



NEWS RELEASE

GrabAGun Digital Holdings Inc. Appoints John Swanagon as Chief Technology Officer

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Veteran Technology Executive with 30+ Years Leading Enterprise Engineering, AI and Digital Commerce Platforms to Lead GrabAGun's Technology Strategy

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 John Swanagon as Chief Technology Officer effective September 1, 2026. Mr. Swanagon will report to Chief Executive Officer Marc Nemati and will lead the Company's technology strategy, software engineering and artificial intelligence initiatives across both GrabAGun.com and PEW Logistics LLC.

Mr. Swanagon brings more than 30 years of technology leadership experience across healthcare, financial services, payments, telecommunications, media and connected commerce, including large-scale platform modernization, AI deployment and product commercialization. Most recently, he served as Chief Digital & Technology Officer at UnitedHealth Group's Optum Financial, where he led one of the organization's largest technology groups, a \$200 million annual capital and operating budget supporting healthcare, banking, payments and lending ecosystems.

Earlier in his career, Mr. Swanagon served as Head of Engineering for SiriusXM's Connected Vehicles business, where he led a 278-person engineering organization supporting more than 25 global automotive brands and commercialized one of the automotive industry's earliest in-vehicle commerce platforms, technology later acquired by Toyota. He previously held senior technology leadership roles at JPMorgan Chase / cxLoyalty, American Credit Acceptance, Bread Financial (Epsilon) and Avaya, where he advanced from Senior Software Engineer to Distinguished Engineer and Director of Software Engineering over a 16-year tenure.

“John is exactly the kind of technology leader we need as GrabAGun enters its next phase of growth,” said Marc Nemati, Chief Executive Officer of GrabAGun. “We’re a technology-driven, online firearms and logistics company, and technology is at the heart of how we continue to scale the platform behind GrabAGun.com and PEW Logistics. John has spent his career turning engineering organizations into commercial engines — leveraging AI and technology to improve efficiency, reduce costs, bring products to market faster and build platforms that deliver real business value. We’re excited to have him lead our technology organization as we continue to build for the future.”

“GrabAGun is a unique enterprise,” said Mr. Swanagon. “The company has proprietary technology, real scale and a platform that can extend that infrastructure to the broader industry. What excites me most is the opportunity to help modernize an industry that has been underserved by technology for decades. There is significant potential to apply modern AI, cloud architecture and automation to areas like inventory, pricing, compliance and fulfillment. I’m looking forward to working with Marc and the team to accelerate that roadmap.”

Mr. Swanagon holds a Bachelor of Business Administration, summa cum laude, from American University. He is the named inventor on U.S. Patent #8,510,471 B1 and has submitted nine patent applications over the course of his career.

About GrabAGun Digital Holdings Inc.

GrabAGun Digital Holdings Inc. (NYSE: PEW) is a technology-driven commerce and platform company serving the firearms, ammunition, and outdoor industry through two complementary businesses. GrabAGun.com, the Company’s digitally native e-commerce retailer operated by wholly-owned subsidiary GrabAGun LLC, is one of the nation’s leading online firearms retailers, built on 15 years of proprietary software development spanning dynamic inventory and order management, AI-powered pricing, demand forecasting, and automated regulatory compliance. PEW Logistics LLC, the Company’s wholly-owned platform services subsidiary, extends that proven infrastructure to firearms manufacturers as a turnkey e-commerce solution generating recurring, high-margin platform revenue across fulfillment, compliance, data, and marketing services. Together, these businesses position GrabAGun as the technology backbone of a modernized firearms supply chain, with a capital-efficient model that monetizes the infrastructure the Company has already built.

Forward-Looking Statements

This news release may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 (the “PSLRA”), Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), that involve risks and uncertainties. Any statements other than historical facts contained herein are forward-looking statements. Forward-looking statements reflect our beliefs and expectations based on current estimates and projections. While

we believe these expectations, and the estimates and projections on which they are based, are reasonable and were made in good faith, these statements are subject to numerous risks and uncertainties. Forward-looking statements can also be identified by words such as “future,” “anticipates,” “forecasts,” “estimates,” “budgets,” “projects,” “strategy,” “guidance,” “outlook,” “believes,” “expects,” “intends,” “plans,” “predicts,” “potential,” “seek,” “continue,” “target,” “goal,” “will,” “would,” “should,” “could,” “can,” “may,” and similar terms, although not all forward-looking statements contain these identifying words. Forward-looking statements are not guarantees of future performance and the Company’s actual results may differ significantly from the results discussed in the forward-looking statements. Factors that might cause such differences include, but are not limited to, those discussed under the heading “Risk Factors” in the Company’s Annual Report on Form 10-K for the period ending December 31, 2025, as filed with the Securities and Exchange Commission (“SEC”) on March 12, 2026, and other documents filed or to be filed by GrabAGun from time to time with the SEC. We intend that all forward-looking statements be subject to the safe-harbor provisions of the PSLRA. Recipients are cautioned not to put undue reliance on forward-looking statements. The forward-looking statements included herein are only made as of the date of this report, or if earlier, as of the date they were made, and we undertake no obligation to correct, update, or revise any forward-looking statement, whether as a result of new information, future events, or otherwise, except to the extent required under federal securities laws.

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