

MARKET DATA

Venu Holding Corporation (VENU) NYSE American: VENU

| | |
|---------------------------------|----------|
| Fiscal Year | Dec. 31 |
| Price | \$9.09 |
| Market Cap | \$341M |
| Shares Out. | 37.5M |
| Float | 27.3M |
| Insider Ownership | 35% |
| Revenue (ttm) ¹ | \$13.6M |
| Cash (mrq) ² | \$24.7M |
| Total Assets (mrq) ² | \$212.9M |

Price & share data as of March 25, 2025
1 – 12 months ended March 31 2025
2 – quarter ended March 31, 2025

venu.live



COMPANY OVERVIEW

Venu Holding Corporation (“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, Roth’s Seafood and Chophouse, 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.

INVESTMENT HIGHLIGHTS

Revolutionizing Live Entertainment with a Proven Model

- Innovative business model combines luxury hospitality, real estate development, and public-private partnerships to create scalable, high-margin growth opportunities
- Generated \$77.7M in Luxe FireSuite sales in 2024 and is on track to achieve \$200M in 2025, providing a predictable funding source for venue construction while mitigating development risks and avoiding debt burden

Expanding Venue Portfolio and Revenue Potential

- Developing 11 new venues, expected to add \$2 billion in real estate assets over the next 18-24 months; current total assets \$166.6M as of 3Q24
- With an expected combined 150,000 seats across the 11 venues, and each venue hosting approx. 60 shows annually, gross ticket receipts are expected to exceed \$1.5B
- Seven revenue sources: ticket sales, sponsorships, concessions, venue rentals, naming rights, fee income and parking fees
- High-profile partnerships with global brands and celebrities like Budweiser, Jack Daniels, Coca-Cola, Ford, and NFL Hall of Famer, Troy Aikman enhance revenue and align with premium hospitality offerings

Strong Financial Position and Growth Prospects

- Public-private partnerships and upfront Luxe FireSuite sales avoid heavy debt burdens seen in competitors, ensuring strong cash flows and financial flexibility
- Near-term path to profitability with projected \$18.9M net income for FY25 (source: ThinkEquity); forward P/E for peers range from 10.03 to 166.36
- Book value expected to exceed \$30 per share within the next six quarters—three times the current stock price
- Current P/B ratio of 4.7 is notably lower than its peers, which range from 11.29 to 118.56, underscoring the potential for substantial upside
- Expected to deliver consistent, long-term high-margin cash flows from ticket sales, sponsorships, concessions, and premium offerings
- Led by experienced leadership, including Founder & CEO JW Roth, who previously built the third-largest prepared foods company in the U.S., alongside President Will Hodgson and CMO Terri Liebler, both of whom bring deep expertise from Live Nation (NYSE: LYV)

Buy Rating with \$15 price target from ThinkEquity

RedChip Companies, Inc. research reports, company profiles and other investor relations materials, publications or presentations, including web content, are based on data obtained from sources we believe to be reliable but are not guaranteed as to accuracy and are not purporting to be complete. As such, the information should not be construed as advice designed to meet the particular investment needs of any investor. Any opinions expressed in RedChip reports, company profiles, or other investor relations materials and presentations are subject to change. RedChip Companies and its affiliates may buy and sell shares of securities or options of the issuers mentioned on this website at any time. The information contained herein is not intended to be used as the basis for investment decisions and should not be construed as advice intended to meet the particular investment needs of any investor. The information contained herein is not a representation or warranty and is not an offer or solicitation of an offer to buy or sell any security. To the fullest extent of the law, RedChip Companies, Inc., our specialists, advisors, and partners will not be liable to any person or entity for the quality, accuracy, completeness, reliability or timeliness of the information provided, or for any direct, indirect, consequential, incidental, special or punitive damages that may arise out of the use of information provided to any person or entity (including but not limited to lost profits, loss of opportunities, trading losses and damages that may result from any inaccuracy or incompleteness of this information). Stock market investing is inherently risky. RedChip Companies is not responsible for any gains or losses that result from the opinions expressed on this website, in its research reports, company profiles or in other investor relations materials or presentations that it publishes electronically or in print. We strongly encourage all investors to conduct their own research before making any investment decision. For more information on stock market investing, visit the Securities and Exchange Commission (“SEC”) at www.sec.gov and/or the Ontario Securities Commission (“OSC”) at www.osc.gov.on.ca. Venu Holding Corp. (VENU) is a client of RedChip Companies, Inc. VENU agreed to pay RedChip Companies, Inc. a \$10,000 monthly cash fee, beginning in January 2025, and 10,000 shares of VENU Rule 144 stock, for six months of investor awareness services. RedChip intends to and will, if possible, sell all of its shares immediately upon removal of the restriction, and you may be buying as RedChip is selling. VENU also agreed to pay RedChip a \$90,000 fee for a four-week national TV ad campaign aired weekdays from January 13 to February 7, 2025. Investor awareness services and programs are designed to help small-cap companies communicate their investment characteristics.



