

FOR IMMEDIATE RELEASE

Powerstorm Holdings Inc. Aligns With KPMG Infrastructure Trends in Solar Energy Initiatives

Wilmington, Delaware, January 23, 2024

Wilmington, Delaware, January 23, 2024 –Powerstorm Holdings Inc., OTC Markets (OTC: PSTO) (“PSTO” or the “Company”), a forward-thinking consortium that targets European SMEs with annual revenues between €5M and €12M, focusing on growth by leveraging strategic acquisitions, today announced the alignment with KPMG infrastructure trends in solar energy initiatives.

Powerstorm Holdings Inc. (PSTO), in line with KPMG’s latest report on infrastructure trends, is strategically advancing solar energy projects through its subsidiary, Northern Lights Impact (NLI). The KPMG report highlights a significant global infrastructure funding gap, estimated at \$15 trillion through 2040, underscoring the growing need for sustainable infrastructure investments.

Ana-Maria Pruteanu, CEO of Powerstorm Holdings, highlights, “KPMG’s insights into the infrastructure sector reaffirm our strategic direction. With NLI, we’re targeting solar energy projects in the range of €500,000 to €2 million, primarily in emerging markets. These investments are crucial for addressing the underfunded sectors in sustainable infrastructure.”

NLI’s approach is aligned with KPMG’s observation of a \$24 trillion total investment requirement for global clean energy infrastructure by 2030. By focusing on medium-sized solar projects, NLI aims to make a meaningful impact in bridging the investment gap in sustainable power, particularly in regions most affected by this underfunding.

“Our efforts in solar energy infrastructure are a direct response to the pressing need for renewable energy investments worldwide,” added Pruteanu. “NLI’s projects not only address the funding gap but also contribute significantly to global decarbonization efforts.”

Powerstorm Holdings’ commitment to sustainable infrastructure through NLI is a testament to its foresight in aligning with global economic trends and investment needs, particularly in the renewable energy sector.

About PSTO:

Powerstorm Holdings Inc. (PSTO) operates at the intersection of sustainability and technology, focusing on acquiring and nurturing privately held companies. Our mission remains to drive scalable growth through AI-driven automation solutions, fostering organic revenue growth, and delivering unparalleled value to our stakeholders.

PSTO's management team is dedicated to maximizing stockholder value. Drawing on our diverse expertise across various business domains, we prioritize operational efficiency and strategic initiatives that drive organic revenue growth and profit enhancement.

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