



Celsius Holdings Announces Record Preliminary & Unaudited Fourth Quarter and FY

Revenue of **\$104.3 million**, up **192%** from \$35.7 million in the year ago quarter

North America revenue increased **238%** to **\$95.9 million**, up from \$28.4 million in the year ago quarter

International revenue increased **15%** to **\$8.3 million**, from \$7.3 million in the year ago quarter

| Flash Financials \$(000)'s* | 4Q 2021 | 4Q 2020 | % Change | FY 2021 | FY 2020 | % Change |
|-------------------------------------|------------------|------------------|------------------------|------------------|------------------|------------------------|
| Revenue | \$104.3 | \$35.7 | 192% | \$314.3 | \$130.7 | 140% |
| N. America | \$95.9 | \$28.4 | 238% | \$273.0 | \$95.5 | 186% |
| International | \$8.3 | \$7.3 | 15% | \$41.2 | \$35.2 | 17% |
| Gross Profit % (Ex OB Freight)** | 39.9% (48.4%) | 48.9% (57.2%) | -900 BPS (-880 BPS) | 40.8% (49.4%) | 46.6% (53.9%) | -580 BPS (-450 BPS) |
| Stock-Comp Ex. | \$7.8 | \$1.6 | 386% | \$36.5 | \$6.3 | 479% |
| Income Tax | \$8.8 | (\$0.1) | | \$8.0 | (\$0.1) | |
| Net Income | \$11.9 | \$1.7 | 600% | \$3.9 | \$8.5 | -54% |
| EBITDA** | \$10.9 | \$3.0 | 263% | \$33.6 | \$16.0 | 111% |

*Unaudited Financial Presentation

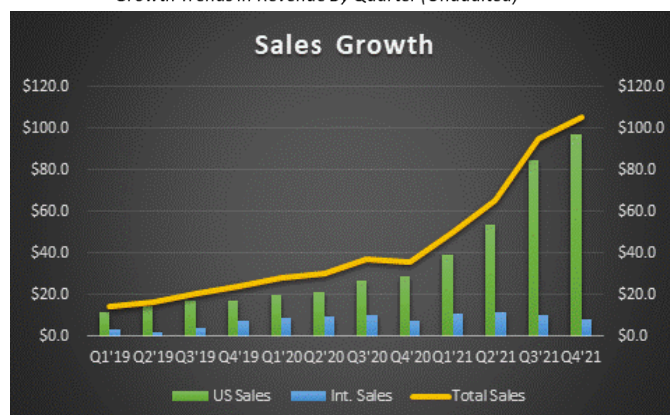
**Non-GAAP measures



4th Quarter 2021 Highlights

- Revenue of \$104.3 million, up 192% from \$35.7 million in the year ago quarter
 - Domestic revenue increased 238% to \$95.9 million, up from \$28.4 million in the year ago quarter. The increase was driven by accelerating triple-digit growth in traditional channels, optimization and SKU expansion in existing accounts, expansion of Direct Store Delivery ("DSD") network and new store additions lead by C-store expansion
 - Continued expansion in both fitness and vending channels contributed approximately \$3.2 million of incremental revenue when compared to the prior year quarter
 - Direct Store Delivery (DSD) network delivered growth of 413% in our distributor revenues when compared to the prior year quarter
- International revenue increased 15% to \$8.3 million, from \$7.3 million in the year ago quarter
 - Nordic revenues increased 7% to \$7.4 million compared to \$6.9 million in the year ago period.
 - Revenues from other International markets totaled \$942,000, up 57% from \$601,000 which included royalty revenues from China

Growth Trends in Revenue By Quarter (Unaudited)



- Gross profit of \$41.7 million, up 140% from \$17.4 million in the year ago quarter
- Gross profit percent were 39.9% (48.4% excluding OB freight) of revenues for the three months ended Dec. 31, 2021, from 48.9% (57.2% excluding OB freight) for the prior year quarter
- Net Income of \$11.9 million, compared to income of \$1.7

* The financial results included in this Q4 2021 Earnings Release are preliminary, have not been audited and are subject to change in connection with the completion of our financial statements for the twelve months ended December 31, 2021. The preliminary figures may differ materially from the actual results that will be reflected in the Company's financial Statements when they are completed and publicly disclosed in the coming days.

