



NEWS RELEASE

Newsmax Closes \$225 Million Preferred Offering, Public Offering Preparation Continues

2025-03-03

BOCA RATON, Fla.--(BUSINESS WIRE)--Newsmax Inc. ("Newsmax" or the "Company") today announced the closing of the Company's previously announced offering of Series B Preferred Stock. The Private Offering exceeded its initial target of \$150 million with the Company closing last week on its maximum offering amount with gross proceeds of \$225 million, before the deduction of placement agent fees and other offering expenses.

More than 8,000 accredited investors participated in the Private Offering.

Newsmax has submitted IPO offering materials with the SEC and is seeking a Public Offering with a planned listing on the New York Stock Exchange under the symbol "NMAX" later in 2025.

"This achievement reflects the strong results Newsmax has demonstrated and testifies to the trust and support the Company maintains with investors, viewers and friends," Christopher Ruddy, CEO of Newsmax Inc., said.

"We'd also like to thank Digital Offering LLC, for their expertise, hard work and their positive commitment to supporting us throughout this process. We are excited to be one step closer to our upcoming IPO which will provide us a tremendous opportunity for growth. A public offering will allow tens of thousands of Americans to directly partner with us and join our news revolution. We look forward to delivering long-term value to all of our shareholders."

For more information on the planned IPO, or to sign up to receive a notification of when the Public Offering is live, please visit www.NewsmaxInvest.com.

Digital Offering, LLC acted as the placement agent for the Private Placement. EquiDeFi, Ltd. acted as the platform



service provider.

Founded in 1998 as a digital media brand, Newsmax entered the cable news market in 2014. Since then, the network has had an astonishing rise, climbing into the top tier of cable channels, and is now the fourth highest-rated cable news channel in the U.S., just behind CNN.

The Company has developed a significant audience, reaching over 40 million Americans each month through its television broadcasts and multi-platform content, and now, with the recent addition of YouTube TV, is in almost 60 million homes.

According to Nielsen in 2024, Newsmax was up double-digits across all dayparts: 23% among all audiences in Total Day, compared to 2023; up 15% in daytime; 37% in access; 26% in prime and 43% on weekends.

In June of 2024, the Reuters Institute global survey found Newsmax was one of the top 12 news brands in the U.S. Pew Research also said that Newsmax was one of the top news sources during the 2024 election – ranked with X, AP, the New York Times, CBS and NBC, among others.

About Newsmax

Newsmax Inc. is a holding company that owns 100% of the equity interests of its operating company Newsmax Media, Inc. Newsmax Media, Inc. is the parent company of Newsmax Broadcasting LLC and a multimedia company that offers Americans independent news. Since its founding in 1998 by Christopher Ruddy, an award-winning journalist, Newsmax has become a go-to place for Americans seeking real news and opinion.

Newsmax operates the Newsmax channel, now the fourth highest-rated cable news channel, according to Nielsen, and available on all major cable systems and OTT platforms.

Newsmax's media properties reach more than 40 million Americans regularly through the Newsmax channel, its free streaming channel Newsmax2, the Newsmax App and its streaming service Newsmax+, its website Newsmax.com, and publications like Newsmax Magazine.

Forbes calls Newsmax “a news powerhouse.”

Through its media outlets Newsmax champions a free press, one that provides Americans with balanced coverage, diverse viewpoints, and open debates on the issues affecting our lives.

Newsmax Inc., based in Boca Raton, Fla., with offices in Washington, D.C. and New York City, is a privately held company headed by its CEO and majority shareholder Christopher Ruddy. For more information about Newsmax,

please visit <https://www.NewsmaxInvest.com>.

About Digital Offering, LLC: Digital Offering, LLC, a leader in crowd financed public offerings, is a next generation investment bank with a focus on technology and innovation utilizing The Jumpstart Our Business Startups Act, or JOBS Act.

DISCLAIMER: The Company is "Testing the Waters" under Regulation A under the Securities Act of 1933. The Company is not under any obligation to make an offering under Regulation A. No money or other consideration is being solicited in connection with the information provided, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until an offering statement on Form 1-A has been filed and until the offering statement is qualified pursuant to Regulation A of the Securities Act of 1933, as amended, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. Any person's indication of interest involves no obligation or commitment of any kind. The information in that offering statement will be more complete than the information the Company is providing now, and could differ materially. You must read the documents filed. No offer to sell the securities or solicitation of an offer to buy the securities is being made in any state where such offer or sale is not permitted under the "blue sky" or securities laws thereof. No offering is being made to individual investors in any state unless and until the offering has been registered in that state or an exemption from registration exists therein. The securities offered using Regulation A are highly speculative and involve significant risks. The investment is suitable only for persons who can afford to lose their entire investment. Furthermore, investors must understand that such investment could be illiquid for an indefinite period of time. No public market currently exists for the securities, and if a public market develops following the offering, it may not continue. The Company intends to list its securities on a national exchange and doing so entails significant ongoing corporate obligations including but not limited to disclosure, filing and notification requirements, as well compliance with applicable continued quantitative and qualitative listing standards.

FORWARD-LOOKING STATEMENTS: This communication contains forward-looking statements. The Company bases these forward-looking statements on its expectations and projections about future events, which it derives from the information currently available to it. Such forward-looking statements relate to future events or its future performance, including: its financial performance and projections; growth in its revenue and earnings; and the Company's business prospects and opportunities. You can identify forward-looking statements by those that are not historical in nature, particularly those that use terminology such as "may," "should," "expects," "anticipates," "contemplates," "estimates," "believes," "plans," "projected," "predicts," "potential," or "hopes" or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors, including: the Company's ability to change its direction; its ability to keep pace with new technology and changing market needs; and the competitive environment of its business. These and other factors may cause the Company's

actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking events discussed in this communication may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions about the Company. The Company is not obligated to publicly update or revise any forward-looking statement.

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