

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or Section 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 24, 2026

AMAZE HOLDINGS, INC.
(Exact name of registrant as specified in its charter)

Nevada
(State or other jurisdiction
of incorporation)

001-41147
(Commission
File Number)

87-3905007
(I.R.S. Employer
Identification No.)

150 Paularino, Suite D-200, Costa Mesa, CA
(Address of principal executive offices)

92626
(Zip Code)

(855) 766-9463
Registrant's telephone number, including area code

Fresh Vine Wine, Inc.
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation to the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Trading Symbol(s)</u>	<u>Name of each exchange on which registered</u>
Common stock, par value \$0.001 per share	AMZE	NYSE American

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 or Rule 12b-2 of the Securities Exchange Act of 1934.

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On March 24, 2026, Amaze Holdings, Inc. (the “Company”) uploaded an investor presentation to the Company’s website. A copy of the presentation is being furnished as Exhibit 99.1 of this Current Report on Form 8-K.

The information in this Item 7.01 (including Exhibit 99.1) shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities under such section, and shall not be deemed to be incorporated by reference into any filing of the Company under the Securities Act of 1933, as amended, or the Exchange Act.

Item 9.01 Financial Statements and Exhibits.

d) Exhibits.

Exhibit No.	Exhibit
99.1	Investor Presentation dated March 24, 2026
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMAZE HOLDINGS, INC.

Date: March 25, 2026

By: /s/ Joel Krutz
Name: Joel Krutz
Title: Chief Financial Officer



AMAZE: THE OPERATING SYSTEM FOR CREATOR COMMERCE

NYSE American: AMZE

Investor Presentation March 2026

PLEASE TAKE THE TIME TO READ THESE IMPORTANT DISCLAIMERS, WARNINGS AND CLARIFICATIONS

Amaze Software, Inc. ("Amaze") has prepared this presentation.

Forward-Looking Statements

This presentation and any related oral statements contain "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 estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our profitability timeline, financial outlook, strategies, initiatives, growth, revenues, expenditures, market opportunity, 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," "outlook," "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 this presentation. 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.

COMPANY OVERVIEW

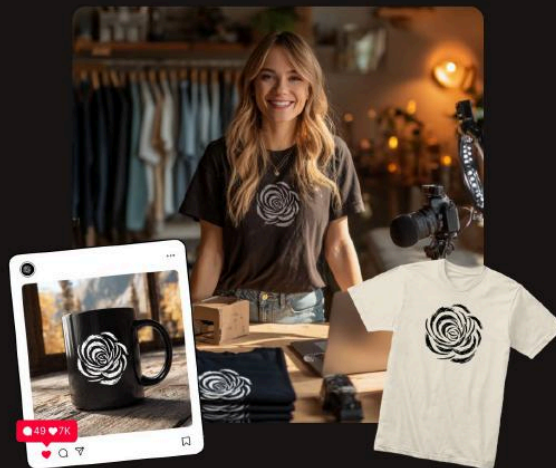
The Creator Economy is being built by hundreds of millions of creators turning audiences into businesses.

These Creators have influence and demand — but limited infrastructure.

Creator audiences are high affinity fans and consumers of creator content and commerce offerings.

Brands want and need targeted access to creator audiences and real-time demand insights.

Amaze is the system that converts creator demand into commerce, data, and monetizable audiences.



A PROVEN MODEL MEETS THE **LARGEST UNTAPPED FAN ECONOMY**

THERE ARE **303M** **CREATORS** WORLDWIDE AND THE CREATOR ECONOMY IS PROJECTED TO REACH **\$2T** BY 2035*

* <https://www.futuremarketinsights.com/reports/creator-economy-market>

THESE CREATORS ALONE HAVE 15+ MILLION FOLLOWERS

PEREZHILTON

ghost




TONE FRANCE

BREAK AWAY

TUFFNOB

HOWIETM GRABTM

WHAT COST OTHERS BILLIONS, AMAZE HAS **BY DESIGN.**

 **amaze** NYSE American: AMZE



WITH A UNIQUE FAN-COMMERCE INFRASTRUCTURE PLATFORM,
AMAZE IS THE OPERATING SYSTEM FOR THE CREATOR ECONOMY.

