

**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): August 14, 2025

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.)

**2901 West Coast Highway, Suite 200
Newport Beach, CA**

(Address of principal executive offices)

92663

(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:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
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 2.02 Results of Operations and Financial Condition.

On August 14, 2025, Amaze Holdings, Inc. (the “Company”) issued a press release announcing financial results as of and for the three months and six months ended June 30, 2025. A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The Company also issued a letter to its shareholders announcing its financial results for the three months and six months ended June 30, 2025, discussing various business initiatives, and providing a future financial and industry outlook. A copy of the shareholder letter is furnished as Exhibit 99.2 to this Current Report on Form 8-K.

The press release and shareholder letter contain forward-looking statements regarding the Company, and include cautionary statements identifying important factors that could cause actual results to differ materially from those anticipated.

The information set forth in this Item 2.02, including Exhibit 99.1 and Exhibit 99.2, is being furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liability of that Section, nor shall such information be deemed to be incorporated by reference in any registration statement or other document filed under the Securities Act of 1933 or the Securities Exchange Act of 1934, except as otherwise stated in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

Exhibit No.	Description
99.1	Press release dated August 14, 2025
99.2	Letter to Shareholders, dated August 14, 2025
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.

Dated: August 15, 2025

AMAZE HOLDINGS, INC.

By: /s/ Aaron Day

Name: Aaron Day

Title: Chief Executive Officer



CORRECTED RELEASE: Amaze Reports Second Quarter 2025 Financial Results with 1,134% Year-Over-Year Revenue Growth

Amaze Holdings, Inc. (the “Company”) is replacing in its entirety its earnings press release for the second quarter ended June 30, 2025, originally issued on August 14, 2025, to correct certain disclosures contained in the tables entitled “Condensed Consolidated Balance Sheets” for the period ended June 30, 2025, the “Condensed Consolidated Statement of Operations” for the three and six months ended June 30, 2025, and the “Condensed Consolidated Statements of Cash Flows” for the six months ended June 30, 2025 as well as the corresponding figures included in the narrative sections in the earnings release for net loss and net loss per share for the three months ended June 30, 2025. Other than the corrections discussed herein, all other information disclosed in the earnings release remains unchanged. The updated earnings release reads:

Amaze Reports Second Quarter 2025 Financial Results with 1,134% Year-Over-Year Revenue Growth

Accompanying Shareholder Letter Available at ir.amaze.co

With Q2 Revenue Baseline, Company Expects Sequential Topline Growth for Remainder of 2025

NEWPORT BEACH, CA – August 14, 2025 – Amaze Holdings, Inc. (NYSE American: AMZE) (“Amaze” or the “Company”), a global leader in creator-powered commerce, today reported financial results for the second quarter ended June 30, 2025.

Recent Operational Highlights

- Surpassed 200 million lifetime storefront visits and 12 million active creators, underscoring the Amaze platform’s scale and influence in the rapidly expanding creator economy.
- Announced several marquee partnerships in recent weeks, including Alex Caruso, Jamvana, Loaded Dice, Nutrius, and Ghost Gaming, among others.
- Partnered with Picsart, allowing users to turn their digital art, edits, and designs into physical products such as hoodies, stickers, and tote bags to sell.
- Began beta testing program for Amaze Digital Fits, a web-based tool will enable Roblox creators to design avatar fashion with no 3D experience required.
- Partnered with VisitIQ allowing Amaze to analyze, visualize, and activate first-party fan and creator data across its fast-growing platform, enabling Amaze to turn deep audience insights into smarter marketing, more comprehensive creator support, and product innovation.
- Launched digital payment strategy designed to modernize global payments, unlock new monetization tools, and enhance financial flexibility, emphasizing Amaze’s assertive push to lead in payment innovation.
- Formed strategic partnership with Parler, enabling creators to sell products directly through Parler’s growing network of social media properties including PlayTV and Parler.com.

Management Commentary

“In our first full quarter as a public company, we took important steps to position Amaze for long-term success,” said Aaron Day, CEO of Amaze. “To solidify our position as the go-to platform for creators, we launched new integrations like Express Checkout and AI-driven selling tools, and we also expanded monetization opportunities to Roblox players and Picsart users. These innovations helped us surpass 200 million storefront visits and over 12 million active creators on the platform.

