

Aether Holdings Launches Alpha Edge Media™ to Expand its Financial Newsletters and Subscribers

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NEW YORK, April 24, 2025 (GLOBE NEWSWIRE) -- **Aether Holdings, Inc. (Nasdaq: ATHR)** ("we," "us," "our," "Aether," or the "Company"), an emerging financial technology platform company that offers proprietary research analytics, data and tools for both institutional and retail equity traders, today announced the formation of **Alpha Edge Media, Inc.**, a wholly owned subsidiary dedicated to building and scaling a new generation of digital-first financial newsletter media content and brands.

The Alpha Edge Media newsletters will compliment Aether's flagship trading market research platform, **SentimenTrader.com**, a financial technology platform providing artificial intelligence (AI)-driven insights into market sentiment through a variety of tools, reports, and strategies.

The launch is being done in collaboration with Makaira Media, a Florida-based boutique marketing and performance agency that also operates as Sundara Marketing Group. Together, Aether and Makaira will design, launch, and grow a network of high-impact digital financial newsletters and content assets aimed at capturing the attention of forward-looking investors and other business professionals at scale.

The Alpha Edge project is an outgrowth of Aether's existing strategy to grow its marketing and distribution capabilities, either on its own through initiatives like Alpha Edge or through acquisitions of financial newsletters or content and related subscribers. Aether is implementing this strategy with proceeds from its recently completed initial public offering on the Nasdaq Stock Market.

"Digital newsletters are the new front page," said Nicolas Lin, CEO of Aether Holdings. "With Alpha Edge Media, we're not just launching newsletters. We're building high-growth media assets with the real potential for monetization power. This is modern media – audience-first, data-smart, and built to scale."

Lin added, "We believe the future of fintech AI will be driven by who owns the most specialized content and proprietary data. Our work with Makaira marks a critical first step toward expanding our financial market content ecosystem, feeding into our existing AI models, including SentimenTrader, and advancing our mission to empower investors through intelligence that's both actionable and deeply personalized."

Key elements of the Alpha Edge Media initiative include:

- **Strategic execution partner:** Makaira Media brings full-stack content, growth, and performance expertise.
- **Modern media model:** First-party data, owned audiences, and monetization will be built in from day one.
- **Structure built to scale:** Alpha Edge Media will provide dedicated leadership, accountability, and focus that creates the potential scale in size

Makaira Media will support the initiative across end-to-end brand development, content creation, newsletter growth strategy, performance marketing, CRM development, and ongoing KPI optimization. Each new financial newsletter brand will be tracked against key benchmarks with monthly reporting and rapid iteration of products based on data.

"The most valuable media today is owned, measurable, and scalable. When you align strong content with disciplined execution, newsletters become high-performing growth channels," said Eva Hodgens, Co-Founder and CEO of Makaira Media. "Alpha Edge Media is about building owned media ecosystems that convert into subscribers and revenue

opportunities. We look forward to working with the amazing trading market expertise and newsletter experience that Aether brings to the table to drive this exciting initiative forward.”

About Aether Holdings, Inc.

Aether Holdings, Inc. (Nasdaq: ATHR) is an emerging financial technology holding company focused on transforming the way investors navigate the markets. Leveraging decades of market expertise and cutting-edge technology, Aether delivers proprietary tools, data, and research to empower traders with actionable insights and enhanced decision-making capabilities.

Aether’s flagship platform, **SentimenTrader.com**, is designed to serve both retail and institutional investors by offering advanced sentiment analysis through the use of machine learning (ML) and artificial intelligence (AI) capabilities. With over 20 years of sentiment data integrated into its systems, Aether aims to provide its users with a powerful combination of technology and expertise, enabling them to make informed decisions to level-up their trading in the markets.

Aether is committed to building an ecosystem that supports smarter, data-driven trading strategies, reinforcing its mission to empower the investing community and redefine excellence in fintech. By integrating advanced technologies, including artificial intelligence tools with the critical thinking and analytical abilities of its team of evidenced-based trading veterans, Aether aims to provide its users with a powerful combination of technology and expertise, enabling them to make informed decisions to level-up their trading in the markets.

Find out more about Aether Holdings at <https://helloaether.com/>

About Makaira Media LLC

Makaira Media is a full-service digital and print marketing firm specializing in direct-response copywriting, direct-response graphic design, direct-response focused web design, direct-response content marketing, and direct-to-consumer E-commerce ideation, creation, and advertising.

Cautionary Note Regarding Forward Looking Statements

This news release and statements of Aether’s management in connection with this news release contain or may contain “forward-looking statements” within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. In this context, forward-looking statements mean statements related to future events, which may impact our expected future business and financial performance, and often contain words such as “expects”, “anticipates”, “intends”, “plans”, “believes”, “potential”, “will”, “should”, “could”, “would” or “may” and other words of similar meaning. In this press release, forward-looking statements relate to the anticipated benefits to Aether of the launch and business plan for Alpha Edge Media as described herein. These and other forward-looking statements are based on information available to us as of the date of this news release and represent management’s current views and assumptions. Forward-looking statements are not guarantees of future performance, events or results and involve significant known and unknown risks, uncertainties and other factors, which may be beyond our control. For Aether, particular risks and uncertainties that could cause our actual future results to differ materially from those expressed in our forward-looking statements include but are not limited to the following: (i) risks related to Aether’s ability to adequately market its products and services, and to develop or acquire additional products and product offerings; (ii) risks related to intense competition in the fintech and financial newsletter sector; (iii) risk related to artificial intelligence and machine learning; (iv) the inability of Aether to maintain and protect its reputation for trustworthiness and independence; (v) the inability of Aether to attract new users and subscribers and convert free users to paying subscribers; (vi) similar risks and uncertainties associated with operating a relatively small business a rapidly evolving industry. Readers are cautioned not

to place undue reliance on these forward-looking statements, which apply only as of the date of this news release. These factors may not constitute all factors that could cause actual results to differ from those discussed in any forward-looking statement, and Aether therefore encourages investors to review other factors that may affect future results in its filings with the SEC, which are available for review at www.sec.gov and at <https://investor.helloaether.com/#sec-filings>. Accordingly, forward-looking statements should not be relied upon as a predictor of actual results. We do not undertake to update our forward-looking statements to reflect events or circumstances that may arise after the date of this news release, except as required by law.

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