ALL-TIME CREATORS

13+M

UNIQUE VISITORS

300+M

UNIQUE BUYERS

21+M

EACH TRANSACTION FROM THESE
CREATORS, VISITORS, AND BUYERS FUELS
AMAZE'S PROPRIETARY TRANSACTION-BACKED DATA.

ONE ENGINE. COMPOUNDING VALUE. IN ACTION.

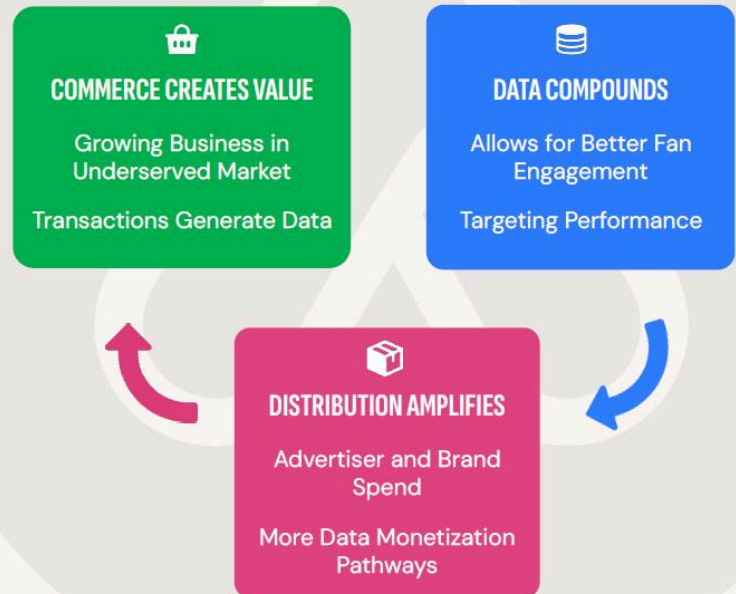
Amaze built a flywheel connecting commerce, data and distribution.

More **commerce** = richer **data**.

Richer **data** = better **targeting**.

Better **targeting** = more **commerce**.

The first platform to aggregate identity-level fan transaction data across 13M+ creators into a commerce, data, and distribution system that brands can buy into at scale.



COMMERCE CREATES VALUE FOR CREATORS & BRANDS

Amaze Commerce is our proven foundation.

It is the existing entry point of the flywheel — a working transaction engine that has processed millions in creator-to-fan sales.

But commerce isn't just revenue — every transaction generates **identity-level fan data**: who bought, what they bought, when, and from which creator.

GENERATING VALUABLE SIGNAL AT SCALE

 GMV*
\$11.6 Million

 AOV*
\$50.44

 U.S. Conversion Rate*
0.38%

Data from FY25





THE EVOLUTION OF AMAZE COMMERCE

AN AI SIGNAL DRIVEN PLATFORM

WHAT CURRENTLY EXISTS: PROVEN COMMERCE ENGINE

-  Millions in GMV processed across creators
-  Transaction-based infrastructure at scale
-  Identity-level purchase data captured natively
-  Foundation of the Amaze flywheel

NEW BETA PLATFORM: AI-LED SIGNAL ENGINE (BETA)

-  Analyzes content + engagement signals
-  Identifies high-intent audience moments
-  Converts signals into product concepts + designs
-  Enables faster launch cycles with reduced guesswork

