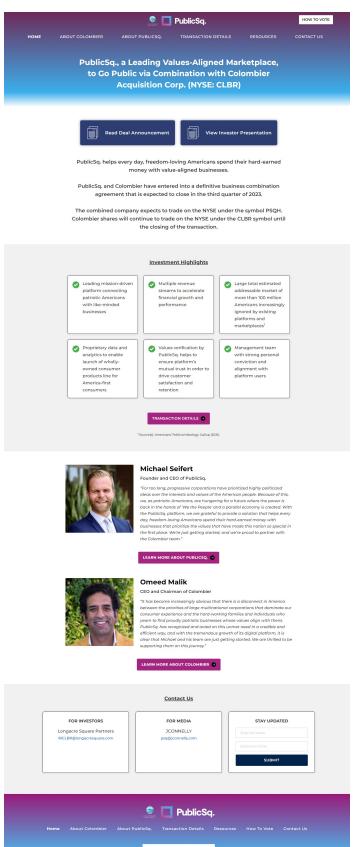
Filed by Colombier Acquisition Corp. pursuant to Rule 425 under the U.S. Securities Act of 1933, as amended and deemed filed pursuant to Rule 14a-12 under the Securities Exchange Act of 1934, as amended

Subject Company: Colombier Acquisition Corp. Commission File No.: 001-40457

Date: June 30, 2023

On June 30, 2023, Colombier Acquisition Corp. and PSQ Holdings, Inc. updated certain information available on the website with information about the proposed business combination between the parties, at https://www.publicsqcolombier.com and also released two Google Ads (screenshots are below).



Members of Colombier's management and Board of Directors are leaders in building, financing and monetizing consumer platforms and brands. The team brings significant operating experience and thought leadership.

# <u>Prior Experience of Colombier's Management and Board of Directors</u>

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### Post-Business Combination Value Add

- Colombier has relationships with tastemakers and media outlets to amplify PublicSq.'s brand recognition, customer engagement and earned media post combination.
- Experience investing and driving growth in technology-based businesses and consumer products across a variety of categories.

### Colombier Leadership Team

# Omeed Malik

Chief Executive Officer, Chairman of the Board

Omeed Mailk is the Founder and CEO of Farvahar Partners, a boutique investment bank, and is the President of 1789 Capital, an investment firm that finances companies in the budding Entrepreneurship, Innovation & Growth ("EIG") economy. Omeed previously served as Managing Director and the Global Head of the Hedge Fund Advisory Business at Bank of America Merrill Lynch. Before joining Bank of America Merrill Lynch. Omeed was a Senior Vice President at MF Global where he helped reorganize the firm's distribution platform globally and developed execution and clearing relationships with institutional clients. Omeed was also a corporate lawyer at Weil, Cotshal & Manges LLP and has worked in the United States Senate and House of Representatives. Omeed received a Jo, with Honors, from Emory Law School and a Ba in Philiosophy and Political Science, Cum Laude, from Colgate University. Omeed is a Contributing Editor and minority owner of The Daily Caller and was a Term Member of the Council on Foreign Relations.



# Joe Voboril

Chief Financial Officer

Joe Voboril has served as the Co-Founder and Managing Partner of Farvahar Partners, a boutique investment bank, since 2018. Previously, Joe was a public market investor a various hedge funds where he constructed and six managed public equity portfolios, in roles ranging from analyst to portfolio manager, and Clo. At Bank of America from 2015 to 2018, Joe co-created the Hedge Fund Advisory group and managed the internal vetting effort of investment managers for Bank of America's Emerging Manager Program. He also led the bank's Separately Managed Account (SMA) Initiative, which assisted Pensions, Endowments, and Fund of Funds in optimizing the financing of their multi-manager portfolios. Joe is a graduate of Colgate University with a double-major in Philosophy (honors) and Political Science. He holds Series 7, 63 and 79 licenses.

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Colombier About

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1100,000+ Active Consumer Members<sup>2</sup>
 95,000+ Businesses
 32% Month over Month Consumer Growth Rosts<sup>3</sup>
 Rosts<sup>4</sup>
 Rosts<sup>4</sup>



# PublicSq.'s Anticipated Board of Directors



Michael Seifert

Michael Seifert

Michael Seifert

Michael Seifert

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E PublicSq.

Colombier intends to merge with PublicSq. and change its name to PSQ Holdings Inc., which will become the go-forward public company and operate under the name "PublicSq." After the anticipated closing in the third quarter of 2023, the combined company expects to trade on the New York Stock Exchange ("NYSE") under the symbol PSQH. Colombier shares will continue to trade on the NYSE under the CLBR symbol until the closing of the transaction.

