



FOR IMMEDIATE RELEASE

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Pride Holdings Group (Formerly Parliament House Enterprises Inc.) Expands Global Portfolio with Acquisition of Stonewall Bali.

Fort Lauderdale, FL – Pride Holdings Group (OTC: PHSE), a publicly traded leader in LGBTQ+ hospitality and entertainment, today announced the acquisition of *Stonewall Bali*, one of Southeast Asia's premier LGBTQ+ destinations. This strategic expansion marks a significant milestone in the company's growth across Asia-Pacific, aligning with Pride's long-term vision to establish itself as the global leader in LGBTQ+ hospitality, nightlife, and lifestyle assets.

Mike Barrett, CEO of Pride Holdings Group, commented:

"Bali is one of the world's most visited and desired tourist locations. It is also incredibly LGBTQ-friendly, and is very well supported by the Australian and European gay community. We are proud to acquire Stonewall Bali to join Pride Holdings Group. What an acquisition! Stonewall Bali will be run and managed by our Australian division. I welcome former owner Chris Dunning to our company. I am extremely pleased in our team and Chris to be able to come together and negotiate this transaction."

Craig Bell, Director of Pride and Director of Australia and South East Asia, added:

"As we continue to grow in Australia and Asia, the acquisition of Stonewall in Bali is incredibly strategic and important. Not only are we acquiring the famous brand in Bali, but I'm personally pleased that Chris Dunning will stay on as a member of the Pride family. As it pertains to Bali, we are looking for a second location and a hotel for our Pride Hotels division."

Strategic Impact and Expansion Plans

- **Market Expansion:** Bali attracts more than 6 million international visitors annually, with significant tourism from Australia and Europe. This acquisition positions Pride Holdings Group to capture a growing share of the LGBTQ+ travel and hospitality market.



- **Brand Strength:** *Stonewall Bali* is a recognized and respected brand within the LGBTQ+ community, providing strong brand equity and immediate revenue contribution.
- **Pipeline Growth:** The company is actively exploring a second Bali venue and a property for its **Pride Hotels** division, expanding from nightlife into full-scale hospitality experiences.
- **Regional Management:** Operations will be managed by Pride's Australian division, leveraging strong management infrastructure and regional expertise.

Financial Outlook

Pride Holdings Group expects the acquisition of Stonewall Bali to drive incremental revenue growth beginning in the next fiscal quarter, with immediate positive contributions from established operations. The company anticipates:

- **Short-term (next 12 months):** Modest but meaningful EBITDA contributions from the Bali location, coupled with brand integration synergies.
- **Mid-term (24–36 months):** Expansion into additional Southeast Asian properties, including hotels, which could meaningfully scale recurring revenue.
- **Long-term (3–5 years):** Establishment of Pride Hotels as a recognized LGBTQ+ hospitality brand, with Asia-Pacific representing a major driver of growth.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by words such as "expects," "anticipates," "plans," "believes," "seeks," "estimates," or similar expressions. These statements include, but are not limited to, statements regarding anticipated revenue contributions, expansion opportunities in Bali and Asia-Pacific, and the development of the Pride Hotels division. Actual results may differ materially from those expressed or implied due to a variety of factors including market conditions,



regulatory approvals, and execution risks. Pride Holdings Group undertakes no obligation to update forward-looking statements except as required by law.

About Pride Holdings Group

PRIDE Holdings Group (OTC: PHSE) is the premier LGBTQ+ hospitality and cultural rollup. Through the acquisition of high-value properties, launching tech-enabled membership platforms, and creating new revenue channels through agency services, PRIDE Holdings is setting the global standard for inclusive hospitality while delivering sustainable growth to shareholders.

For more information, visit: www.PrideHoldingsGroup.com