



News Release

Alliance Global Partners Fireside Chat

8/20/2020

BOCA RATON, FL, August 14, 2020/PRNewswire/ — Celsius Holdings, Inc., (Nasdaq: [CELH](#)), maker of the leading global fitness drink, CELSIUS®, today announced that it will participate in a virtual event as part of Alliance Global Partners' series 'The Consumer Chronicles.'

John Fieldly, President and Chief Executive Officer of Celsius will take part in a fireside chat at 10:30 am ET on Friday, August 14, 2020.

To access the event, please follow the link

below: https://us02web.zoom.us/webinar/register/WN_0_8ucThuQx6nYJzSdiO9A

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH), is a global company with a proprietary, clinically proven formula for its master brand CELSIUS® and all its sub-brands. A lifestyle fitness drink and a pioneer in the rapidly growing performance energy sector, CELSIUS® has five beverage lines that each offer proprietary, functional, healthy-energy formulas clinically proven to offer significant health benefits to its users. The five lines include, CELSIUS® Originals, CELSIUS HEAT™, CELSIUS® BCAA +Energy, CELSIUS® On-the-Go, and CELSIUS® Sweetened with Stevia. CELSIUS® has zero sugar, no preservatives, no aspartame, no high fructose corn syrup, and is non-GMO, with no artificial flavors or colors. The CELSIUS® line of products is Certified Kosher and Vegan. CELSIUS® is also soy and gluten-free and contains very little sodium. CELSIUS® is backed by six university studies that were published in peer-reviewed journals validating the unique benefits CELSIUS® provides. CELSIUS® is sold nationally at Target, CVS, Walmart, GNC, Vitamin Shoppe, 7-Eleven, Dick's Sporting Goods, The Fresh Market, Sprouts and other key regional retailers such as HEB, Publix, Winn-Dixie, Harris Teeter, Shaw's and Food Lion. It is also available on Amazon, at fitness clubs and in select micro-markets across the country. For more information, please visit <https://www.celsiusholdingsinc.com>.

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