# **Transaction Consideration**

Current Colombier stockholders who do not redeem their shares in the transaction will continue to hold their existing shares in the combined company, in connection with the transaction, current PublicSq. stockholders will receive newly-issued shares of Colombier common stock with an aggregate value of \$200 million (based on a price per share of Colombier common stock of \$10.00), not including shares which may become issuable pursuant to an earnout provided for in the transaction documents. The transaction is expected to provide up to \$18.85 million in cash to PublicSq. to fund growth and expansion into new revenue streams, assuming no redemptions.

### Path to Close

The transaction will require the approval of the stockholders of Colombier and PublicSq, and is subject to other customary closing conditions. The transaction is expected to close in the third quarter of 2023.

## **Ownership Of Combined Company**

Immediately after closing, it is anticipated that Colombier public stockholders will retain an ownership interest of approximately 4.15% in the combined company, while PublicSq.'s private investors will own an equity stake of approximately 4.81%, assuming no redemptions by Colombier public stockholders and excluding (i) the effect of outstanding warrants to purchase Colombier common stock, (ii) up to 3 million earnout shares potentially issuable to PublicSq. securityholders in connection with the transaction and (iii) any future equity awards contemplated to be issued in connection with or following the completion of the transaction.



# Voting Rights

Upon the closing of the transaction, Michael Seifert, PublicSq. Founder and CEO, will retain majority voting rights and continue to drive PublicSq.'s mission of becoming the nation's leading values-aligned marketplace.

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ABOUT PUBLICSQ.

TRANSACTION DETAILS

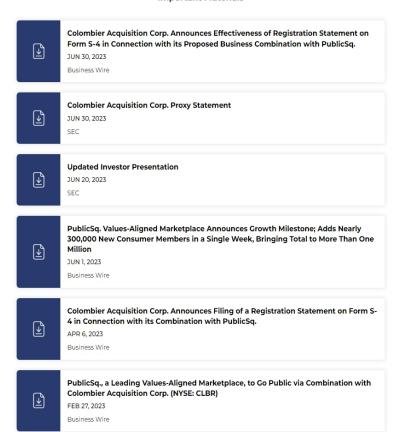
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# Resources



## **Important Materials**





Home Ab

About Colombier

About PublicS

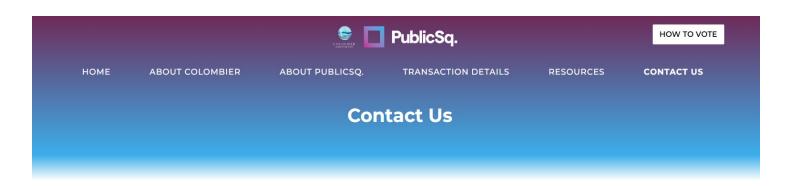
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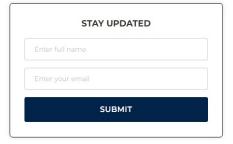


# FOR INVESTORS

Longacre Square Partners IRCLBR@longacresquare.com

# FOR MEDIA

JCONNELLY psq@jconnelly.com





Additional Information and Where to Find It

Additional Information and When to Fine It

In connection with the proposed transaction (the "Proposed Transaction"), Colomber has filed a registration statement or with a "Feed and "Fee

Colombier's stockholders will also be able to obtain a copy of such documents, without charge, by of request to: Colombier Acquisition Corp., 214 Brazilian Avenue, Suite 200-J. Palm Beach, FL 33480; e-n iraccionbierspac.com. These documents, once available, can also be obtained, without charge, at the webster wawsee.

### Participants in the Solicitation

Coordier, PublicSq, and their respective directors and executive officers may be deemed participants in the solicitation of posses of Colembers is solicitation in correction with the Proposed Transaction. Coordiers, and Coordiers of Coordiers and Coordiers of their properties field with the SEC on Aire 9, 2011 in connection with Coordiers in field public officers, Coordiers of Co

### No Offer or Solicitation

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### Forward-Looking Statements

Forward Looking Statement

This communication may contain forward solding statements within the manning of section 27A of the
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## Information Sources; No Representations

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# Stockholders of Colombier | Vote Now | PublicSq. Business Combination

Ad www.publicsqcolombier.com

Combination expected to create a values-aligned marketplace of patriotic businesses. Colombier encourages you to vote 'for' today! Disclaimer and SEC legend: bit.ly/3pqTGaE.

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Join other freedom-loving Americans in shopping from quality, values-aligned businesses. Colombier encourages you to vote 'for' today! Disclaimer and SEC legend: bit.ly/3pqTGaE.