CELSIUS HOLDINGS O ACQUIRE ALANI NU





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



CREATES

a leading better-for-you, functional lifestyle platform at the intersection of consumer megatrends.

COMBINES

two growing, scaled energy brands with clear category tailwinds.

PROVIDES

complementary brand positioning and attractive consumer demographics, driving incremental category growth.

LEVERAGES

combined strengths and capabilities to drive the next phase of growth.

ENHANCES

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

POWERFUL COMBINED PLATFORM

-\$2bn

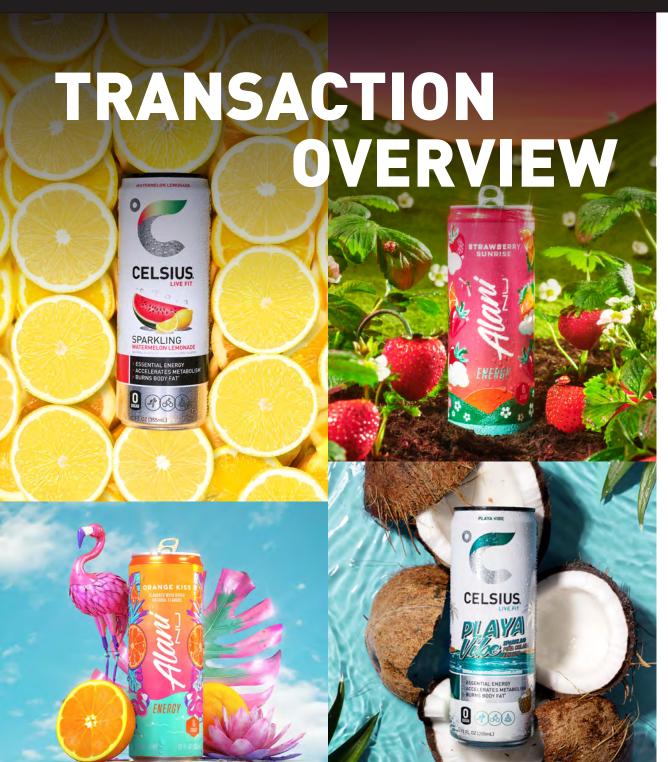
DIFFERENTIATED PORTFOLIO

in the Attractive **Energy Category**



16% Category Share²

FASTEST Portfolio of Scale³



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 EBITDA**⁴

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



5

PRODUCT LINES:

CORE | VIBE | ESSENTIALS |

ON THE GO POWDERS |

HYDRATION

#9

LIQUID REFRESHMENT BEVERAGE (LRB) BRAND IN THE US⁶ #3

ENERGY DRINK BRAND IN THE US⁶ \$2.7bn

RETAIL SALES IN THE US⁶

TARGET AUDIENCE

Gender-neutral, performance-driven with broad appeal to fitness enthusiasts and beyond

BRAND POSITIONING

Functionality for athletes and fitness-focused individuals

FLAVOR INNOVATION

Diverse portfolio of fruit-forward, refreshing flavors

AESTHETIC

Sleek, minimalist design with broad consumer appeal

ALANI NU AT-A-GLANCE

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



5

PRODUCT OFFERINGS:

ENERGY | PRE WORKOUT

STICK PACKS | SHAKES |

SNACKS

92%

FEMALE SOCIAL MEDIA FOLLOWERS⁷ #4

ENERGY DRINK BRAND IN THE US⁶

\$595mm

2024A NET SALES GROWING at ~50% CAGR FROM 2022-24A

TARGET AUDIENCE

Female-focused, lifestyle-oriented for consumers seeking a fun, approachable brand

BRAND POSITIONING

Centered around community, empowerment and wellness for young women

FLAVOR INNOVATION

Bright, playful flavors

AESTHETIC

Vibrant, pastel color palette and feminine design



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

- . Represents 2024A combined company Pro-Forma sales
- Combined company Pro-Forma category share based on Circana, MULO+ W/C RTD Energy LTM as of February 2025
 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
 - Circana ,TOTAL U.S. MULO+ W/C Full Year 2024 Ended 12.29.24
 Company Information; Instagram insights