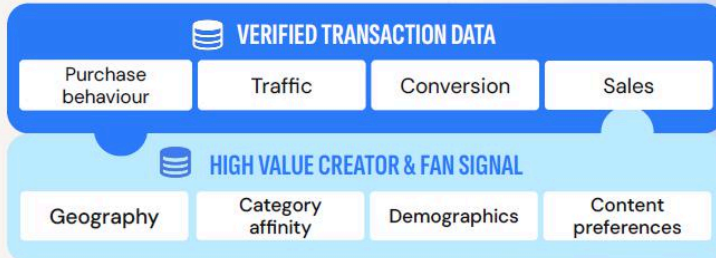
WHAT THIS UNLOCKS: NEW MODEL + SYSTEM ADVANTAGE

-  Moves from idea → signal-led product creation
-  Aligns product supply with real-time demand
-  Every interaction generates incremental signal data
-  Signal improves product decisions → more commerce
-  Creates a self-improving intel layer

“ Commerce is no longer just a transaction engine – it becomes an intelligence system that learns what to sell before creators decide to sell it. ”

DATA COMPOUNDS INTO A MOAT

Every transaction generates **proprietary, identity-level, first-party data** that deepens the dataset without incremental cost. This compounding data makes the system smarter and harder for competitors to match.



Amaze captures this valuable asset across 13M+ creators and fans natively, eliminating the rights-fee model that constrains margins in comparable sponsorship markets.

CAPTURING VALUABLE PROPRIETARY DATA



Creator LTV*:
\$200.00



Total Creators:
13+ Million



Total Visitors:
300+ Million

All Time Data

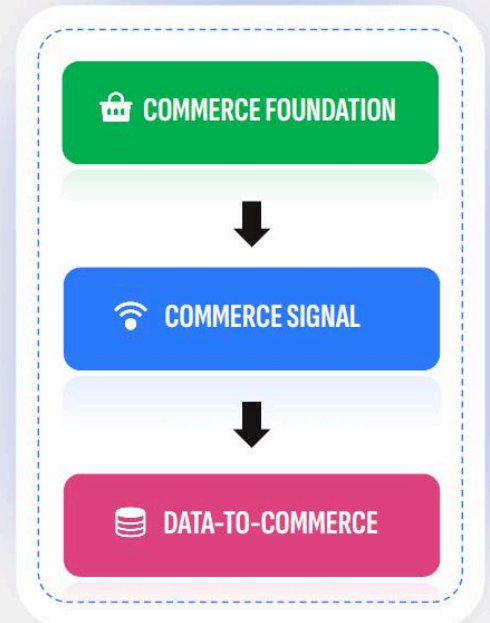
DATA-TO-COMMERCE UNLOCKS THE NEXT PHASE OF AMAZE'S GROWTH

Amaze has already built the core commerce foundation across creators, storefronts, transactions, and first-party purchase behavior.

Data-To-Commerce extends that foundation by turning commerce activity into higher-value targeting, activation, and intelligence products for Agencies, Brands and Creators.

- Built on existing creator, commerce, and transaction infrastructure
- Converts platform activity into proprietary commerce signal
- Expands monetization beyond GMV and transaction fees
- Creates a new higher-margin revenue layer on top of assets

Amaze already has



AMAZE IS BUILDING THE DATA LAYER FOR CREATOR COMMERCE

Most creator platforms are built around engagement metrics like views, clicks, and followers.

Amaze captures verified purchase behavior, creating a more valuable signal for brands, advertisers, and agencies.

- Tracks transaction-backed behavior across creators, products, and storefronts
- Provides visibility into who buys, what converts, and where demand is growing
- Creates stronger inputs for targeting, activation, and measurement
- Positions Amaze beyond e-commerce infrastructure alone



ONE DATA ASSET, MULTIPLE MONETIZATION PATHS

The same underlying data asset can be monetized across multiple products and revenue streams.

This allows Amaze to layer higher-quality revenue on top of one compounding platform asset.



WHY IT MATTERS:

HIGHER-MARGIN REVENUE IN LARGE EXISTING BUDGETS

Data-to-Commerce expands Amaze into large existing marketing budgets already shifting toward first-party data and measurable performance.

