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Pride Holdings Group Concludes Transformational 2025 Marked by Strategic Global Expansion and Operational Excellence

FORT LAUDERDALE, FL. (January 7, 2026) – Pride Holdings Group (OTC: PHSE) today announced the conclusion of a landmark 2025, a year that marked the effective launch of the company and the establishment of its global operating footprint through strategic acquisitions and disciplined execution.

In 2025, Pride Holdings Group effectively commenced operations and, during the year, successfully acquired a portfolio of bars, nightclubs, and hospitality venues across **Australia, Indonesia, the United States, and Italy**, laying the foundation for a diversified and internationally positioned holdings platform.

Throughout the year, Pride Holdings Group strengthened its position as a growing hospitality-focused holding company by advancing key initiatives centered on operational efficiency, portfolio optimization, and sustainable expansion. The company executed on its strategic roadmap while navigating a dynamic economic environment with focus and resilience.

Key 2025 Highlights Include:

- **Global Portfolio Expansion:** Acquired bars, nightclubs, and venues across four international markets, establishing a strong and diversified hospitality presence.
- **Operational Performance:** Implemented standardized operational practices across acquired assets, driving efficiencies and improved performance.
- **Capital Discipline:** Maintained a measured and disciplined capital allocation strategy to support long-term value creation.
- **Leadership & Governance:** Built foundational governance structures and leadership capabilities to support scalable growth.
- **Future-Focused Investments:** Invested in systems, talent, and infrastructure to position portfolio companies for continued expansion.



'It's great to get through 2025, our first year under the Pride umbrella. After acquiring numerous LGBTQ+ bars and nightclubs around the world, we have incorporated all locations under our branding and systems and look forward to a significant year for acquisitions. The company's vision is to also diversify into LGBTQ+ hotels, assisted living facilities, merchandising, event planning, and media and to continue to develop and grow our existing brands. With my direction and the drive of our executive team, I fully expect 'Pride' to be a household name in the LGBTQ+ space, and in fact the broader community" said **Michael Barrett** CEO of Pride Holdings Group.

As Pride Holdings Group enters 2026, the company remains focused on scaling its platform, supporting its operating partners, and pursuing additional opportunities aligned with its global hospitality strategy.

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.

Cautionary Note Regarding Forward-Looking Statements.

This press release includes certain statements that are not historical facts but are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements generally are accompanied by words such as "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "should," "would," "plan," "project," "forecast," "predict," "potential," "seem," "seek," "future," "outlook," and similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward looking. These statements are based on various assumptions, whether or not identified in this release, and on the current expectations of Pride Holdings Group. These forward-looking statements must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and

circumstances are beyond the control of Pride Holdings Group. These forward-looking statements are subject to a number of risks and uncertainties, that could cause actual results to differ materially from expected results. Most of these factors are outside the control of Pride Holdings Group and are difficult to predict.

All forward-looking statements are based on assumptions that Pride Holdings Group believe to be reasonable but that may not prove to be accurate. Any forward-looking statement speaks only as of the date on which such statement is made, and Pride Holdings Group undertakes no obligation to correct or update any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by applicable law. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release.



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