

**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): September 3, 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 7.01 Regulation FD Disclosure.

Amaze Holdings, Inc. (the “Company”) is scheduled to present at the 2025 Annual Gateway Conference on Wednesday, September 3 at 11:00 a.m. Pacific Time (PT). A copy of the Investor Presentation is furnished as Exhibit 99.1 to this Current Report on Form 8-K. The Company will webcast the presentation live in the Investor Relations section of its website at <https://ir.amaze.co>.

The information set forth under Item 7.01 of this Current Report on Form 8-K and in Exhibit 99.1 attached hereto shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, amended (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

Exhibit No.	Description
99.1	Investor Presentation dated August 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: September 3, 2025

AMAZE HOLDINGS, INC.

By: /s/ Aaron Day

Name: Aaron Day

Title: Chief Executive Officer



POWERING THE FUTURE OF INTEGRATED COMMERCE

Where creators, fans, and brands transact at scale

NYSE American: AMZE

Investor Presentation
August 2025

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

Amaze Holdings, 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 "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 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.

OVERVIEW

Commerce is shifting to creator-led; enterprises want in.

Amaze offers a multi-solution platform that allows creators to create, launch, and scale products.

12.3M all-time stores

1.8B unique visitors

200M unique buyers

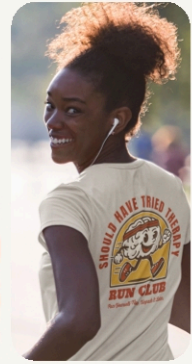
Clear path to hockey-stick growth by raising creator activation, products per creator, and enterprise attach.

 **amaze** NYSE American: AMZE



GROWING MARKET OPPORTUNITY

There are **303M creators** worldwide; the creator economy is projected to reach **\$480B** by 2027.



WHO WE SERVE: CREATORS



PROBLEMS → AMAZE SOLUTIONS

FRAGMENTED TOOLS & STOREFRONTS → UNIFIED CREATION/LAUNCH/PROMOTION WORKFLOW.

COMPLEX MONETIZATION → BUILT-IN ECOMMERCE, PAYOUTS, AND FULFILLMENT.

COSTLY AUDIENCE GROWTH → MARKETPLACE + SOCIAL INTEGRATIONS DRIVE LOWER-CAC DISCOVERY.



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CREATORS

Ambitious people turning ideas/passions into revenue—content, products, art, or experiences.

CREATOR PROFILE

IDEAL CREATOR PROFILE



MARKET SEGMENT

20%	Entertainment
12%	Lifestyle
10%	Music
8%	Education
6%	Gaming



PLATFORMS

98%	Instagram
83%	Youtube
90%	TikTok



LOCATION

67%	USA
8.4%	UK
5.4%	Canada
2.1%	Australia
1.4%	India

*All based on 2024 data



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CREATOR CASE STUDY

Don Marshall

Don Marshall's 2025 On This Day in Middle-earth calendar sold 1,871 units in just 14 days (\$75K revenue). His 2026 calendar presale is already at 1,475 units sold with a week and a half still remaining.

WHO WE SERVE: BRANDS



PROBLEMS → AMAZE SOLUTIONS

HARD TO ACCESS SCALED,
ON-BRAND CREATORS



DATA-DRIVEN CREATOR GRAPH, CURATED
COHORTS, PERFORMANCE PROGRAMS.

RISING CAC



CREATOR-LED COMMERCE REACHES WARM
AUDIENCES WITH MEASURABLE GMV.

CHANNEL FRAGMENTATION

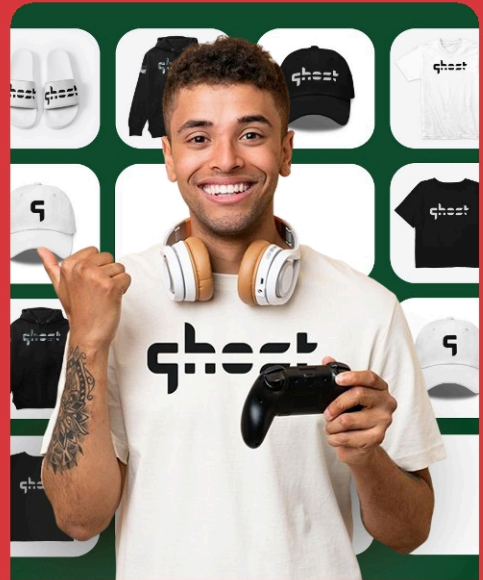


ONE PARTNER TO DESIGN, LAUNCH,
FULFILL, AND OPTIMIZE.



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ENTERPRISES & BRANDS

The industry has matured and they
want to tap in; Amaze is the bridge.

PRODUCT SUITE



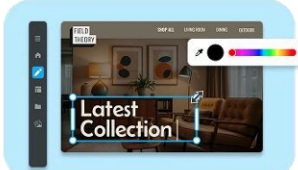
 **amaze commerce**

On-brand products and storefronts for creators.



