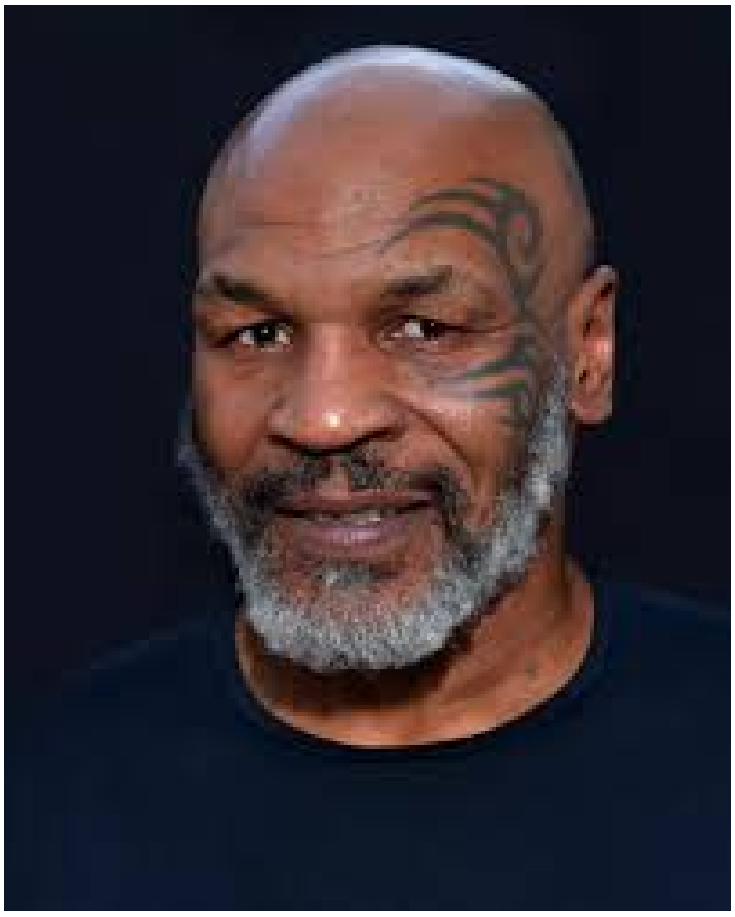
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Carma HoldCo names Mike Tyson as new CEO Â

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Tysonâ??s appointment signals a sharpened focus on brand authenticity, creativity, and meaningful consumer experiences



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Carma HoldCo Inc., the parent company behind rapidly growing iconic lifestyle brands, TYSON 2.0, Ric Flair Drip, Wooooo! Energy, and Evol by Future, announced the appointment of Mike Tyson as its new Chief Executive Officer, effective immediately.

This strategic leadership shift marks a powerful new phase for Carma HoldCo and a deeply personal progression for Tyson himself, who has long expressed a desire to take on a greater leadership role within the company. As a co-founder and brand visionary, Tyson has been at the heart of Carma since its inception, actively shaping its identity, championing product development, and building direct connections with retail partners and fans.

â??Carma HoldCo was built on the belief that powerful stories and even more powerful products can change how people connect with wellness, entertainment, and culture,â?• said Mike Tyson, CEO of Carma HoldCo. â??This isnâ??t just a titleâ??itâ??s a responsibility I take seriously. Iâ??ve wanted to be more involved for a long time, and now is the right time to take that step. Iâ??m fully committed to making sure everything we create stays true to who we are while growing in new and exciting ways.â?•

Tysonâ??s appointment signals a sharpened focus on brand authenticity, creativity, and meaningful consumer experiences. As CEO, he will guide the companyâ??s strategic direction across all verticals, infusing each brand with the same energy, integrity, and ambition that have defined his legacy.