This drives higher-quality revenue and stronger margin potential.

LARGE BUDGET CATEGORIES:

\$600B+

Operates within digital advertising budgets

\$100B +

Taps into commerce / retail media spend

\$20B+

Aligns with influencer and creator marketing budgets

STRONGER MARGIN PROFILE

supports a **more scalable** data, media, and intelligent revenue mix

THE DSP: A NEW ACTIVATION LAYER

In February 2026, Amaze launched its **Demand-Side Platform (DSP)** — a new programmatic revenue layer that **monetizes proprietary creator and fan data** through programmatic channels (CTV, audio, DOOH, display) beyond the transaction itself.

A significant opportunity

- Creator ad spend was \$37B in 2025
- 4X growth vs total media industry*

 **amaze** NYSE American: AMZE

AMAZE'S TRAJECTORY

THE TRANSACTION PLATFORM (AMAZE COMMERCE)

Established

THE PROGRAMMATIC LAYER (DSP)

Launched February 2026

THE SPONSORSHIP/BRAND REVENUE OPPORTUNITY

Available Now



Brands can now reach verified, purchase-intent creator audiences programmatically — the same budget categories that fund billions in sports and entertainment sponsorship.

* Interactive Advertising Bureau (IAB) [2025 Creator Economy Ad Spend & Strategy Report](#)

DISTRIBUTION AMPLIFIES THE SYSTEM

The commerce & data engine plugs into any vertical. Distribution is the extensible layer. Commerce and data plug into any surface — without rebuilding the core.

Each new vertical acts as an **amplifier** – feeding more data back into the engine and accelerating the whole system for more monetization.

Distribution **compounds** value – it doesn't create it.



FIRST VERTICAL:

FOOD CHANNEL

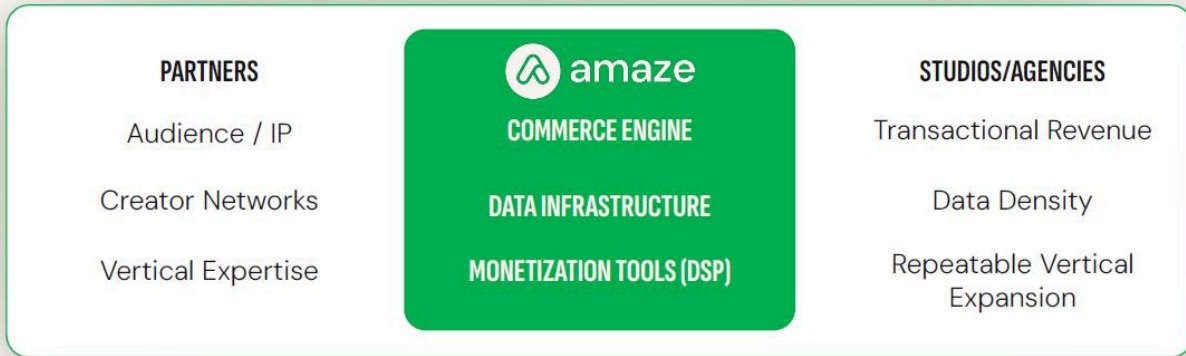
Creator-powered content and commerce
Studio operating model in LA
Live shopping, brand sponsorships, direct fan engagement

Partnership with LA Times to enable social commerce and broader distribution

WHAT'S NEXT:

Music (OpenWav partnership, BMG relationship)
Additional verticals as the model proves out

A TRULY SCALABLE OPERATING SYSTEM



The same model for every vertical:

Partner brings the audience + expertise

Amaze provides the engine

Studio generates revenue + data that feeds back into the core.