 **amaze digital fits**

Roblox UGC creation & distribution.



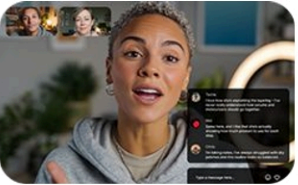
 **amaze design studio**

Build campaigns and funnels (creators + enterprise).



 **amaze marketplace**

Fan discovery and shopping with native social integrations (YouTube, Twitch, TikTok, Linktree, OnlyFans, Discord; Beacons).



 **KAST**

Watch party app

*Exclusive business partnership.



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PRODUCT INTEGRATIONS IMPROVE THE CREATOR EXPERIENCE



Adobe

CREATOR DESIGN STUDIO

BENEFIT

Allows all creators to easily create designs for various products to be sold to their fans



SOCIAL MEDIA

YOUTUBE TWITCH TIKTOK BEACONS
DISCORD ONLYFANS LINKTREE

BENEFIT

By meeting creators where they are at, we are creating a frictionless experience to monetize



Pietra

50K CUSTOM PRODUCT
MANUFACTURER

BENEFIT

Offers creators a wide range of product choices to include their designs on



Picsart

FREE AI DESIGN TOOL

BENEFIT

Allows creators to monetize the art they create from their camera roll



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ALL-IN-ONE INFRASTRUCTURE FOR CREATOR SALES



GLOBAL SUPPLY CHAIN

OVER 40 PARTNERS WORLDWIDE

BENEFIT

Fast fulfillment once order is received by Amaze



PAYMENTS & FULFILLMENT

STRIPE KLARNA CRYPTO PAYPAL

BENEFIT

Wide variety of payment methods accepted for a seamless checkout process



DATA & ANALYTICS

GOOGLE SNOWFLAKE TABLEAU

BENEFIT

Allows creators detailed insights to their customer activity



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DATA ADVANTAGE - CREATORS

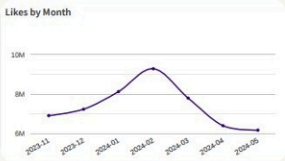
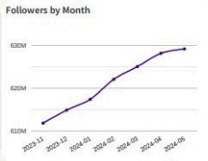
CREATOR GRAPH:

Brand affinity, interests, vertical metadata, engagement performance.


6.2M
Avg. Likes


629.9M
Followers


0.98%
Engagement Rate

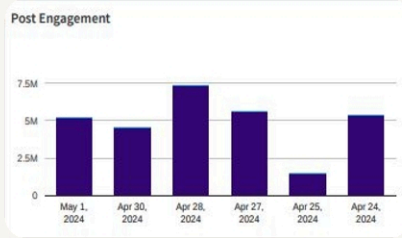


GMV (Items Only)	GMV (Shipping Only)	GMV (Total)	Unique Orders	AOV
\$249,909	\$29,977	\$279,885	3,798	\$73.69

Campaign Name

Breakout by Campaign Name

Sweatshirt	82,964	29.6%
Hat	74,633	26.7%
Polo	61,573	22.0%
Tote Bag	30,742	11.0%
Tee-Shirt	14,935	5.3%
Bookman	9,545	3.4%
Postcard	5,493	2.0%




Lookalikes

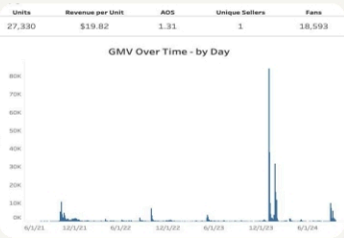
- Delta Rush (Soccer)
- Breakout Talent LLC
- Marco Delgado (Creator)
- Maria Vanesse (Politician)
- TwiceTheTrouble (Comedy)


75.4%
Audience Credibility

Creator Interests
Beer, Wine & Spirits
Healthy Lifestyle
Gaming
Travel, Tourism & Aviation
Sports


87.33%
Likers Credibility

Creator Brand Affinity
Guinness
Herbalife
Theragun



DATA ADVANTAGE - FANS

FAN DATA:

Geography, interests, brand affinity, purchase behaviors.

