



Venu Holding Corporation Announces Fan-Forward Preferred Offering with 8% Dividend and NYSE Access

Music fans and savvy investors alike can now earn dividends, unlock exclusive perks, and own a piece of the booming live entertainment industry.



Colorado Springs, CO- June 10, 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 launched an offering of its 8.0% convertible [Preferred Stock](#). Accredited and non-accredited individual investors can now purchase shares of Preferred Stock and join the movement at venuinvest.com. Known for fostering new pathways for ownership in one of the fastest growing industries, this initiative offers music lovers, investors and everyone in between the opportunity for a front row seat to priority returns.

VENU's Preferred Offering gives shareholders an opportunity to earn an 8.0% dividend and to convert to VENU's common stock, traded on the NYSE American under ticker symbol VENU.

As part of the fan-owned model, shareholders can also unlock access to exclusive loyalty perks based on the level of investment, ranging from free concert tickets and custom signed guitars to unforgettable all-inclusive concert experiences.

"This is an exciting time for our fan-founded and fan-owned movement, I built this company with the heart of a fan and as a seasoned entrepreneur," said J.W. Roth, Founder and CEO of VENU. "This Preferred Stock offering strengthens our ability to expand into key markets, while delivering exceptional fan-first experiences, and drives long-term shareholder value. As a public company, we're proud to offer our community a chance to take an even more active role in the future of live entertainment."



How To Invest:

- *Those interested in purchasing shares in the offering should visit venuinvest.com and hit the “Invest Now” button.*
- *Investors are not required to be accredited and any individual over 18 years of age is able to purchase shares at \$15.00 per share.*

An expanding ownership opportunity portfolio

The global live entertainment market is projected to reach \$79.7 billion by 2030, growing at a 16.1% CAGR (ResearchAndMarkets). VENU’s fan-founded, fan-owned model was built to expand opportunities for ownership in music to the masses. Including innovative fractional ownerships in world-class amphitheaters through Luxe FireSuites with optional structured financing, triple-net lease opportunities, membership-based Aikman Clubs, FINRA-approved investment vehicles such as 1031 exchange-eligible DST funding, common stock and now Regulation A+ Preferred Stock. As consumer demand for premium live entertainment experiences surges, VENU is proud to expand ownership opportunities as it strengthens its market position, enhances revenue predictability, and reinforces its long-term growth potential.

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 building 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 9,750-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. [Click here](#) for company overview.

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’s [website](#), [Instagram](#), [LinkedIn](#), or [X](#).

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Disclaimer: VENU is offering securities through the use of an Offering Statement that has been qualified by the Securities and Exchange Commission under Tier II of Regulation A. Before making any investment, you are urged to read the Final Offering Circular carefully for a more complete understanding of the issuer and the offering. There is no guarantee of return, and you should only invest money that you can afford to lose. Use proper risk management when considering this investment. The offering documents may include “forward-looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act of 1934, as amended, and are intended to be covered by the safe harbor provisions for forward looking statements. This information is supplied from sources we believe to be reliable but we cannot guarantee accuracy. Although we believe our expectations expressed in such forward-looking statements are reasonable, we cannot assure you that they will be realized. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including, but not limited to the risks and uncertainties set forth in the attached materials, which could cause actual results to differ materially from the anticipated results set forth in such forward-looking statements. Any forward-looking statement made by us speaks only as of the date on which it is made, and we undertake no obligation to publicly update any forward-looking statement except as may be required by law.

The securities offered by VENU are highly speculative. Investing in these securities involves significant risks. The investment is suitable only for persons who can afford to lose their entire investment. Investors must understand that such investment could be illiquid for an indefinite period of time. VENU intends to apply to have our Series A Preferred Stock listed on the NYSE American under the symbol “VENUP” following the NYSE American’s certification of the Form 8-A of the Company to be filed after the final closing of this offering. The listing of the Company’s Series A Preferred Stock on the NYSE American is not a condition of the Company’s proceeding with this offering, and no assurance can be given that our application to list on the NYSE American will be approved or that an active trading market for our Series A Preferred Stock will develop. Our Series A Preferred Stock is not currently listed or quoted on any exchange. For additional information on VENU, the offering and any other related topics, please review the Form 1-A offering circular that can be found by searching for VENU under Filings/Company filings search on www.sec.gov. Additional information concerning Risk Factors related to the offering, including those related to the business, government regulations, intellectual property and the offering in general, can be found in the risk factor section of the Form 1-A offering circular.