STRUCTURAL DRIVERS OF ACCELERATED GROWTH



MORE CREATORS AT LOWER COST

Studio partners and verticals attract creators

Food Channel brings creators and commerce

Moments AI turns viral moments into transactions instantly



HIGHER REVENUE PER CREATOR

DSP unlocks budgets beyond commerce

Brands can access verified audiences with intent to purchase

Standardized pricing and compliance increases creator participation



FASTER VERTICAL EXPANSION

Infrastructure that is replicable and scalable

New studios (Food, Music, Lifestyle) plug into the same system

Each vertical compounds data density and brand value



SHARE-OF-BUDGET CAPTURE

Capturing share of large, shifting digital budgets

Data-to-Commerce model taps into advertising and commerce budgets

Brands and creators benefit from high margin revenue mix

MORE VALUABLE FOR CREATORS OVER TIME

MOST CREATORS

Negotiate brand deals individually

Set their own rates – often below market

Manage compliance

Deal with unpredictable terms



Programmatic reach through DSP without the management burden

Market rate pricing based on aggregate platform data

Compliance and disclosure handling

Predictable payment terms

THE RESULT:

Creators:

better economic outcomes with less operational burden.

Brands:

standardized access to verified audiences.

Both sides benefit from Amaze owning the layer between them.

FINANCIAL HIGHLIGHTS

2025 - CORE COMMERCE

REVENUE

\$2.1M (EST)

↗ 599% YOY GROWTH

GROSS PROFIT

\$1.9M (EST)

↗ 87% MARGIN

LIQUIDITY

\$3.0M (YE)

\$↓ IMPROVED LEVERAGE

2026 - REVENUE QUALITY IMPROVEMENT

REVENUE GUIDANCE

\$7.3M COMMERCE ONLY

+248% YOY

+ DATA MONETIZATION

**DSP, BRAND
PARTNERSHIP, AND
SPONSORSHIP**

+ DISTRIBUTION MODEL

**FOOD CHANNEL
PLATFORM
+ NEW VERTICALS**



STRATEGIC EXPANSION ROADMAP

PHASE 1

STRENGTHEN THE ENGINE

Commerce growth and operational efficiency

Data infrastructure buildout

DSP launch and early monetization

PHASE 2

PLATFORM EXPANSION

Food Channel studio deployment at scale (LA Times Studios)

Strategic M&A Integrations (OpenWav, BMG)

Advertiser and Enterprise Monetization via DSP

PHASE 3

FLYWHEEL ACCELERATION

New vertical rollout (music, lifestyle, gaming)

Distribution scaling across multiple studios

Scaled recurring revenue as margin mix shifts

Data-to-Commerce expands monetization of existing platform data and improves revenue quality over time.

 **amaze** NYSE American: AMZE

KEY EXECUTIVES



AARON DAY
CEO & Founder

Over 20 years of executive leadership experience, with a track record of successfully scaling companies across multiple industries



JOEL KRUTZ
Chief Financial Officer

20 years of senior financial and operational leadership experience across public companies in media, technology, and digital infrastructure



GWAN YIP
Chief Product Officer

Extensive experience in eCommerce, product development, and technology innovation, including as CEO and Co-Founder of Core3D



DANIELLE PEDERSON
Chief Marketing Officer

Over 15 years of marketing leadership, with deep expertise in brand development, demand generation, and community engagement

INVESTMENT SUMMARY

GROWING TAM

\$2 TRILLION

Market by 2035

MARKET LEADER

13+ MILLION

Active Creators & Several
Marquee Partnerships

STRONG MARGIN MIX

HIGH-MARGIN

Businesses with Incremental
Costs as Business Scales

PROPRIETARY DATA ASSET

ONE DATASET

Driving Multiple Revenue
Streams

S3 SHELF

\$90M

Accessible on
S-3 full shelf

PLATFORM EXPANSION

**GLOBAL
PRESENCE**

Expanded Product
Offering

STRATEGIC M&A

**ACCRETIVE
ACQUISITION**

Opportunities

VALUATION POTENTIAL

**VALUATION
RE-RATING**

Opportunity

The infrastructure is built.

The data is compounding.

The monetization layer is live.

