NEWS RELEASE

GrabAGun Appoints Beth Cross as Chief Revenue Officer

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Accomplished Firearms Industry Executive Brings Over 20 Years of Experience to Drive Revenue Growth and Strategic Partnerships

COPPELL, Texas--(BUSINESS WIRE)-- GrabAGun Digital Holdings Inc. (“GrabAGun” or the “Company”) (NYSE: PEW), an online retailer of firearms, ammunition and related accessories, today announced the appointment of Beth Cross as Chief Revenue Officer, effective immediately. Ms. Cross brings more than two decades of proven expertise in the firearms, outdoor, and e-commerce industries to her new role, where she will be responsible for driving revenue growth, optimizing sales operations, and expanding strategic partnerships.

"We are thrilled to welcome Beth to the GrabAGun team," said Marc Nemati, CEO of GrabAGun. "Her exceptional track record building businesses in the firearms industry, combined with her deep experience in e-commerce operations and customer engagement, makes her the ideal leader to accelerate our revenue growth and strengthen our market position."

Ms. Cross joins GrabAGun from GunBroker.com, where she served as its Chief Operating Officer since May 2022. In that role, she strengthened the company’s strategic direction by cultivating key partnerships and aligning cross functional teams. Ms. Cross oversaw company-wide operations, guided business growth strategies, and led marketing, advertising, and public relations initiatives. She also deepened the company’s network of industry partners and developed programs that strengthened market presence and enhanced customer engagement.

"I'm excited to join GrabAGun at such a pivotal time in the company's growth," said Ms. Cross. "The firearms industry continues to evolve, and I look forward to leveraging my experience in strategic marketing, brand development, and e-commerce to drive revenue growth while maintaining the highest standards of customer service and regulatory compliance."

Prior to her tenure at GunBroker.com, Ms. Cross built an extensive background in the outdoor and shooting sports industry through key leadership roles at Sportsman's Warehouse, where she served as Category Manager for Hunting/Shooting during the COVID period. Earlier in her career, Ms. Cross spent 14 years at Bi-Mart, advancing from Store Manager to Buyer for Shooting Sports & Fishing. She transformed underperforming locations making them profitable, developed vendor programs and training events, and managed regional ATF compliance to ensure adherence to all regulatory requirements.

About GrabAGun

We are defenders. We are sportsmen. We are outdoorsmen. We believe that it is our American duty to help everyone, from first-time buyers to long-time enthusiasts, understand and legally secure their firearms and accessories. That’s why our arsenal is fully packed, consistently refreshed, and always loaded with high-quality affordable firearms and accessories. Industry-leading brands that GrabAGun works with include Smith & Wesson Brands, Sturm, Ruger & Co., SIG Sauer, Glock, Springfield Armory and Hornady Manufacturing, among others.

GrabAGun is a fast growing, digitally native eCommerce retailer of firearms and ammunition, related accessories and other outdoor enthusiast products. Building on its proprietary software expertise, GrabAGun’s eCommerce site has become one of the leading firearm retail websites. In addition to its eCommerce excellence, GrabAGun has developed industry-leading solutions that revolutionize supply chain management, combining dynamic inventory and order management with AI-powered pricing and demand forecasting. These advancements enable seamless logistics, efficient regulatory compliance and a streamlined experience for customers.

Forward-Looking Statements

Any statements other than statements of historical fact contained herein are forward-looking statements. Such forward-looking statements include, but are not limited to, expectations, hopes, beliefs, intentions, plans, prospects, financial results or strategies regarding GrabAGun held by GrabAGun’s management team and the products and markets, future financial condition, expected future performance and market opportunities of GrabAGun. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties, including those contained in the Company’s SEC filings. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including the possibility that the Company’s strategies will not result in revenue growth, optimized sales operations, expanding strategic partnerships or market expansion in the future. Recipients are cautioned not to put undue reliance on forward-looking statements, and

GrabAGun does not assume any obligation to, nor intends to, update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by U.S. federal securities law.

Investors & Media

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