



Venu Holding Corporation Introduces New Structured Financing Model to Accelerate Sales Growth of its Luxury Fire Pit Suites, Expanding Access to Exclusive Ownership Opportunities

The Strategic Initiative Expands Access to High-Demand Luxury Suites Through Fractional Ownership While Driving Capital-Efficient Growth for VENU



Colorado Springs, CO- February 19, 2025- (BUSINESS WIRE) Venu Holding Corporation ("VENU" or the "Company") (NYSE American: VENU), a developer, owner, and operator of upscale live music venues and premium hospitality destinations, today announced the launch of its innovative structured financing model designed to accelerate the expansion of its highly sought-after Fire Pit Suites—luxury VIP seating areas that combine the exclusivity and luxe suite ambiance with a private fire pit lounge setting.

Expanding Ownership Opportunities

This new structured financing approach provides flexible payment options for buyers of rights to Fire Pit Suites, making these suites accessible to a broader audience. Previously, ownership was limited to those able to purchase an entire suite outright. Now, buyers can access structured payment plans and finance their purchase over time. This structure allows more people to participate in VENU's premium entertainment experiences while supporting the Company's broader venue expansion strategy.

"From day one, our Fire Pit Suites have set the gold standard for premium live entertainment," said J.W. Roth Founder, Chairman, and CEO of VENU. "Demand for these exclusive opportunities soars the moment they become available—they are, without a doubt, our most sought-after and best-selling ownership offering. Our new financing model turns up the heat, making it easier than ever for more buyers to claim their stake in our premium venues, experience world-class entertainment, and participate in revenue-sharing opportunities—while fueling our expansion in high-growth markets."

A Capital-Efficient Growth Strategy

VENU's new structured financing model aligns with its broader capital-efficient growth strategy. Unlike traditional entertainment venue developers that rely on extensive debt financing, VENU has pioneered a unique public-private partnership model, securing municipal support and financial incentives that reduce upfront capital expenditures. Additionally, pre-sales of naming rights, sponsorships, and Fire Pit Suites serve as critical funding sources for VENU's expansion, mitigating balance sheet risk while accelerating growth.

Expanding to Meet Booming Live Entertainment Demand

The global live entertainment market is projected to reach \$79.7 billion by 2030, growing at a 16.1% CAGR (ResearchAndMarkets). As VENU continues to expand into underserved, high-demand markets—including Broken Arrow, OK (Tulsa Market), Oklahoma City, OK, El Paso, TX, and McKinney, TX—this new financing model is designed to expedite suite sales, ensuring broader access to ownership while reinforcing the Company's capital-efficient expansion approach.

The Company currently operates premium entertainment venues in Colorado Springs, CO, and Gainesville, GA. VENU's development pipeline includes five additional new markets in the design and development phase, setting the stage for accelerating growth.

For more information on Fire Pit Suite ownership opportunities and financing options, visit venu.live

Source: Venu Holding Corporation

About Venu Holding Corporation

Venu Holding Corporation ("VENU") (NYSE American: VENU), founded by Colorado Springs entrepreneur J.W. Roth, is a premier hospitality and live music venue developer dedicated to crafting luxury, experience-driven entertainment destinations. VENU's campuses in Colorado Springs, Colorado, and Gainesville, Georgia, each feature Bourbon Brothers Smokehouse and Tavern, The Hall at Bourbon Brothers, and unique to Colorado Springs, Notes Eatery and the 8,000-seat Ford Amphitheater. Expanding with new Sunset Amphitheaters in Oklahoma and Texas, VENU's upcoming large-scale venues will host between 12,500 and 20,000 guests, continuing VENU's vision of redefining the live entertainment experience.

VENU has been recognized nationally by The Wall Street Journal, The New York Times, Denver Post, Billboard, VenuesNow, and Variety for its innovative and disruptive approach to live entertainment. Through strategic partnerships with industry leaders such as AEG Presents and NFL Hall of Famer and Founder of EIGHT Elite Light Lager, Troy Aikman, VENU continues to shape the future of the entertainment landscape. For more information, visit venu.live

Forward-Looking Statements

Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward-looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation those set forth in the Company's

filings with the SEC, not limited to Risk Factors relating to its business contained therein. Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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