News Release

CELSIUS® Receives 7-Eleven Supplier of the Year, Non-Alcohol, Award

2/15/2024

Boca Raton, Fla., Feb. 15, 2024 – **CELSIUS**, the premium lifestyle energy drink formulated to inspire people to LIVE FIT™, was recognized with the 2023 7-Eleven Supplier of the Year, Non-Alcohol, Award at the 7-Eleven Experience 2024 conference in Las Vegas Tuesday night. This prestigious award recognizes outstanding suppliers for being best-in-class partners, collaborating across sales and marketing and providing premium products that add value to the consumer experience.

“It’s an honor for us to be recognized with the 7-Eleven Supplier of the Year Award,” said Tony Guilfoyle, Celsius Executive Vice President of North American Sales. “Our sales and marketing teams are best-in-class and have much to be proud of. We constantly strive to be the best supplier partner to all our retail customers.”

CELSIUS is disrupting the energy category with delicious, refreshing, zero-sugar beverages and on-the-go mix-in powders formulated to power active lifestyles with ESSENTIAL ENERGY™. The premium energy drink brand aligns perfectly with today’s trend toward fit lifestyles and is available in fruit-forward 12-ounce CELSIUS and CELSIUS Vibe product lines as well as the 16-ounce CELSIUS ESSENTIALS line.

Celsius has quickly grown to become the #3 energy drink brand in the United States[1] and recently began distribution in Canada, with the United Kingdom and additional countries expected to begin sales this year.

[1]According to sales data for the year of 2023 from Circana (formerly IRI) Celsius was the #3 Energy drink brand.

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is the maker of energy drink brand CELSIUS®, a lifestyle energy drink born in fitness and a pioneer in the rapidly growing energy category. For more information, please visit **https://www.celsius.com**.

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