NEWS RELEASE

GrabAGun Appoints Sina Azmoudeh as Chief Marketing Officer

2025-09-10

Growth-Driven Marketing Executive Brings Extensive Experience to Lead Strategic Marketing Initiatives

COPPELL, Texas--(BUSINESS WIRE)-- GrabAGun Digital Holdings Inc. (the “Company”) (NYSE:PEW), an online retailer of firearms, ammunition and related accessories, today announced the appointment of Sina Azmoudeh as Chief Marketing Officer. Mr. Azmoudeh brings nearly two decades of marketing leadership experience across SaaS, fintech and specialized industries, with a proven track record of developing integrated marketing strategies that drive measurable revenue growth and market expansion.

In this newly created role, Mr. Azmoudeh will oversee all marketing operations, including brand strategy, digital marketing, partner channel development and go-to-market execution. He will be responsible for elevating GrabAGun's market presence and strengthening customer engagement across all touchpoints.

“GrabAGun is at a pivotal point where elevating our brand and strengthening customer engagement are central to driving long-term growth,” said Marc Nemati, CEO of GrabAGun. “Sina brings exactly the kind of experience we need now — he knows how to scale revenue while building brands that customers trust. His leadership will position marketing as a core advantage for GrabAGun as we expand our reach, deepen loyalty with existing customers, and connect with new audiences.”

Mr. Azmoudeh joins GrabAGun from his most recent role where he led transformative initiatives that significantly accelerated revenue growth. His background also includes serving as CMO for multiple companies, including NIW Corp and Go Sports, where he spearheaded marketing transformations and brand repositioning. As an award-winning producer and strategic marketing executive, he has collaborated with globally recognized organizations

and brands such as Under Armour, ParkWest Arms, Remington, Reebok, NASA, ESPN Productions, Globestream Sports and G.I. Sportz — delivering innovative campaigns that strengthened market presence and deepened audience engagement.

Mr. Azmoudeh commented, "I'm incredibly excited to join the GrabAGun team and contribute to a company that has established such excellence in the eCommerce space for active outdoors enthusiasts and firearms customers. GrabAGun's commitment to providing exceptional customer experiences and its strong market position in this unique sector presents tremendous opportunities for growth and innovation. I look forward to working to further enhance GrabAGun's brand presence, drive meaningful engagement with our diverse customer base and help shape an online marketplace that leads in both digital innovation and safety for the firearms community."

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 firearms retail websites. In addition to its eCommerce excellence, GrabAGun has developed industry-leading solutions that transform 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 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, beliefs, intentions, plans, prospects, financial results or strategies regarding the Company held by the Company's management team, as well as the products and markets, future financial condition, expected future performance and market opportunities of the Company. 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 marketing strategy will not result in revenue growth and market expansion in the future. Recipients are cautioned

not to put undue reliance on forward-looking statements, and the Company assumes no 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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Source: GrabAGun Digital Holdings Inc.