NEWS RELEASE

NYSE American to Commence Delisting Proceedings Against Splash Beverage Group, Inc. (SBEV)

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NEW YORK--(BUSINESS WIRE)-- NYSE American LLC (“NYSE American” or the “Exchange”) announced today that the staff of NYSE Regulation has determined to commence proceedings to delist the two securities enumerated below (“Securities”) of Splash Beverage Group, Inc. (the “Company”) from the Exchange.

Symbol	Description
SBEV	Common Stock, par value $0.001 per share
SBEV-WT	Warrants to purchase shares of common stock

NYSE Regulation has determined that the Company is no longer suitable for listing pursuant to Section 1009(a) of the NYSE American Company Guide (the “Company Guide”) as the Company was unable to demonstrate that it had regained compliance with Sections 1003(a)(i), (ii) and (iii) of the Company Guide by the end of the maximum 18-month compliance plan period, which expired on April 6, 2025.

The Company has a right to a review of staff’s determination to delist the Company’s Securities by the Listings Qualifications Panel of the Committee for Review of the Board of Directors of the Exchange (the “Panel”). Following such appeal, a decision by the Panel will be made and announced by NYSE American regarding either proceeding with suspension and delisting or continued trading in the Company’s Securities. If the Company does not appeal this determination, NYSE American will announce the date that trading in the Company’s Securities will be suspended. The filing of an application with the Securities and Exchange Commission to delist the Company’s Securities is pending completion of all applicable procedures, including any appeal by the Company of the NYSE Regulation staff’s decision.

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