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Pride Holdings Group Appoints Julie Hoffmeyer as Senior Finance Officer

ORLANDO, FL. – Pride Holdings Group (OTC: PHSE) Pride Holdings Group today announced the appointment of Julie Hoffmeyer as Senior Finance Officer, strengthening the company’s executive leadership team as it advances its strategic growth initiatives and capital markets positioning.

In this role, Hoffmeyer will oversee financial strategy, capital allocation, reporting, and operational finance functions across the organization. She will play a critical role in supporting ongoing acquisitions, enhancing financial infrastructure, and driving shareholder value.

“Julie brings extensive experience and credibility to the position, and we believe her expertise will enhance the professionalism of the finance team. Julie also has extensive experience working in the LGBTQ+ hospitality space, and we are excited about this experience helping and enhancing Pride Holdings Group,” said Tim Majors, COO of Pride Holdings Group.

Hoffmeyer joins Pride Holdings Group with extensive experience in corporate finance, financial planning and analysis, and operational execution. Her background includes managing complex financial structures, optimizing cost efficiencies, and supporting high-growth environments.

“I’m excited to join Pride Holdings Group at such a dynamic stage,” said Hoffmeyer. “The company’s vision, combined with its growth trajectory, presents a compelling opportunity to build a strong financial foundation that supports long-term value creation.”

This appointment underscores Pride Holdings Group’s commitment to strengthening its executive bench as it accelerates expansion efforts and enhances its position in the public markets.

About Pride Holdings Group

Pride Holdings Group is a publicly traded holding company focused on acquiring, operating, and scaling LGBTQ+ oriented hospitality, nightlife, entertainment, and real estate assets. Through its portfolio of venues, events, and branded experiences, the Company aims to create safe, inclusive, and economically sustainable community spaces while delivering long-term value to shareholders.



Forward-Looking Statements

This press release contains forward-looking statements within the meaning of applicable securities laws. These statements are subject to risks and uncertainties that could cause actual results to differ materially. Pride Holdings Group undertakes no obligation to update forward-looking statements except as required by law.

For more information, please visit www.prideholdingsgroup.com.