2021 Full Year Highlights*

- Revenue of \$314.3 million, up 140% from \$130.7 million for the full year ended December 31, 2020
 - Domestic revenue increased 186% to \$273.0 million, up from \$95.5 million in the year ago period
 - Continued expansion of Direct Store Delivery (DSD) network delivered growth of 362% in our distributor revenues compared to the prior year period
 - Fitness and vending channels combined for triple digit growth, which contributed approximately \$14.7 million of incremental revenue when compared to the prior year
 - International revenue increased 17% to \$41.2 million, from \$35.2 million in the 2020 period
 - Nordic revenues increased by 13% to \$38.1 million from \$34.0 in the prior year period
 - Revenues from other International markets totaled \$3.2 million, an increase of 109% from \$1.5 million for the prior year period
 - Gross profit of \$128.2 million, up 111% from \$61.0 million for the full year ended December 31, 2020
 - Gross profit percent were 40.8% (49.4% excluding outbound freight), for the full year ended December 31, 2021 from 46.6% (53.9% excluding outbound freight), for the prior year period
 - Net income of \$3.9 million compared to a net income of \$8.5 million in the 2020 period
 - Non-cash stock based compensation totaled \$36.5 million for the full year 2021 compared to \$6.3 million in the year ago period
 - *Non-GAAP Adjusted EBITDA totaled approximately \$33.5 million compared to \$16.0 million in 2020, an increase of 112%
- 



* The Company reports financial results in accordance with accounting principles generally accepted in the United States ("GAAP"), but management believes that disclosure of adjusted EBITDA and Gross profit excluding Outbound Freight, a non-GAAP financial measures, may provide users with additional insights into operating performance. The Company reports unaudited financial results for 2021.





Distribution Highlights



CELSIUS BRAND PERFORMANCE VS. CATEGORY



OUTPACING GROWTH 14.5X

Trend forward functional energy brand has gained momentum as CELSIUS® is growing faster than the category at a reported +224% y/y over the past 12 weeks compared to 15.5% for the industry.

(Last 12 Weeks Ending 12/26/21, IRI MULO+C)

- ⇒ The most recent reported Nielsen scan data as of 02.12.22, showing Celsius sales up +233% y/y for 2-wks, +234% for 4-wks and +227% for 12-wks with a 1.8% share of the energy category over the last 52-wks. This compares to the energy category which grew approximately +13% y/y for 2-wks and +13% for 12-wks over the same time period
 - ⇒ On Amazon, CELSIUS® is the SECOND largest energy drink with a 20.24 % share of the Energy Drink Category a 6.85% share ahead of RED BULL® at a 13.39% share and moving closer to the number 1 spot, just 4.19% share behind MONSTER® at a 24.39% (Last 4 Weeks Ending 02/12/22, Stackline, Energy Drink Category: Total US)
 - ⇒ CELSIUS YoY Growth = 93.63%, compared to Amazon's Energy Drink Category 37.31% (CELSIUS Growth is just over 2.5X the category) (Last 4 Weeks Ending 02/12/22, Stackline, Energy Drink Category: Total US)
- ⇒ US store count now exceeds 135,000 locations nationally, growing over 53,000 doors or 65%, from the 82,000 at the beginning of 2021, with additional expansion planned throughout 2022 as retailer resets take place
 - ⇒ Grew convenience store locations by 95%, or over 29,000 locations for the full year to 59,700 locations
 - ⇒ Secured additional distribution agreements with key partners bringing Celsius direct store delivery (DSD) national network coverage to over 98% of the US population, started 2021 with 150 DSD partners with 80% coverage of major metro areas. These new partnerships further expand availability to new regions as Celsius finalizes the build out its national distribution network which now includes over **276** regional direct store delivery (DSD) partners
 - ⇒ Direct Store Delivery (DSD) network delivered growth of 362% in 2021 when compared to the prior year, totaling over \$94 million with sequential growth in each quarter of 2021
 - ⇒ 65% of MULO+C retail stores are now serviced by Direct Store Delivery (DSD). Mass Channel now 99% DSD serviced, 62% of convenience with majority of all expansions immediately launching with DSD, independent convenience store service increased 25% vs Q3 2021 and 135% vs the start of 2021
 - ⇒ Club channel stores now total over 524 locations and generated \$35 million of incremental revenue when compared to the prior year
- ⇒ The Company placed an additional 300 coolers in the fourth quarter and over 1,200 for the full year of 2021. In addition, over 400 barrel coolers were placed in retail locations during 2021. The company anticipates a continued acceleration of cooler placements through 2022
- ⇒ Fitness channel expansion:
 - ⇒ Celsius is now available in over 150 Life Time locations in their LifeCafe®
 - ⇒ Exclusive energy drink partner with CycleBar





Nordic Update and EU Expansion



Nordics delivered the strongest year so far under Celsius ownership both in terms of revenue