“Financially, we generated \$0.87 million in net revenue this quarter, which we view as a strong baseline for future growth. Over the past several quarters, we’ve devoted significant time and effort to recapitalize the business and retool our technology infrastructure. With both initiatives far along, we now have improved liquidity to strategically invest in our business, which we expect to lead to accelerating topline growth and improved KPI performance through the second half of the year.”

Key Performance Indicators (KPIs)

- Gross Merchandise Value (GMV): \$3.77 million
- Average Order Value (AOV): \$50.00 (1H 2025)
- U.S. Conversion Rate: .41% of all traffic
- Creator Lifetime Value (LTV): \$200.00
- Total Active Creators with Stores: Over 12 million
- Total Number of Active Visitors: Over 200 million

Second Quarter 2025 Financial Results

Results compare the second quarter ended June 30, 2025 (“Q2 2025”) to the second quarter ended June 30, 2024 (“Q2 2024”) unless otherwise indicated. Results from Q2 2024 represent only Fresh Vine Wine, Inc. results.

- Total revenue increased 1,134% to \$0.87 million in Q2 2025 from \$0.07 million in the same year-ago period. The increase in net contribution revenue was mostly attributable to the addition of sales from Amaze as the Company closed the acquisition during the first quarter of 2025.
- Gross profit increased 1,903% to \$0.79 million in Q2 2025 from \$(0.04) million in the same year-ago period. The increase in gross profit is primarily due to the operating leverage of the Amaze platform, which enables high-margin digital and physical sales with lower incremental cost compared to traditional wholesale models.
- Net loss was \$5.0 million, or \$(3.14) per share, in Q2 2025 compared to net loss of \$0.88 million, or \$(1.30) per share, in the same year-ago period. The increase in net loss is largely driven by a \$4.0 million increase in SG&A expenses that are primarily related to operating costs associated with Amaze’s

creator-focused business model, including personnel, legal and professional services related to the reverse merger, and marketing costs to support platform growth.

- The Company had \$0.31 million in cash at June 30, 2025, compared to \$0.16 million at December 31, 2024.

Outlook

Amaze management expects to build on the base provided by its Q2 performance, both at the top and bottom line. The Company foresees net revenue continuing to ramp sequentially in Q3 as well as into Q4. As a result of these material topline increases, combined with additional organizational efficiencies, Amaze also expects to generate a temporary profit in Q4 2025/Q1 2026 due to an increase in sales related to the seasonality of the business.

Amaze's Q3 2025, Q4 2025 and Q1 2026 financial outlook is based on a number of assumptions that are subject to change and many of which are outside our control. If actual results vary from these assumptions, our expectations may change. There can be no assurance that we will achieve these results.

Shareholder Letter

Amaze management also posted a letter to shareholders on its Investor Relations website (ir.amaze.co), which further details the company's results, discusses various business initiatives, and provides a future financial and industry outlook.

For investor information, please contact IR@amaze.co

For press inquiries, please contact PR@amaze.co

Available Information

We periodically provide other information for investors on our corporate website, <https://www.amaze.co>, and our investor relations website, <https://ir.amaze.co>. This includes press releases and other information about financial performance, information on corporate governance, and details related to our annual meeting of stockholders. We intend to use our website as a means of disclosing material non-public information and for complying with our disclosure obligations under Regulation FD. Accordingly, investors should monitor our website, in addition to following the Company's press releases, SEC filings, and public conference calls and webcasts.

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 estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our Q3 2025 and Q4 2025/Q1 2026 financial outlook, 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 "may," "might," "should," "would," "could," "expect," "plan," "anticipate," "intend," "believe," "outlook," "estimate," "predict," "potential" or "continue," and are based on 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.

-Financial Tables to Follow-

AMAZE HOLDINGS, INC.
CONDENSED CONSOLIDATED BALANCE SHEETS
(Unaudited)

