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# Amaze Partners with Empact to Unlock \$707.9B EU E-Commerce Market for Creators, Eliminating Surprise Fees and Expanding Global Reach

*Partnering with Empact removes key barriers, allowing creators to focus on what they do best - creating - while their fans in the EU enjoy a seamless, hassle-free shopping experience.*

**NEWPORT BEACH, CALIFORNIA / [ACCESS Newswire](#) / March 27, 2025** / Amaze (NYSE American:AMZE) has joined forces with Empact, a trusted Merchant of Record (MOR), to break down barriers for creators selling to fans across the European Union (EU). This partnership delivers a frictionless, more transparent shopping experience, empowering creators to scale their businesses while ensuring fans can seamlessly access the products they love-without the hassle of unexpected fees or delays.

The European e-commerce market is projected to reach \$707.90 billion in 2025, with an annual growth rate of 7.95% from 2025 to 2029, demonstrating a vast opportunity for creators to expand their reach (Statista). However, high shipping costs remain a major obstacle, with 68% of European online shoppers citing excessive shipping fees as the primary reason for cart abandonment (Sendcloud). Additionally, 25% of shoppers avoid purchasing internationally due to high shipping costs, and 55% abandon their carts when faced with unexpected fees (Codept).

This collaboration unlocks key benefits for our community:

- **Fair, transparent pricing** - Say goodbye to surprise fees and inflated shipping costs. Fans can shop with confidence, knowing they're paying accurate, upfront rates.
- **Greater access to global creativity** - Previously, many creators avoided selling in the EU due to high costs and logistical hurdles. Now, they can enter these markets with more confidence in the fan experience.
- **Faster, more reliable delivery** - Optimized logistics and streamlined customs mean orders arrive sooner and smoother, enhancing the fan experience.

"At Amaze, we're committed to making creator-powered commerce truly global," said Aaron Day, CEO of Amaze. "Partnering with Empact removes key barriers, allowing creators to focus on what they do best-creating-while their fans in the EU enjoy a seamless, hassle-free shopping experience."

Beyond these direct benefits, this partnership strengthens digital commerce across the EU by improving VAT compliance and reducing fraud, fostering a healthier, more sustainable

marketplace.

Just as creators strive to perfect their craft, we, too, are constantly evolving-innovating, refining, and expanding what's possible. Together with Empact, we're making global commerce more accessible, transparent, and rewarding for creators and fans alike.

**For investor information**, visit [ir.amaze.co](http://ir.amaze.co)

**For press inquiries**, please contact [investor.relations@amaze.co](mailto:investor.relations@amaze.co)

#### **Sources:**

- Statista: [European E-commerce Market Growth](#)
- Sendcloud: [E-commerce Statistics](#)
- Codept: [Brexit Impact on E-commerce Logistics](#)

#### **About Amaze:**

Amaze Software, 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.

#### **Cautionary Note Regarding Forward-Looking Statements**

This release contains forward-looking statements within the meaning of the federal securities laws. Such statements relate to our future plans, developments, performance or financial condition, as well as our expectations regarding the corporate name change and trading symbol change. These forward-looking statements are not historical facts, but rather are based on current plans, expectations, and estimates of management of Fresh Vine and Amaze. Forward-looking statements include, but are not limited to, statements regarding our or our management team's expectations, hopes, beliefs, intentions or strategies regarding the future of the combined companies and the expected benefits of the acquisition. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. In some cases, you can identify forward-looking statements by the following words: "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "ongoing," "plan," "potential," "predict," "project," "should," or the negative of these terms or other similar expressions, but the absence of these words does not mean that a statement is not forward-looking.

Forward-looking statements are subject to a number of risks and uncertainties (some of which are beyond our control) that may cause actual results or performance to be materially different from those expressed or implied by such forward-looking statements. The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: (i) the potential effect of the announcement of the acquisition on Amaze's or Fresh Vine's business relationships, performance and business generally, including potential difficulties in employee retention; (ii) the outcome of any legal proceedings related to the merger agreement or the acquisition (iii) the risk that Fresh Vine will be unable to maintain the listing of Fresh Vine's securities on NYSE American; (iv) the risk that the price of Fresh Vine's securities may be volatile due to a variety of factors, including changes in the

competitive industries in which Fresh Vine or Amaze operates, variations in performance across competitors, changes in laws and regulations affecting Fresh Vine's or Amaze's business and changes in the capital structure; (v) the risk that the anticipated benefits of the acquisition or other commercial opportunities may otherwise not be fully realized or may take longer to realize than expected; (vi) the impact of changes in applicable law, rules, regulations, regulatory guidance, or social conditions in the countries in which customers and suppliers operate; (vii) the risk that integration of Amaze and Vine post-closing may not occur as anticipated or the combined company may not be able to achieve the growth prospects and synergies expected from the transaction, as well as the risk of potential delays, challenges and expenses associated with integrating the combined company's existing businesses; (viii) the risk that Fresh Vine and/or Amaze may not achieve or sustain profitability; (ix) the risk that Fresh Vine and/or Amaze will need to raise additional capital to execute its business plan, which may not be available on acceptable terms or at all; and (x) the risk that Fresh Vine and/or Amaze experiences difficulties in managing its growth and expanding operations. Additional factors that may affect the future results of Fresh Vine are set forth in its filings with the United States Securities and Exchange Commission (the "SEC"), which are available on the SEC's website at [www.sec.gov](http://www.sec.gov). The risks and uncertainties described above and in the SEC filings noted above are not exclusive and further information concerning Fresh Vine and its business, including factors that potentially could materially affect its business, financial conditions or operating results, may emerge from time to time. Readers are urged to consider these factors carefully in evaluating these forward-looking statements, and not to place undue reliance on any forward-looking statements. Readers should also carefully review the risk factors described in other documents that Fresh Vine files from time to time with the SEC. The forward-looking statements in this release speak only as of the date of this release. Except as required by law, Fresh Vine assumes no obligation to update or revise these forward-looking statements for any reason, even if new information becomes available in the future.

**SOURCE:** Amaze Holdings, Inc.

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