



NEWS RELEASE

GrabAGun's PEW Logistics Adds Sarsilmaz, Extending Platform to a Global-Scale Firearms Manufacturer

2026-10-05

Fourth manufacturer to join the platform since its January 2026 launch

COPPELL, Texas--(BUSINESS WIRE)-- GrabAGun Digital Holdings Inc. ("GrabAGun" or the "Company") (NYSE: PEW) and its wholly-owned subsidiary PEW Logistics LLC, a technology-driven commerce and fulfillment platform company powering the modern firearms and outdoor industry, today announced a strategic collaboration with Sarsilmaz ("Sarsilmaz"), one of the world's largest privately held, vertically integrated firearms manufacturers, marking the fourth manufacturer to join the PEW Logistics platform. PEW Logistics will power the e-commerce experience at sarsilmaz.us, managing compliant order processing, Federal Firearms Licensee ("FFL") routing, fulfillment and customer support behind the Sarsilmaz brand.

Orders placed through PEW Logistics-powered storefronts are routed through GrabAGun's fully compliant platform and delivered to the customer's chosen local FFL, which conducts all legally required background checks and compliance procedures before the firearm is transferred to the customer.

"Sarsilmaz brings global manufacturing scale and a respected handgun lineup to PEW Logistics," said Marc Nemat, CEO of GrabAGun. "Four partners in, each with a very different business model, PEW Logistics is proving to be a repeatable platform, and our pipeline reflects that momentum."

"PEW Logistics gives our customers a faster, simpler way to purchase Sarsilmaz firearms online, while we stay focused on engineering, manufacturing and continued innovation across our ever-evolving product line," said Miranda Cook, Chief Revenue Officer of Sarsilmaz.us.

Growing the Market for Manufacturers and Local Dealers

PEW Logistics gives manufacturers a direct sales channel that strengthens, rather than competes with, their retail partners. Manufacturers can choose to keep direct sales at full MSRP, protecting pricing integrity across the channel, while reaching new customers who may not walk into a store or who shop after normal business hours. Every firearm purchased is shipped to a local dealer of the customer's choosing for transfer, sending new customers through dealers' doors and creating opportunities for ammunition, accessory, and future sales.

PEW Logistics – A Complete Platform Built for Growth

PEW Logistics delivers a unified suite of software and services that helps manufacturers grow faster, operate leaner and stay closer to their customers.

- Brand-Owned Storefronts – manufacturer-branded storefronts keep shoppers on brand from first click to checkout in a single cart, eliminating the “where to buy” handoff.
- Compliance and Order Automation – built-in, ATF-compliant FFL workflows and audit trails process every order accurately and securely.
- Fulfillment and Customer Experience – warehousing; pick, pack and ship; returns; and customer support, all delivered under each manufacturer's brand.
- First-Party Data and Market Intelligence – real-time consumer behavior and demographic insights that inform product development, inventory planning and marketing.
- Marketing and Channel Growth – on-demand performance media, SEO, creative and email automation services scaled to each manufacturer's size and internal capabilities.

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 eCommerce retailer operated by wholly-owned subsidiary GrabAGun LLC, is one of the nation's leading online firearms retailers, built on fifteen 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.

About Sarsilmaz

Sarsilmaz is one of the world's largest privately held, vertically integrated firearms manufacturers, with a legacy dating to 1880. Its firearms are trusted by military and law enforcement agencies in more than 80 countries and are manufactured in-house using advanced CNC machining and forging technologies. The name Sarsilmaz means "Unshakable," reflecting the company's focus on durability and reliability. Its U.S. product line continues to evolve, reflecting ongoing innovation across duty, concealed-carry and sport firearms. For more information, visit sarsilmaz.us.

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 fiscal year ended December 31, 2025, filed with the United States 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 news release, 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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Source: GrabAGun Digital Holdings Inc.