Sweden:

- ⇒ Sweden improved to a 10+% market share of energy drinks in Q4 following new global design launch
- ⇒ New design launch display sales up 52% in Q4

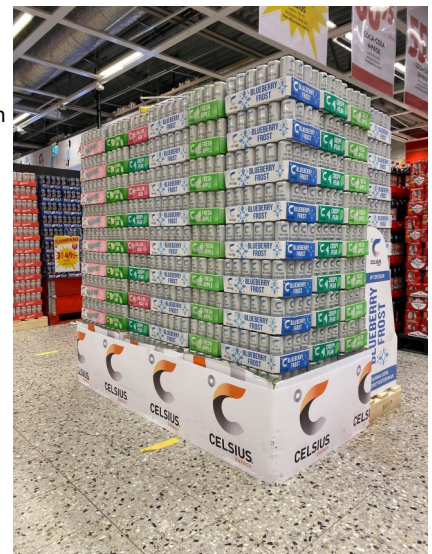


Finland:

- ⇒ Expanded through SOK in 2021, largest retailer in Finland, driving 24% total revenue growth and 151% on Celsius Full Year 2021
- ⇒ Maintained over 28% market share of Bars in Q4 2021

Amazon EU Launch:

- ⇒ Germany scaling from Q4 launch, with three initial Celsius SKU's
- ⇒ United Kingdom is now operational with three initial Celsius SKU's and six Fast Bar SKU's
- ⇒ France and Italy to be launched in Q1 2022





Q4 Display & Cooler Expansion



INNOVATIVE PORTFOLIO CAPITALIZING ON TODAY'S HEALTH & WELLNESS TRENDS

Conference Call

Management will host a conference call today, Tuesday, March 1, 2022 at 4:30 p.m. ET to discuss the results with the investment community.

To participate in the conference call, please call one of the following telephone numbers at least 10 minutes before the start of the call:

U.S.: 877-709-8150

International: 201-689-8354

An audio replay of the call will be available on the Company's website at <https://www.celsiusholdingsinc.com/press-releases/>

Disclosures can be found on the Company's online disclosure portal at: <https://www.celsiusholdingsinc.com/sec-filings/>

Investor Contact: Cameron Donahue (651) 707-3532 cdonahue@celsius.com

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH), is a global company with a proprietary, clinically proven formula for its master brand CELSIUS® and all its sub-brands. A lifestyle fitness drink and a pioneer in the rapidly growing performance energy sector, CELSIUS® has five beverage lines that each offer proprietary, functional, healthy-energy formulas clinically-proven to offer significant health benefits to its users. The five lines include, CELSIUS® Originals, CELSIUS HEAT™, CELSIUS® BCAA +Energy, CELSIUS® On-the-Go, and CELSIUS® Sweetened with Stevia. CELSIUS® has zero sugar, no preservatives, no aspartame, no high fructose corn syrup, and is non-GMO, with no artificial flavors or colors. The CELSIUS® line of products is Certified Kosher and Vegan. CELSIUS® is also soy and gluten-free and contains very little sodium. CELSIUS® is backed by six university studies that were published in peer-reviewed journals validating the unique benefits CELSIUS® provides. CELSIUS® is sold nationally at Target, CVS, Walmart, GNC, Vitamin Shoppe, 7-Eleven, Dick's Sporting Goods, The Fresh Market, Sprouts and other key regional retailers such as HEB, Publix, Winn-Dixie, Harris Teeter, Shaw's and Food Lion. It is also available on Amazon, at fitness clubs and in select micro-markets across the country. For more information, please visit: <http://www.celsiusholdingsinc.com>

Forward-Looking Statements

Preliminary financial information, financial guidance and growth disclosure have been prepared by management based on information available to it as of the date hereof and should not be viewed as a substitute for full financial statements prepared in accordance with GAAP. Reconciliations of all non-GAAP financial measures can be found in our earnings press release supplement and on our website at www.celsiusholdingsinc.com. Estimated preliminary results are subject to completion of our customary quarterly and annual financial closing and audit and review procedures and are not comprehensive statements of our financial results for the three months and fiscal year ended December 31, 2021 and are subject to adjustments as a result of such procedures.