Age & Gender split



Follower Brand Affinity

Nike	6.68%
Apple	6.6%
Adidas	5.44%
Walt Disney	4.37%
BMW	2.8%

Location by country



Likers Brand Affinity

Nike	7.96%
Apple	6.89%
Adidas	6.33%
Walt Disney	3.31%
Travelgram	3.26%

Audience Interests			Audience Brand Affinity		
Interests	Likers	Followers	Brand	Likers	Followers
Friends, Family & Relationships	2,126,997 / 34.5%	200,205,818 / 31.82%	Nike	490,846 / 7.96%	42,012,232 / 6.68%
Clothes, Shoes, Handbags & Accessories	1,733,748 / 28.12%	169,065,124 / 26.88%	Apple	424,824 / 6.89%	41,493,189 / 6.6%
Camera & Photography	1,934,676 / 31.38%	154,043,591 / 24.48%	Adidas	390,382 / 6.33%	34,232,259 / 5.44%
Sports	2,187,279 / 35.47%	151,450,267 / 24.07%	Walt Disney	203,801 / 3.31%	27,489,112 / 4.37%
Travel, Tourism & Aviation	1,659,119 / 26.91%	146,263,618 / 23.25%	Bmw	134,912 / 2.19%	17,634,857 / 2.8%
Cars & Motorbikes	1,337,626 / 21.69%	124,480,197 / 19.79%	Mercedes-benz	143,519 / 2.33%	16,597,402 / 2.64%
Restaurants, Food & Grocery	1,070,676 / 17.36%	119,293,549 / 18.96%	Starbucks	166,487 / 2.7%	13,485,035 / 2.14%
Toys, Children & Baby	967,338 / 15.69%	119,293,549 / 18.96%	Netflix	88,984 / 1.44%	12,448,208 / 1.98%
Music	1,113,825 / 18.39%	112,831,989 / 17.81%	Ferrari	94,724 / 1.54%	11,929,166 / 1.9%
Television & Film	1,004,653 / 16.29%	100,821,236 / 15.99%	Honda	126,298 / 2.05%	11,410,753 / 1.81%
Fitness & Yoga	967,338 / 15.69%	87,654,614 / 13.93%	Audi	80,370 / 1.3%	10,891,711 / 1.73%
Electronics & Computers	978,819 / 15.88%	86,088,745 / 13.69%	Nikon	103,337 / 1.68%	10,891,711 / 1.73%
Pets	740,576 / 12.01%	85,579,703 / 13.0%	Travelgram	200,928 / 3.26%	10,373,297 / 1.65%
Art & Design	975,952 / 15.83%	86,393,654 / 13.28%			
Books & Education	740,576 / 12.01%	85,579,703 / 13.0%			

DATA ADVANTAGE - WHAT IT MEANS

- Amaze sits on a unique data moat: every product created and launched on our platform, paired with the content and engagement that drives fans to creator stores.
- For creators, we unify platform + external engagement data to automate merchandising, marketing, and product recommendations—so they can focus on creating while we maximize monetization.
- For fans, we capture millions of high-intent visits driven by creator passion. By enriching this traffic with behavioral and contextual data, we can dramatically lift conversion, re-target across channels, and redirect demand across the marketplace.
- This “creator-to-fan” dataset is our treasure trove—fueling personalized experiences, higher conversion, and new monetization streams (subscriptions, curated feeds, ad networks, B2B partnerships).



Q2 2025 FINANCIAL HIGHLIGHTS

REVENUE
\$0.87 Million



1,134%
YoY Growth

GROSS PROFIT
\$0.79 Million



1,903%
YoY Growth

BOLSTERED
CASH POSITION



IMPROVED
OPERATING LEVERAGE

KEY PERFORMANCE INDICATORS



GMV*: \$3.77 Million



Creator LTV*: \$200.00



AOV*: \$50.00



Total Active Creators: 12+ Million



U.S. Conversion Rate*: 0.41%



Total Active Visitors: 200+ Million

*GMV: Gross Merchandise value for the quarter ended June 30, 2025
*AOV: Average Order Value for the six months ended June 30, 2025
*U.S. Conversion Rate: January 1 2025 - June 30 2025

LTV: Lifetime Value As of June 30, 2025
Total Active Creators/Visitors: As of June 30, 2025

CORPORATE TIMELINE



UPCOMING CATALYSTS



ROBLOX & PICSART ROLL OUT

Two new, very large user
base expansions.



3RD PARTY PRODUCT EXPANSION

Teespring.com will be
adding new products,
allowing creators to sell
more products



LIVE SHOPPING & STABLECOIN

Global Live Shopping
Product Launch with Kast
App Integration, and the
ability for fans to
purchase using Crypto



PARLOR/PLAY TV

Unlock the ability for
creators to sell products
directly through the
platforms growing
network

INVESTMENT SUMMARY

GROWING TAM

\$480 Billion
Market by 2027

MARKET LEADER

Over **12 Million Active**
Creators and Several
Marquee Partnerships

STRONG MARGINS

High-Margin Sales with
Incremental Costs as
Business Scales

IMPROVED LIQUIDITY

Access To
\$35 Million Equity Based
Financing

PLATFORM EXPANSION

Adding New Products and
Expanding Worldwide
Presence

STRATEGIC M&A

Opportunity for Accretive
Acquisitions

KEY EXECUTIVES



AARON DAY
CEO & Founder



KEITH JOHNSON
Chief Financial Officer



GWAN YIP
Chief Product Officer



DANIELLE PEDERSON
Chief Marketing Officer



ANGELA SMITH
Vice President, Data



KATE BLESSING
Vice President, Operations

