

CELSIUS HOLDINGS TO ACQUIRE ALANI NU



CREATING A LEADING BETTER-FOR-YOU, FUNCTIONAL LIFESTYLE PLATFORM



STRATEGIC RATIONALE

- 1**
CREATES
a leading better-for-you, functional lifestyle platform at the intersection of consumer megatrends.
- 2**
COMBINES
two growing, scaled energy brands with clear category tailwinds.
- 3**
PROVIDES
complementary brand positioning and attractive consumer demographics, driving incremental category growth.
- 4**
LEVERAGES
combined strengths and capabilities to drive the next phase of growth.
- 5**
ENHANCES
topline growth algorithm and is expected to be cash EPS accretive in year one with a meaningful synergy opportunity.

POWERFUL COMBINED PLATFORM

~\$2bn
Sales Platform¹

**DIFFERENTIATED
PORTFOLIO**
in the Attractive
Energy Category



16%
Category Share²

**FASTEST
GROWING**
Portfolio of Scale³

TRANSACTION OVERVIEW



Celsius Holdings, Inc. (“Celsius”) has agreed to **acquire Alani Nutrition LLC (“Alani Nu”)** for **\$1.8B** comprising a mix of cash and stock

Represents **attractive valuation of <3x Alani Nu 2024A Revenue** and **~12x fully synergized Alani Nu 2024A Adjusted EBITDA⁴**

Enhances topline growth algorithm and is expected to be **cash EPS accretive** in year one with a meaningful synergy opportunity

Liquidity position expected to remain robust **with pro-forma net leverage of ~1.0x⁵ and ample cash on balance sheet**

Significant cash generation profile

Expected to close in **Q2 2025** subject to closing conditions & approvals

CELSIUS AT-A-GLANCE

THE WORLD’S MOST REFRESHING ENERGY DRINK ON A MISSION TO INSPIRE PEOPLE TO LIVE FIT WITH THE ENERGY TO ACHIEVE THEIR GOALS



<div>5</div> <div>PRODUCT LINES: CORE VIBE ESSENTIALS ON THE GO POWDERS HYDRATION</div>	<div>#9</div> <div>LIQUID REFRESHMENT BEVERAGE (LRB) BRAND IN THE US⁶</div>	<div>#3</div> <div>ENERGY DRINK BRAND IN THE US⁶</div>	<div>\$2.7bn</div> <div>RETAIL SALES IN THE US⁶</div>
<div>TARGET AUDIENCE</div> <div>Gender-neutral, performance-driven with broad appeal to fitness enthusiasts and beyond</div>	<div>BRAND POSITIONING</div> <div>Functionality for athletes and fitness-focused individuals</div>	<div>FLAVOR INNOVATION</div> <div>Diverse portfolio of fruit-forward, refreshing flavors</div>	<div>AESTHETIC</div> <div>Sleek, minimalist design with broad consumer appeal</div>

ALANI NU AT-A-GLANCE

GROWING, PROFITABLE HEALTH & WELLNESS LIFESTYLE BRAND WITH DIVERSE FUNCTIONAL PORTFOLIO & LOYAL FEMALE FOLLOWING



<div>5</div> <div>PRODUCT OFFERINGS: ENERGY PRE WORKOUT STICK PACKS SHAKES SNACKS</div>	<div>92%</div> <div>FEMALE SOCIAL MEDIA FOLLOWERS⁷</div>	<div>#4</div> <div>ENERGY DRINK BRAND IN THE US⁶</div>	<div>\$595mm</div> <div>2024A NET SALES GROWING at ~50% CAGR FROM 2022-24A</div>
<div>TARGET AUDIENCE</div> <div>Female-focused, lifestyle-oriented for consumers seeking a fun, approachable brand</div>	<div>BRAND POSITIONING</div> <div>Centered around community, empowerment and wellness for young women</div>	<div>FLAVOR INNOVATION</div> <div>Bright, playful flavors</div>	<div>AESTHETIC</div> <div>Vibrant, pastel color palette and feminine design</div>



JOHN FIELDLY
CHAIRMAN, PRESIDENT AND CEO



Celsius is at a defining moment in the better-for-you, functional lifestyle products movement, and we are thrilled to welcome Alani Nu to the Celsius family. We have deep respect for the strong community of supporters and fans Alani Nu has developed and the authentic brand and partnerships they have formed. Together, we expect to broaden the availability of Alani Nu’s functional products to help more people achieve their wellness goals with great-tasting, functional product options at more moments throughout their lives.



NOTE: Represents preliminary, unaudited 2024 Alani Nu financials. For supplemental information and reconciliations for non-GAAP items and a discussion of other risks and uncertainties, please refer to Celsius Holdings’ corresponding [press release](#) issued on February 20, 2025, as well as the Company’s investor relations website at ir.celsiusholdingsinc.com and SEC filings.

SOURCE: Company information, Circana

NOTE: Represents preliminary, unaudited 2024 Alani financials

1. Represents 2024A combined company Pro-Forma sales

2. Combined company Pro-Forma category share based on Circana, MULO+ W/C RTD Energy LTM as of February 2025

3. Based on Top 10 players in Circana, MULO+ W/C RTD Energy 2024; Represents combined company Pro-Forma 2024 sales growth rate

4. Based on 2024A Alani Nu Adjusted EBITDA including estimated run-rate cost synergies of \$50 million to be achieved over 2-years post-close (excluding cost to achieve) and purchase price net of ~\$150 million tax benefit step-up (net present value)

5. Based on 2024A combined company Pro-Forma Adjusted EBITDA including estimated run-rate cost synergies of \$50 million (excluding cost to achieve). Excludes transaction fees & expenses

6. Circana, TOTAL U.S. MULO+ W/C Full Year 2024 Ended 12.29.24

7. Company Information; Instagram insights