NYSE AMERICAN: **VENU**



THE STOCK THAT ROCKS™

PARTNERS



VALUE PROPOSITION

VENU is revolutionizing the live entertainment industry with an innovative model that blends luxury hospitality, real estate development, and public-private partnerships to deliver scalable, high-margin growth. Central to its strategy is the development of state-of-the-art venues partially funded through sales of Luxe FireSuites as triple-net real estate investments, providing a predictable funding source for venue construction and mitigating operational risks. The Company generated \$77.7 million in FireSuite sales in 2024 and is projecting \$200 million in sales in 2025. This unique financing model allows VENU to focus its resources on expanding its operations and delivering value to stockholders.

VENU is rapidly expanding its footprint, with 11 new venues in development across key U.S. markets. The company is on track to add over \$2 billion in real estate assets and increase seating capacity to 150,000 across its venues over the next 18-24 months. Each venue is expected to host approx. 60 shows annually with average ticket prices of \$150. This translates to anticipated annual gross ticket receipts exceeding \$1.5 billion. VENU's business model encompasses seven revenue streams: ticket sales, concessions, sponsorships, venue rentals, naming rights, parking fees, and fee income. Unlike competitors, VENU's reliance on public-private partnerships and suite sales minimizes debt, ensuring strong cash flows and a low-risk growth profile.

The company has already proven the viability of its business model with the Ford Amphitheater in Colorado Springs, which opened in August 2024 and shortly after was nominated by Pollstar Magazine for 2024 New Concert Venue of the Year. Hosting 96,000 fans in its inaugural season, the venue generated \$12.7 million in gross receipts while selling out all Luxe FireSuites. Adjacent developments, such as a \$35 million dining complex opening in 2025, will help drive year-round revenue, diversifying VENU's income streams and reducing seasonality.

Partnerships with global brands and celebrities like Budweiser, Jack Daniels, Coca-Cola, Ford, and NFL Hall of Famer, Troy Aikman further strengthen VENU's business model, providing valuable sponsorship revenue and aligning the company with trusted names in hospitality. Additionally, VENU benefits from top-tier leadership, including President Will Hodgson and Chief Marketing Officer Terri Liebler, both of whom bring extensive experience from Live Nation (NYSE: LYV), the world's largest live entertainment company. With a near-term path to profitability (projected \$18.9M net income for FY25) and a balance sheet expected to grow significantly, including a projected book value exceeding \$30 per share over the next six quarters (three times the current stock price), VENU is well-positioned to deliver substantial shareholder returns. Its current Price-to-Book ratio of 4.7 is significantly lower than its peers, which range from 11.29 to 118.56, and its forward P/E is positioned at the lower end of the peer range, which spans from 10.03 to 166.36. This compelling valuation underscores the company's upside potential as it continues its aggressive expansion.

RedChip Companies, Inc. research reports, company profiles and other investor relations materials, publications or presentations, including web content, are based on data obtained from sources we believe to be reliable but are not guaranteed as to accuracy and are not purporting to be complete. As such, the information should not be construed as advice designed to meet the particular investment needs of any investor. Any opinions expressed in RedChip reports, company profiles, or other investor relations materials and presentations are subject to change. RedChip Companies and its affiliates may buy and sell shares of securities or options of the issuers mentioned on this website at any time. The information contained herein is not intended to be used as the basis for investment decisions and should not be construed as advice intended to meet the particular investment needs of any investor. The information contained herein is not a representation or warranty and is not an offer or solicitation of an offer to buy or sell any security. To the fullest extent of the law, RedChip Companies, Inc., our specialists, advisors, and partners will not be liable to any person or entity for the quality, accuracy, completeness, reliability or timeliness of the information provided, or for any direct, indirect, consequential, incidental, special or punitive damages that may arise out of the use of information provided to any person or entity (including but not limited to lost profits, loss of opportunities, trading losses and damages that may result from any inaccuracy or incompleteness of this information). Stock market investing is inherently risky. RedChip Companies is not responsible for any gains or losses that result from the opinions expressed on this website, in its research reports, company profiles or in other investor relations materials or presentations that it publishes electronically or in print. We strongly encourage all investors to conduct their own research before making any investment decision. For more information on stock market investing, visit the Securities and Exchange Commission ("SEC") at www.sec.gov, and/or the Ontario Securities Commission ("OSC") at www.osc.gov.on.ca. Venu Holding Corp. (VENU) is a client of RedChip Companies, Inc. VENU agreed to pay RedChip Companies, Inc. a \$10,000 monthly cash fee, beginning in January 2025, and 10,000 shares of VENU Rule 144 stock, for six months of investor awareness services. RedChip intends to and will, if possible, sell all of its shares immediately upon removal of the restriction, and you may be buying as RedChip is selling. VENU also agreed to pay RedChip a \$90,000 fee for a four-week national TV ad campaign aired weekdays from January 13 to February 7, 2025. Investor awareness services and programs are designed to help small-cap companies communicate their investment characteristics.