This press release may contain statements that are not historical facts and are considered forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements contain projections of Celsius Holdings' future results of operations and/or financial position, or state other forward-looking information. In some cases, you can identify these statements by forward-looking words such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "should," "will," "would," or similar words. You should not rely on forward-looking statements since Celsius Holdings' actual results may differ materially from those indicated by forward-looking statements as a result of a number of important factors. These factors include but are not limited to: general economic and business conditions; our business strategy for expanding our presence in our industry; anticipated trends in our financial condition and results of operation; the impact of competition and technology change; existing and future regulations affecting our business; the Company's ability to satisfy in a timely manner, all Securities and Exchange Commission (SEC) required filings and the requirements of Section 404 of the Sarbanes-Oxley Act of 2002 and the rules and regulations adopted under that Section; and other risks and uncertainties discussed in the reports Celsius Holdings has filed previously with the Securities and Exchange Commission. Celsius Holdings does not



Financial Tables

Celsius Holdings, Inc. Consolidated Statements of Operations and Comprehensive Income (unaudited)*

| | For the three months ended December 31, | | For the twelve months ended December 31, | |
|---|--|------------------|---|---------------------|
| | 2021 | 2020 | 2021 | 2020 ⁽¹⁾ |
| Revenue | \$104,254,257 | \$35,664,512 | \$314,271,559 | \$130,725,777 |
| Cost of revenue | 62,607,569 | 18,239,498 | 186,103,035 | 69,752,032 |
| Gross profit | 41,646,688 | 17,425,014 | 128,168,524 | 60,973,745 |
| Selling and marketing expenses | 24,627,192 | 11,234,425 | 74,738,295 | 34,875,339 |
| General and administrative expenses | 14,156,725 | 5,727,397 | 57,519,745 | 18,187,406 |
| Total operating expenses | 38,783,917 | 16,961,822 | 132,258,040 | 53,062,745 |
| Income from operations | 2,862,771 | 463,192 | (4,089,516) | 7,911,000 |
| Other income/(expense): | | | | |
| Interest income on note receivable | 77,376 | 87,112 | 316,962 | 355,821 |
| Interest expense on bonds | - | (40,355) | - | (431,813) |
| Interest on other obligations | (2,137) | (2,604) | (9,633) | (16,004) |
| Amortization of discount on bonds payable | - | (70,315) | - | (576,415) |
| Other miscellaneous income/(expense) | - | (21,486) | - | (49,100) |
| Amortization of intangibles | - | 429,307 | - | - |
| Amortization lease | - | 289,277 | - | - |
| Gain on lease cancellations | - | - | - | 152,112 |
| Foreign exchange gain/(loss) | 174,958 | 729,410 | (276,259) | 1,375,925 |
| European taxes | - | (81,500) | - | (81,500) |
| Total other income | 250,197 | 1,318,846 | 31,070 | 729,026 |
| Net income before income taxes | 3,112,968 | 1,782,038 | (4,058,446) | 8,640,026 |
| Income tax benefit (expense) | 8,829,539 | (116,177) | 7,995,721 | (116,177) |
| Net income | 11,942,507 | 1,665,861 | 3,937,274 | 8,523,849 |
| Other comprehensive income/(loss): | | | | |
| Foreign currency translation income/(loss) | (551,376) | 664,522 | 815,793 | 551,378 |
| Comprehensive Income | 11,391,131 | 2,330,383 | 4,753,067 | 9,075,227 |
| Income per share: | | | | |
| Basic | \$ 0.16 | \$ 0.02 | \$ 0.05 | \$ 0.12 |
| Diluted | \$ 0.15 | \$ 0.02 | \$ 0.05 | \$ 0.11 |
| Weighted average shares outstanding: | | | | |
| Basic | 74,836,561 | 71,876,874 | 73,781,130 | 70,195,085 |
| Diluted | 78,392,888 | 76,467,833 | 77,688,501 | 74,443,601 |

(1) Derived from Audited Consolidated Financial Statements

Reference: Consolidated Balance Sheet Form 10-K filed with the SEC May 11, 2021

*The three months ending December 31, 2021 and 2020 as well as the twelve months ended December 31, 2021 are unaudited



