



News Release

# Alani Nu® Surpasses \$1 Billion in Retail Sales

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Leading, female-focused brand of functional beverages and wellness products hits billion dollar milestone

Marks a new era of growth for Alani Nu as it continues to expand distribution and customer base

BOCA RATON, Fla.--(BUSINESS WIRE)-- Celsius Holdings, Inc. (Nasdaq: CELH) today announced that its portfolio brand Alani Nu® surpassed \$1 billion in retail sales for the trailing 52-week period ended Apr. 13, 2025, as reported by Circana<sup>1</sup>. Retail sales increased 72.4% year over year for the same period. This significant milestone has been fueled by accelerated brand growth, strong and unique innovation, and a growing female energy drink consumer segment seeking better-for-you, functional beverages that fit their health and wellness lifestyles.

Alani Nu Orange Kiss

"We're thrilled to celebrate this incredible achievement by Alani Nu," said John Fieldly,

Celsius Chairman and CEO. "Alani Nu has excelled in developing consumer-focused product innovation and created a strong, relatable brand, beloved by consumers for its relevance and authenticity. We believe that this milestone is evidence that Alani Nu is something very unique and special. Now being part of the Celsius portfolio, we believe that the best is yet to come for our brands. We're excited to leverage our collective strengths to further grow as a leader in the better-for-you beverage industry – reaching more people, in more places, more often."

This milestone follows Celsius Holdings' acquisition of Alani Nu, completed on April 1, 2025. Together, CELSIUS® and Alani Nu expand Celsius' leading functional beverage portfolio to reach more consumers who seek better-for-you, zero-sugar beverage alternatives.

1. Circana Total US MULO+ w/C L52W ended 4/13/25, RTD Energy

## About Alani Nu

Alani Nu® is a health and wellness brand focused on providing low-calorie products with unique flavors. Alani Nu offers a range of products including energy drinks, daily essentials, on-the-go snacks and more, and can be found at Walmart, Target, GNC, The Vitamin Shoppe, Kroger Family Stores nationwide, Costco and on Amazon. Celsius has owned Alani Nu since April 1, 2025.

## 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).

## Forward-Looking Statements

This press release contains statements by Celsius Holdings, Inc. ("Celsius", "we", "us", "our" or the "Company") that are not historical facts and are considered forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may address, among other things, our prospects, plans, business strategy and expected financial and operational results. You can identify these statements by the use of words such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "should," "will," "would", "could", "project", "plan", "potential", "designed", "seek", "target", variations of these terms, the negatives of such terms and similar expressions. These statements are based on certain assumptions that we have made in light of our experience in the industry as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate in these circumstances. These forward-looking statements are based on our current expectations and beliefs concerning future developments and their potential effect on us. You should not rely on forward-looking statements because our 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: changes to our commercial agreements with PepsiCo, Inc.; management's plans and objectives for international expansion and global operations; general economic and business conditions; our business strategy for expanding our presence in our industry; our expectations of revenue; operating costs and profitability; our expectations regarding our strategy and investments; our ability to successfully integrate business that we have acquired, including Alani Nu, or that we may acquire; our ability to achieve the benefits that we expect to realize as a result of our acquisitions, including Alani Nu; the potential negative impact on our financial condition and results of operations if we fail to achieve the benefits that we expect to realize as a result of our business acquisitions, including Alani Nu; liabilities of the businesses that we acquire that are not known to us; our expectations regarding our business, including market opportunity, consumer demand and our competitive

advantage; 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 comply with the rules and regulations of the Securities and Exchange Commission (the "SEC"); and those other risks and uncertainties discussed in the reports we have filed with the SEC, such as our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Forward-looking statements speak only as of the date the statements were made. We do not undertake any obligation to update forward-looking information, except to the extent required by applicable law.

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