	June 30, 2025	December 31, 2024
	(unaudited)	
Assets		
Current assets		
Cash	\$ 239,604	\$ 155,647
Restricted cash	71,079	—
Accounts receivable, net of allowance for credit losses of \$9,476 and \$13,400 as of June 30, 2025 and December 31, 2024, respectively	2,381	6,966
Note receivable	—	3,500,000
Equity investment	—	466,500
Inventories	184,540	212,494
Prepaid expenses and other	815,252	33,830
Interest receivable	—	36,888
Total current assets	1,312,856	4,412,325
Fixed assets, net		
Computer equipment, net	7,022	—
Goodwill	97,609,814	—
Total assets	\$ 98,929,692	\$ 4,412,325
Liabilities and stockholders' equity		
Current liabilities		
Accounts payable	\$ 9,586,411	\$ 1,108,777
Accrued compensation	337,690	—
Accrued creator commissions	2,441,450	—
Settlement payable	622,839	484,735
Accrued expenses	2,502,979	596,610
Accrued expenses - related parties	309,333	309,333
Accrued sales tax	1,959,219	—
Deferred revenue	4,140,533	1,919
Financing arrangement, net of discount	517,021	—
Convertible notes payable, net of discount	392,142	432,105
Notes payable, current portion, net of discount	5,493,325	—
Total current liabilities	28,302,942	2,933,479
Total liabilities	28,302,942	2,933,479
Commitment and contingencies - Note 16		
Stockholders' equity		
Series A preferred stock, \$0.001 par value – 10,000 shares authorized at June 30, 2025 and December 31, 2024; 7,013 shares issued and outstanding at June 30, 2025 and December 31, 2024, preference in liquidation of \$1,344,723 and \$1,597,706 at June 30, 2025 and December 31, 2024, respectively	7	9
Series B preferred stock, \$0.001 par value – 50,000 shares authorized at June 30, 2025 and December 31, 2024; 39,250 shares issued and outstanding at June 30, 2025 and December 31, 2024, preference in liquidation of \$5,887,500 at June 30, 2025 and December 31, 2024	39	50
Series C preferred stock, \$0.001 par value – 100,000 and 0 shares authorized at June 30, 2025 and December 31, 2024, respectively; 8,550 and 0 shares issued and outstanding at June 30, 2025 and December 31, 2024, respectively; preference in liquidation of \$855,000 and \$0 at June 30, 2025 and December 31, 2024, respectively	9	—
Series D preferred stock, \$0.001 par value – 750,000 and 0 shares authorized at June 30, 2025 and December 31, 2024, respectively; 0 and 0 shares issued and outstanding at June 30, 2025 and December 31, 2024, respectively; preference in liquidation of \$0 and \$0 at June 30, 2025 and December 31, 2024, respectively	—	—
Common stock, \$0.001 par value - 100,000,000 shares authorized at June 30, 2025 and December 31, 2024; 5,108,649 shares issued and outstanding at June 30, 2025 and December 31, 2024	5,110	776
Additional Paid-In Capital	107,027,294	30,636,812
Accumulated deficit	(36,405,709)	(29,158,801)
Total stockholder's equity	70,626,750	1,478,846
Total liabilities and stockholders' equity	\$ 98,929,692	\$ 4,412,325

AMAZE HOLDINGS, INC.
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(Unaudited)

	For the Three Months Ended		For the Six Months Ended	
	June 30, 2025	June 30, 2024	June 30, 2025	June 30, 2024
Revenues	\$ 869,884	\$ 70,484	\$ 930,098	\$ 175,052
Cost of revenues	82,372	114,160	145,162	329,976
Gross income (Loss)	787,512	(43,676)	784,936	(154,924)
Selling, general and administrative expenses	4,881,391	834,267	6,768,134	1,933,748
Equity-based compensation	190,359	1,626	190,359	3,251
Depreciation	1,674	—	2,232	—
Operating loss	(4,285,912)	(879,569)	(6,175,789)	(2,091,923)
Other income (expense)				
Other income (expense)	(27,379)	—	(139)	39
Interest expense	(684,116)	—	(924,988)	—
Realized loss on equity investment	(50,760)	—	(54,760)	—
Gain on extinguishment of liabilities	—	—	18,301	—
Total other income (expense)	(762,255)	—	(961,586)	39
Net loss	(5,048,167)	(879,569)	(7,137,375)	(2,091,884)
Series A preferred dividends	53,433	26,133	109,533	56,133
Net loss attributable to common stockholders	\$ (5,101,600)	\$ (905,702)	\$ (7,246,908)	\$ (2,148,017)
Weighted average shares outstanding				
Basic	1,622,169	694,619	1,174,419	694,619
Diluted	1,622,169	694,619	1,174,419	694,619
Net loss per share - basic	\$ (3.14)	\$ (1.30)	\$ (6.17)	\$ (3.09)
Net loss per share - diluted	\$ (3.14)	\$ (1.30)	\$ (6.17)	\$ (3.09)

