000



Registered Direct
Sole Placement Agent
DECEMBER 2024

Roth Capital Partners acted as Sole Placement Agent for PSQ Holdings, Inc. (NYSE: PSQH) in its \$36.2 million Registered Direct

For more information please contact:

Investment Banking

Joe Tonnos
Managing Director,
Investment Banking
(949) 720-7194
jtonnos@roth.com

Equity Capital Markets

Aaron Gurewitz
President & Head of
Investment Banking
(949) 720-5703
agurewitz@roth.com

Nazan Akdeniz
COO &
Managing Director
Equity Capital Markets
(949) 720-5740
nakdeniz@roth.com

Lou Ellis
Managing Director
Equity Capital Markets

Transaction Information

PSQ Holdings, Inc. (NYSE: PSQH), America's leading commerce and payments ecosystem valuing life, family, and liberty, announced that it has entered into definitive agreements for the purchase and sale of an aggregate of 7,813,931 shares of its Class A common stock at a purchase price per share of \$4.63, for gross proceeds of approximately \$36.2 million in a registered direct offering. The offering is expected to close on or about December 5, 2024, subject to the satisfaction of customary closing conditions.

Roth Capital Partners acted as a sole placement agent for the offering.

About PublicSquare

PublicSquare is America's leading commerce and payments ecosystem, valuing life, family, and liberty. PublicSquare operates under three segments: Marketplace, Financial Technology, and Brands. The primary mission of the Marketplace segment 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 segment comprises Credova, a consumer financing company, and PublicSquare Payments, a "cancel-proof" payments company. PublicSquare's Brands segment comprises EveryLife, a premium D2C life-affirming baby products company. For more information, visit publicsquare.com. (Source: Company Press Release 12.04.24)

About Roth Capital Partners

(949) 720-5739
lellis@roth.com

Roth Capital Partners, LLC ("ROTH") is a relationship-driven investment bank focused on serving growth companies and their investors. Our full service platform provides capital raising, high impact equity research, macroeconomics, sales and trading, technical insights, derivatives strategies, M&A advisory, and corporate access. Headquartered in Newport Beach, California, Roth is a privately-held, employee owned organization and maintains offices throughout the U.S. For more information on Roth, please visit www.roth.com.

[About Roth](#) | [Investment Banking](#) | [Capital Markets](#) | [Institutional Sales & Trading](#)
[Research](#) | [Corporate Services](#) | [Corporate Access & Conferences](#) | [Press Room](#)

Date of Announcement: 01.06.25

The material, information and facts discussed in this announcement other than the information regarding ROTH and its affiliates, are from sources believed to be reliable, but are in no way guaranteed to be complete or accurate. This announcement should not be used as a complete analysis of any companies, securities or topics discussed herein. Additional information is available upon request. This is not, however, an offer or solicitation of the securities discussed. Any opinions or estimates in this announcement are subject to change without notice. An investment in any security based on this announcement may involve risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. Additionally, such investments may involve a high degree of risk and may not be suitable for all investors. No part of this announcement may be reproduced in any form without the express written permission of Roth. Copyright 2025.

Roth Capital Partners, LLC

888 San Clemente Drive, Newport Beach CA 92660 | Member SIPC/FINRA | www.roth.com

