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Amaze Reports Full Year 2025 Financial Results and Strategic Transformation

2025 Marked a Year of Consolidation, Platform Integration, and Strategic Foundation for Commerce-Led Growth in 2026

NEWPORT BEACH, Calif., April 01, 2026 (GLOBE NEWSWIRE) -- **Amaze Holdings, Inc. (NYSE American: AMZE) ("Amaze" or the "Company")**, a creator-powered commerce platform enabling creators and brands to sell products globally, today reported financial results for the full year ended December 31, 2025.

Management Commentary

"2025 was a foundational year for Amaze," said Aaron Day, Chief Executive Officer of Amaze. "Following the acquisition of Amaze Software and our transition from Fresh Vine into a creator-powered social commerce platform, we spent 2025 consolidating operations, strengthening our technology stack, reducing costs, and positioning the business for scalable growth."

During the year, the Company began development on the **Amaze Commerce** platform - an operating system for the creator economy. Concurrently, work was undertaken to streamline operational infrastructure, launch the AI-driven Moments capability, and expand on distribution strategy through the acquisition of **Food Channel**. These efforts created the structural foundation necessary to scale the business.

Looking ahead to 2026, the new Amaze Commerce platform will become the primary driver of growth, supported by expanding creator participation and increasing transaction volume. As the year progresses, the Company also expects data monetization and distribution channels to become increasingly meaningful contributors, reinforcing the flywheel between commerce activity, first-party data generation, and distribution layers.

2025 Strategic Highlights

During 2025, Amaze completed a series of initiatives designed to transition the Company into a scalable social-commerce platform. Building scalable commerce infrastructure requires significant upfront investment before growth accelerates, and the Company believes the foundation built during 2025 positions it for this next phase.

Platform Transformation

- Completed the acquisition and integration of Amaze Software, transitioning the business into a technology-enabled social-commerce platform
- Launched **Moments AI**, an AI-driven signal engine designed to identify spikes in cultural relevance, engagement, and demand via a creator's social channels

- Continued development of the Company's integrated creator commerce infrastructure spanning storefronts, product design, manufacturing, and fulfillment

Why This Matters:

To offer brands of all sizes the ability to be listed in over 14 million stores with access to over 200 million users on a monthly basis across Amaze and its partners' ecosystems, certain structural and financial components need to be in place. For example, a large shoe manufacturer looking for all of Amaze's sellers to sell a core set of products requires massive infrastructure. That is the infrastructure the Company has been building.

Distribution Expansion

- Acquired the digital media platform **Food Channel**, expanding Amaze's verticalized distribution strategy
- Initiated development of category-focused distribution networks designed to connect creators, audiences, and brands within defined interest verticals

Why This Matters:

Distribution is a critical component of Amaze's long-term growth strategy. By partnering with media platforms and vertical communities that collectively reach hundreds of millions of users monthly, Amaze can introduce commerce opportunities directly within existing content ecosystems. This approach enables creators and brands to reach highly engaged audiences organically while significantly lowering customer acquisition costs compared to traditional digital advertising channels. Over time, these distribution networks are expected to increase transaction volume across the platform and strengthen the connection between creators, audiences, and brands.

Operational Consolidation

- Streamlined internal operations and reduced operating costs through platform efficiencies and AI-driven workflow improvements
- Consolidated elements of the supply chain and vendor ecosystem
- Positioned the Company to operate under a more scalable, asset-light commerce model

Why This Matters:

As Amaze transitions from a startup platform to a scalable commerce operating system, operational discipline becomes critical. During 2025, the Company focused on reducing complexity, removing redundant costs, and improving efficiency across its technology and supply chain stack. These initiatives are designed to improve unit economics, enable the platform to support significantly higher transaction volume without proportionate cost increases, and position Amaze to scale profitably as creator participation and commerce activity expand.

Creator and Platform Growth

- Expanded creator adoption across multiple verticals including gaming, lifestyle, entertainment, and culinary content
- Continued growth in storefront creation and platform engagement
- Increased traffic and consumer interactions across creator storefronts

Why This Matters:

Creator participation is the foundation of Amaze's platform ecosystem. Each new creator storefront expands the network of products available across the platform while increasing the volume of consumer engagement and transaction data generated by the system. As the creator base grows, the platform becomes more valuable for brands seeking distribution and for consumers seeking authentic commerce experiences. This expanding creator network reinforces Amaze's commerce-data-distribution flywheel and helps drive long-term platform scale.