AMAZE HOLDINGS, INC.
CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(Unaudited)

	Six Months Ended June 30,	
	2025	2024
Cash flows from operating activities		
Net loss	\$ (7,137,375)	\$ (2,091,884)
Adjustments to reconcile net loss to net cash used in operating activities:		
Amortization of original issue discount	699,354	—
Depreciation expense	2,232	—
Realized loss on equity investment	(54,760)	—
Gain on extinguishment of liabilities	(18,301)	—
Equity-based compensation	190,359	3,251
Inventory write-downs	—	154,483
Changes in operating assets and liabilities:		
Accounts receivable	28,801	134,588
Inventories	27,954	81,939
Prepaid expenses and other	(270,985)	20,026
Interest receivable	(41,293)	—
Accounts payable	2,115,073	603,489
Accrued compensation	337,690	—
Settlement payable	156,405	—
Accrued creator commissions	25,195	—
Accrued expenses	(300,312)	147,685
Accrued sales tax	(32,382)	—
Deferred revenue	370,064	(139)
Net cash used in operating activities	(3,902,281)	(946,562)
Cash flows from investing activities		
Cash acquired through acquisition (Note 2)	591,686	—
Issuance of note receivable	(900,000)	—
Net cash used in investing activities	(308,314)	—
CASH FLOWS FROM FINANCING ACTIVITIES		
Proceeds from notes payable net of issuance costs	2,488,241	15,000
Proceeds from financing arrangement net of issuance cost	714,754	—
Proceeds from convertible notes payable	264,881	—
Proceeds from issuance of Series B preferred stock - net of issuance costs	—	805,017
Proceeds from issuance of Series C preferred stock - net of issuance costs	785,067	—
Repayment of financing arrangement	(363,365)	—
Warrants issued in conjunction with debt	213,553	—
Payments on note payable	—	(15,000)
Issuance of common stock in conjunction with securities purchase agreement	262,500	—
Net cash provided by financing activities	4,365,631	805,017
Net change in cash and restricted cash	155,036	(141,545)
Cash and restricted cash at beginning of period	155,647	336,340
Cash and restricted cash at end of period	\$ 310,683	\$ 194,795
Supplemental disclosure of cash flow information:		
Acquisition through issuance of Series D and Merger Warrants	\$ 75,000,000	\$ —
Repayment of debt with investment	521,260	—
Forgiveness of note receivable and interest with note payable and interest from Acquisition	4,478,181	—
Warrants issued in conjunction with debt	213,553	—
Issuance cost in conjunction with name change	56,667	—
Accrued Series A dividends	\$ 109,533	\$ 56,133



The Explosive Growth of the Creator Economy and Amaze.co's Role in Empowering Monetization

August 14, 2025

Dear Shareholders,

Over the past few years, the creator economy has become one of the fastest-growing sectors in the global digital landscape. At Amaze, we are entering an unprecedented era of innovation and opportunity. The future of the creator economy is now. With billions of people consuming content online and a new wave of entrepreneurs emerging on social media platforms like YouTube, Instagram, TikTok, Roblox, Twitch, Parler, and others, creators now have the ability to monetize their content like never before. We are committed to fueling this growth. Through Amaze's integrated commerce platform, we simplify the process for creators to unlock new revenue streams and accelerate their success. We have already done a lot of the work by integrating with most of today's leading social platforms. Let's talk about what comes next.

Since January 1, 2025, we have had over 487,000 new creators join our platform. Meanwhile, our quarterly fan base has grown over 20% sequentially to approximately 40.7 million. We were able to achieve this growth while also carefully managing our expenses, which include many one-time costs associated with the reverse merger that allowed us to become a publicly traded company with greater access to growth capital.

As we enter Q3 with an improved liquidity position, we are well positioned to increase our sales and marketing spend to accelerate growth even faster. With an expected increase in the volume of new creators, combined with the large number of existing creators already on our platform, we expect to produce enormous amounts of relevant product content while also compiling highly informative data that will help us better inform our strategy. Providing more tools and more value to creators will allow us to continue ramping revenue while also expanding our margins as we leverage economies of scale across our business. 'Liquidity at scale' is our focus for the future, and it drives our decisions today.

