

CELSIUS

HOLDINGS

Celsius Holdings Brings CELSIUS® Brand to Spain Through Partnership With Suntory Beverage & Food Spain

The zero sugar energy drink brand arrives at retailers in March

BOCA RATON, Fla., March 9, 2026 — [Celsius Holdings, Inc.](#) (Nasdaq: CELH) today announced an exclusive sales and distribution agreement with Suntory Beverage & Food Spain (SBFS) that will bring the CELSIUS® brand to the Spanish market beginning in March 2026. The agreement, entered into by its affiliate Celsius Live Fit International DAC, brings CELSIUS to Spain and builds on Celsius' existing collaboration with Suntory in other international markets.

In Spain, consumers are increasingly choosing zero sugar, better-for-you beverages, including energy drinks¹. Born in fitness, CELSIUS meets this demand with great-tasting, zero sugar flavors designed for active, everyday lifestyles. As a leading Modern Energy brand, CELSIUS is built to recruit new consumers and expand everyday energy occasions, helping retailers grow the category, not just shift share.

"We're very excited to be able to offer CELSIUS to Spanish consumers and support them in their active lifestyles," said Garrett Quigley, President – Celsius International. "We want to continue driving our international growth and respond to the growing demand for functional and 'better-for-you' options in the energy drink category – a trend we're seeing both in Spain and around the world."

With seven essential vitamins and great-tasting flavors, CELSIUS is designed for the everyday achiever who chooses to step forward and seize every opportunity. This philosophy comes to life through the brand's global platform, LIVE. FIT. GO.™, which reflects a daily, balanced commitment to movement and ambition.

CELSIUS will launch at retailers across Spain with Sparkling Mango Lemonade, Sparkling Raspberry Peach, Sparkling Strawberry Watermelon, and Sparkling Kiwi Guava.

1. Nielsen Food Channel TAM P12 2024

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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™, health and wellness brand Alani Nu® and the Rockstar Energy® brand in the U.S. and Canada. 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.

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