Full Year 2025 Financial Results

Results of Operations

	Year ended December 31,	
	2025	**2024**
Revenues	**$ 1,967,148**	**$ 299,065**
Cost of revenues	396,636	304,884
Gross income (loss)	1,570,512	(5,819)
Selling, general and administrative expenses	15,707,331	3,112,840
Equity-based compensation	2,614,878	6,249
Depreciation and amortization	3,346,657	-
Impairment of goodwill	34,295,079	-
Loss from operations	**(54,393,433)**	**(3,124,908)**

Key Metrics

Revenues: Net revenues totaled $2.0 million. Gross merchandise volume totaled $9.4 million

Net Loss from Operations: Net operating loss of $54.4 million included the following non-cash items $34.3 million Goodwill impairment, $3.3 million Depreciation and Amortization, and $2.6 million of Equity compensation.

Selling, general and administrative expenses of $15.7 million included higher compensation, professional, and overheads but also included a number of one-time expenses including legal and professional costs related to the business combination.

The Company expects a significant reduction in operating costs in 2026 as one-time matters conclude. Management also undertook several initiatives during the year to improve cost structure and operational efficiency as the Company prepares for future scale, allowing the Company to redirect capital toward growth initiatives.

For additional detail, investors are encouraged to review the Company's Annual Report (Form 10-K) for the fiscal year ended December 31, 2025.

2026 Outlook

Amaze expects **continued platform expansion in 2026**, driven primarily by growth in creator commerce activity.

Management expects:

Commerce Growth

- Increased GMV across the new Amaze Commerce operating system as creator adoption expands. We have already announced several strategic contracts which represent a meaningful uplift in revenue potential for 2026.
- Growth in storefront launches and product catalog breadth
- Continued improvement in unit economics through platform optimization

Data Monetization Development

- Continued development of first-party data capabilities derived from platform transactions. *Management believes data monetization represents a significant long-term opportunity as the platform scales, given the volume and richness of transactional data generated across the ecosystem.*
- Expansion of analytics and targeting functionality designed to improve conversion and engagement
- Evaluation of potential data-driven monetization initiatives as the platform scales. *The Company expects to provide additional detail on data monetization initiatives as they develop during 2026.*

Distribution Expansion

- Further development of verticalized distribution channels, including Food Channel
- Increased engagement between creators, brands, and audiences through category-focused ecosystems

Management believes the combination of these initiatives positions the Company to expand revenue streams over time across commerce, data, and distribution. The Company expects to roll out additional core platform capabilities during 2026 that management believes will enable meaningful growth acceleration.

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About Amaze:
Amaze Holdings, Inc. is an end-to-end, creator-powered commerce platform offering tools for seamless product creation, advanced e-commerce solutions, and scalable managed services. By empowering anyone to “sell anything, anywhere,” Amaze enables creators to tell their stories, cultivate deeper audience connections, and generate sustainable income through shoppable, authentic experiences. Discover more at www.amaze.co.

Cautionary Note Regarding Forward-Looking Statements
This press release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). These statements relate to future events and developments or to our future operating or financial performance, are subject to risks and uncertainties and are based on estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our future revenue streams, planned acquisitions, strategies, initiatives, growth, revenues, expenditures, the size of our market, our plans and objectives for future operations, and future financial and business performance. These statements can

be identified by words such as such as “may,” “might,” “should,” “would,” “could,” “expect,” “plan,” “anticipate,” “intend,” “believe,” “estimate,” “predict,” “potential” or “continue,” and are based our current expectations and views concerning future events and developments and their potential effects on us.

These statements are subject to known and unknown risks, uncertainties and assumptions that could cause actual results to differ materially from those projected or otherwise implied by the forward-looking statement. These risks include: our ability to execute our plans and strategies; our limited operating history and history of losses; our financial position and need for additional capital; our ability to attract and retain our creator base and expand the range of products available for sale; we may experience difficulties in managing our growth and expenses; we may not keep pace with technological advances; there may be undetected errors or defects in our software or issues related to data computing, processing or storage; our reliance on third parties to provide key services for our business, including cloud hosting, marketing platforms, payment providers and network providers; failure to maintain or enhance our brand; our ability to protect our intellectual property; significant interruptions, delays or outages in services from our platform; significant data breach or disruption of the information technology systems or networks and cyberattacks; risks associated with international operations; general economic and competitive factors affecting our business generally; changes in laws and regulations, including those related to privacy, online liability, consumer protection, and financial services; our dependence on senior management and other key personnel; and our ability to attract, retain and motivate qualified personnel and senior management.

Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are included in our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other future filings and reports that we file with the Securities and Exchange Commission (SEC) from time to time. Given these risks and uncertainties, you should not place undue reliance on these forward-looking statements. Also, these forward-looking statements represent our estimates and assumptions only as of the date of the press release. Unless required by law, we undertake no obligation to update or revise any forward-looking statements to reflect new information or future events or developments.

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Source: Amaze Holdings, Inc