We also are focused on increasing our market share through accretive creator acquisitions, many of which have helped us get to this point today. Our ability to push our creator acquisition systems and teams back to full throttle is a key element of our growth, accounting for much of our strong performance in the second quarter.

As the number of creators with e-commerce stores has grown and diversified, the number of fans have soared. Today, we have over 200 million known fans coming into our platform on a regular basis, and they continue to build community at an unprecedented pace. This flywheel of creator growth driving audience growth leading to patronage forms the basis of our business. We are in the midst of a massive tailwind that should drive growth for many years to come.

Looking ahead, we are going to spend the rest of this year enhancing the customer experience, perfecting recent additions like "Express Checkout" and "Stablecoin" global payments. Our operations and supply chain teams will continue to expand global integrations, and our product and engineering team will leverage our creator data and AI to enhance our sellers' performance. This new AI technology will be demonstrated for the first time this month.

The Rise of the Creator Economy

The growth of the creator economy has been nothing short of remarkable. By 2027, the global creator economy is estimated to be valued at over \$450 billion according to a 2024 [Goldman Sachs report](#). This expansion is occurring at a rapid pace, and we believe it has the potential to become a trillion dollar economy within the next decade. Recent studies have shown that over 300 million people worldwide consider themselves content creators, with more than 30 million earning a living from content creation and other kinds of work. Millions of these content creators are small businesses, entrepreneurs, non-profits and even larger enterprises. It touches everyone for one main reason, the community building cost of the creator economy provides a better return on investment than paid media, search optimization, and long-term brand value. For the first time ever, creators with small, but dedicated followings can now generate substantial income through platforms like Amaze, Pulse, Spotter, Patreon and Influential, which help creators monetize everything from merchandise to licensing deals, brand partnerships, and subscription-based models. These platforms, and others like them, have made it clear: the creator economy is no longer the domain of the top 1% of influencers; it is a vast, accessible, and highly profitable ecosystem for creators of all sizes.

Unlocking New Revenue Streams for Smaller Creators

At Amaze, we believe that the true potential of the creator economy lies in empowering the massive community of creators with less than one million followers. Historically, the most significant monetization opportunities have been concentrated among creators with large, mainstream audiences. However, as the creator economy matures, we are seeing a shift: creators with smaller, niche audiences are increasingly able to turn their content into revenue streams. By building stronger connections with smaller, more unique audiences, these creators can more effectively monetize through platforms that offer more personalized services, allowing them to build deeper relationships with their audience and, ultimately, generate higher earnings.

Over 13 million of these creators have signed up and used Amaze technology since our initial launch. And thousands of brands of all sizes have also started working with Amaze not only for the benefits of our technology and all of our integrations, but because they can now reach these creators at scale. Fans have responded by showing major traffic increases to our platform as they look for ways to engage with the content and creators they support. Today, our creators operate at a 27% blended margin across all products sold through the Amaze platform, substantially better than what most other platforms pay for affiliate promotion or revenue share deals such as what they might get from Amazon. We have such compelling creator economics because we relentlessly focus on supply chain optimization and strategic integrations. Our data allows us to know what products creators want to sell and what products fans want to buy, saving us the trouble of trying to figure it out on our own.

When you consider the major players in e-commerce like Amazon and Shopify, it's easy to forget that Amaze has only been around for just a few years. In such a short amount of time, we've already achieved considerable scale, but that scale requires investment to build out the support systems needed to monetize this massive audience and build continued loyalty.

Creators are choosing our platform to leverage advanced features such as direct fan monetization, subscription models, and custom-branded experiences. These tools allow creators to easily diversify their income beyond traditional ad revenue, tapping into new sources of income like exclusive content, merchandise, and even virtual experiences. For a creator with 100,000 to 500,000 followers, these new revenue streams can drive a dramatic increase in income. One example is creator and Lord of the Rings superfan Don Marshall, who sold 1,871 units of his 2025 annual calendar in just 14 days, generating \$75,000 in revenue. He's now preselling his 2026 calendar with incredible early results and over 1,000 units already sold. It's a powerful demonstration of the revenue potential Amaze unlocks for creators ready to scale their brands. With proper tools and infrastructure in place through Amaze, smaller creators now have the same opportunities as larger influencers to grow their personal brands and scale their revenue streams.

