



## **Celsius Holdings Continues International Expansion into the Netherlands**

*Celsius and Suntory Beverage & Food Benelux expand their sales and distribution territory*

**BOCA RATON, Fla., USA, May 22, 2025** – Celsius Holdings, Inc. (Nasdaq: CELH) today announced that it is expanding sales and distribution into the Netherlands. In partnership with Suntory Beverage & Food Benelux, CELSIUS® products will soon be available at Albert Heijn stores in the Netherlands, marking a new step in the brand's international growth. This addition follows the expansion of CELSIUS into Australia, Canada, France, Ireland, New Zealand and the United Kingdom, and the more recent launches in Belgium and Luxembourg. With increasing demand for functional energy drinks, Celsius remains focused on providing consumers with innovative products that support active and wellness-oriented lifestyles.

"We are incredibly excited to launch CELSIUS in such a vibrant market as the Netherlands," said Lex Shankle, EVP, Global Key Accounts at Celsius. "This is not just another step in our expansion; it's a leap towards revolutionizing the energy drink sector globally. We cannot wait for Dutch consumers to experience our modern energy drinks, featuring refreshing, natural flavors with zero sugar."

Celsius has chosen Suntory Beverage & Food Benelux for the exclusive distribution of CELSIUS products in the Netherlands, expanding the existing collaboration. Four fruit-forward, zero sugar flavors will be introduced in 2025: Sparkling Mango Lemonade, Sparkling Kiwi Guava, CELSIUS® PEACH VIBE™ and CELSIUS® ARCTIC VIBE™.

"We are thrilled to bring CELSIUS to the Netherlands. This launch is a testament of our successful partnership with Celsius Holdings and our vision of offering innovative, high-quality beverages," said Pierre Decroix, CEO, Suntory Beverage & Food Europe. "We believe that Dutch consumers will embrace CELSIUS' great-tasting flavors with open arms. This is an exciting moment for both Suntory and Celsius, and we look forward to seeing the positive impact this launch is expected to have in the region."

### **About Celsius Holdings, Inc.**

Celsius Holdings, Inc. (Nasdaq: CELH) is a functional beverage company and the owner of energy drink brand CELSIUS®, hydration brand CELSIUS HYDRATION™ and health and wellness brand Alani Nu®. Born in fitness and pioneering the rapidly growing, better-for-you, functional beverage category, the company creates and markets leading functional beverage products. For more information, please visit [www.celsiusholdingsinc.com](http://www.celsiusholdingsinc.com).

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### **About Suntory Beverage & Food Benelux**

Suntory Beverage & Food Benelux (SBF Benelux), part of the regional division Suntory Beverage & Food Europe (SBFE) belonging to the Japanese group Suntory, serves

Belgium, the Netherlands and Luxembourg with its iconic brand portfolio including Schweppes, Oasis, May Tea, Gini and Orangina. Its headquarters and logistics centre with around 110 engaged Suntorians are based in Genval, Belgium.

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