Financial Tables

Celsius Holdings, Inc. Consolidated Balance Sheet

| | December 31, 2021 (Unaudited) | December 31, 2020 ⁽¹⁾ |
|--|-------------------------------------|-------------------------------------|
| ASSETS | | |
| Current assets: | | |
| Cash | \$ 16,254,708 | \$ 43,248,021 |
| Accounts receivable-net | 38,741,049 | 14,986,213 |
| Note receivable-current | 2,587,905 | 1,885,887 |
| Inventories-net | 191,221,851 | 18,403,622 |
| Prepaid expenses and other current assets | 13,555,037 | 14,626,922 |
| Total current assets | 262,360,550 | 93,150,665 |
| Note receivable | 7,116,738 | 9,429,437 |
| Property and equipment-net | 3,180,058 | 579,377 |
| Deferred tax asset | 9,019,241 | - |
| Right-of-use asset-operating leases | 1,128,151 | 836,038 |
| Right-of-use asset-finance leases | 85,953 | 162,119 |
| Long-term security deposits | 299,829 | 122,733 |
| Intangibles | 16,301,326 | 16,590,083 |
| Goodwill | 14,526,583 | 10,419,321 |
| Total Assets | \$ 314,018,429 | \$ 131,289,773 |
| LIABILITIES AND STOCKHOLDERS' EQUITY | | |
| Current liabilities: | | |
| Accounts payable and accrued expenses | \$ 91,478,612 | \$ 25,412,753 |
| Lease liability-operating leases | 511,764 | 321,283 |
| Lease liability-finance leases | 157,046 | 205,824 |
| Other current liabilities | 976,072 | 425,232 |
| Total current liabilities | 93,123,494 | 26,365,092 |
| Long-term liabilities: | | |
| Lease liability-operating leases | 657,935 | 514,948 |
| Lease liability-finance leases | 45,408 | 82,290 |
| Deferred tax liabilities | 3,146,394 | - |
| Total Liabilities | 96,973,231 | 26,962,330 |
| Stockholders' Equity: | | |
| Common stock, \$0.001 par value; 100,000,000 shares authorized, 74,908,845 and 72,262,829 shares issued and outstanding at December 31, 2021 and December 31, 2020, respectively | 74,909 | 72,263 |
| Additional paid-in capital | 267,846,196 | 159,884,154 |
| Accumulated other comprehensive income/(loss) | 613,651 | (202,142) |
| Accumulated deficit | (51,489,558) | (55,426,832) |
| Total Stockholders' Equity | 217,045,198 | 104,327,443 |
| Total Liabilities and Stockholders' Equity | \$ 314,018,429 | \$ 131,289,773 |

(1) Derived from Audited Consolidated Financial Statements

Reference: Consolidated Balance Sheet Form 10-K filed with the SEC May 11, 2021

*December 31, 2021 Financials Statements are unaudited



Financial Tables

Celsius Holdings, Inc.
Reconciliation of Non-GAAP Financial Measure*
(Unaudited)

| | Three months ended December 31, | | Twelve months ended December 31, | |
|--|------------------------------------|---------------------|-------------------------------------|----------------------|
| | 2021 | 2020 | 2021 | 2020 |
| Net income available to common stockholders (GAAP measure) | \$ 11,942,507 | \$ 1,665,861 | \$ 3,937,274 | \$ 8,523,849 |
| <u>Add back/(Deduct):</u> | | | | |
| Income tax benefit | (8,829,539) | 116,177 | (7,995,721) | 116,177 |
| Depreciation and amortization expense | 295,442 | 304,326 | 1,259,885 | 1,738,829 |
| Net interest | (75,239) | (44,153) | (307,329) | 91,996 |
| Stock-based compensation | 7,777,789 | 1,621,301 | 36,475,161 | 6,340,000 |
| Other Non-Operational (Gains)/Loss-Net | - | 102,986 | - | 554,903 |
| Foreign exchange Gain/(Loss) | (174,958) | (729,410) | 276,259 | (1,375,925) |
| Non-GAAP Adjusted EBITDA | \$ 10,936,001 | \$ 3,037,088 | \$ 33,645,529 | \$ 15,989,829 |

| | Three months ended December 31, | | Twelve months ended December 31, | |
|---------------------------------------|------------------------------------|----------------------|-------------------------------------|----------------------|
| | 2021 | 2020 | 2021 | 2020 |
| Gross Profit (GAAP measure) | \$ 41,646,688 | \$ 17,425,014 | \$ 128,168,524 | \$ 60,973,745 |
| Gross Profit % | 39.9% | 48.9% | 40.8% | 46.6% |
| <u>Add back/(Deduct):</u> | | | | |
| Out Bound Freight | 8,787,233 | 2,988,734 | 26,934,830 | 9,460,052 |
| Non-GAAP Adjusted Gross Profit | \$ 50,433,921 | \$ 20,413,748 | \$ 155,103,354 | \$ 70,433,797 |
| Non-GAAP Adjusted Gross Margin % | 48.4% | 57.2% | 49.4% | 53.9% |

* The Company reports financial results in accordance with accounting principles generally accepted in the United States ("GAAP"), but management believes that disclosure of adjusted EBITDA and Gross Margins excluding Outbound Freight, a non-GAAP financial measure, may provide users with additional insights into operating performance.

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