Data-Backed Growth: Comparing to Industry Giants

Looking at the performance of companies that have pioneered this space, we see a clear pattern of growth. Shopify has enabled over 3.9 million merchants to sell products globally, with creators leading the charge in growing e-commerce businesses. In 2024 alone, Shopify merchants generated over \$100 billion in sales, with a growing share coming from creators under one million followers. Spotter, which offers financing options for creators to invest in their back catalogs, has helped creators access tens of millions of dollars in untapped revenue, with mid-sized creators seeing a 30–40% increase in income after working with the platform. Similarly, Viral Nation's brand deals have exploded in recent years, seeing a 25–50% increase in annual revenue through strategic brand partnerships for creators with under one million followers.

These platforms have proven that the real value in the creator economy extends far beyond the mega-influencers. Small to mid-tier creators now have access to the tools and opportunities they need to scale their personal brands and generate significant income. Amaze is perfectly positioned to capitalize on this trend by offering easy-to-use tools that help creators maximize their earning potential.

Amaze: Driving Innovation and Empowering Creators

We are building a future where every creator, regardless of their follower count, has the opportunity to thrive. Our platform is designed to be scalable, intuitive, and adaptable to the unique needs of creators across various industries. By providing a seamless, all-in-one suite of tools that allow creators to monetize their work more effectively, we are laying the foundation for the next generation of online entrepreneurship.

To track our progress, we'll be providing a select list of key performance indicators (KPIs) outside of our standard financial reporting metrics on a periodic basis. We believe these metrics help tell the unique story of our business fundamentals while also providing a benchmark for similar business in related industries.

Q2 2025

- Gross Merchandise Value (GMV): \$3.8 million
- Average Order Value (AOV): \$50.00 (1H 2025)
 - We expect this metric to grow as we perfect shipping systems to lower the cost of freight consolidation
- U.S. Conversion Rate: .41% of all traffic
 - We expect this metric to improve as we add more AI to the check out process and build more repeat sales infrastructure
- Creator Life Time Value (LTV): \$200.00
 - We are seeing large increases with some of the new integrations like Linktree and others
- Total Active Creators with Stores: Over 12 million
- Total Number of Active Visitors: Over 200 million

Our commitment to the smaller creator segment is evident in the data above, and we know there is a huge growth opportunity globally to increase our active creator base. Integrations with core partners like Adobe and Picsart bring new creators to our platform that can quickly learn to monetize with Amaze. As creators with fewer than one million followers continue to rise in prominence and earnings potential, we see our platform playing a pivotal role in shaping their success. With advanced monetization strategies and real-time analytics, creators are empowered to make smarter, data-driven decisions that drive their income, all while maintaining control over their brand. Going forward, we plan to build out more solutions like tokens, financing, brand and affiliate deals, and more, in an effort to continually expand revenue growth opportunities for creators.

Looking to the next few quarters, we expect to build on the base provided by our Q2 performance, both at the top and bottom line. More specifically, we foresee revenue continuing to ramp sequentially in Q3 as well as into Q4, the latter being our historically strongest selling period. The material topline increases, combined with organizational efficiencies, should enable us to turn a temporary profit in Q4 2025/Q1 2026.

This dual focus on growth and sustainable profitability long term is a very managed strategy, and we plan to be judicious with our capital while ensuring that we remain ahead in a growth-oriented industry. Now that we have our first full quarter behind us as a public company, we plan to continue providing periodic updates on our progress through a variety of channels, so be sure to stay tuned.

Conclusion: The Future of the Creator Economy

The future of the creator economy is bright, and companies like Amaze.co are at the heart of this transformation. As we continue to innovate and build solutions that drive revenue growth for creators of all sizes, we are confident that we are well-positioned to be a key player in this rapidly expanding market.

In the coming months, we are excited to roll out new features that will further support the growth of these creators. We are grateful for your continued support as we embark on this exciting journey, and we look forward to sharing our progress with you in the months ahead.

Thank you for your trust and partnership.

Warm regards,
Aaron Day
Chairman & CEO
Amaze.co

Forward-Looking Statements

This shareholder letter 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 estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our Q3 2025 and Q4 2025/Q1 2026 financial outlook, 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 “may,” “might,” “should,” “would,” “could,” “expect,” “plan,” “anticipate,” “intend,” “believe,” “outlook,” “estimate,” “predict,” “potential” or “continue,” and are based on 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.