

FOR IMMEDIATE RELEASE

Powerstorm Holdings Inc. Announces Strategic Demerger of Infinity Supply BV
Wilmington, Delaware, February 28, 2024

Wilmington, Delaware – 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 announces the strategic demerger of its subsidiary, Infinity Supply BV. This move is part of PSTO’s ongoing strategy to enhance operational efficiency and shareholder value, with the demerger effectively taking place as of December 31, 2023.

Initially proposed in December 2023, and after a period of strategic evaluation, including stakeholder discussions in January 2024, PSTO has reaffirmed its decision to proceed with the demerger. This strategic action is aimed at allowing Infinity Supply BV the flexibility to pursue its unique market opportunities independently.

The decision to demerge is aligned with PSTO’s commitment to optimizing its diverse portfolio for sustained growth and market agility.

It provides Infinity Supply BV with the autonomy necessary to tailor its strategic initiatives, and market expansion opportunities.

PSTO remains dedicated to ensuring a smooth transition that maximizes potential for all stakeholders involved.

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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All statements in this release that are not based on historical fact are "forward-looking statements." While management has based any forward-looking statements included in this release on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties and other factors, many of which are outside of the control of Powerstorm Holdings, Inc. and its subsidiaries, which could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not limited to, the fluctuation of economic conditions, the impact of COVID-19 on Powerstorm Holdings, Inc.'s results of operations, Powerstorm Holdings, Inc.'s ability to integrate the products and business from recent acquisitions into its existing business, the performance of management and employees, the regulatory landscape as it relates to privacy regulations and their applicability to Powerstorm Holdings, Inc. technology. Furthermore, Powerstorm Holdings, Inc. operates in a highly competitive and rapidly changing environment where new and unanticipated risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. Powerstorm Holdings, Inc. disclaims any intention to, and undertakes no obligation to, update or revise forward-looking statements.