News Release

Celsius Holdings Announces Brand-Led Organizational Structure and Leadership Appointments to Help Accelerate Growth and Sharpen Execution Across Total Energy Portfolio

2026-11-05

Creates brand-led business unit structure – CELSIUS®, Alani Nu® and Rockstar® Energy & Emerging Growth – to support the Company's next stage of growth

Appoints Alex Zigliara as President, CELSIUS® and Rishi Daing as President, Rockstar® Energy & Emerging Growth

New structure combines dedicated brand leadership with the scale and capabilities of Celsius Holdings' connected platform

BOCA RATON, Fla.--(BUSINESS WIRE)-- Celsius Holdings, Inc. (Nasdaq: CELH) ("Celsius Holdings" or "the Company") today announced a new brand-led organizational structure in the U.S. and leadership appointments designed to help accelerate growth, sharpen commercial focus and support faster execution across its scaled total energy portfolio. Under the new structure, the Company will align into three brand-led business units – CELSIUS®, Alani Nu® and Rockstar® Energy & Emerging Growth – each to be led by a brand President accountable for the strategy and performance of the applicable business unit and supported by enterprise marketing, sales, operations and administrative functions.

As part of the new structure, the Company announced the following leadership appointments, each reporting to Chairman and Chief Executive Officer John Fieldly:

- Alex Zigliara has been appointed President, CELSIUS®. Zigliara joins Celsius Holdings from FIJI Water, where he

served as Global President and led the brand's global strategy and operations, including developing its long-term strategic roadmap and launching a full-scale commercial transformation.

- Rishi Daing has been appointed President, Rockstar® Energy & Emerging Growth. Daing, who currently serves as the Company's Chief Marketing Officer, will transition from that role as the new organizational structure is implemented. In his current role, Daing has led the strategic transformation of Celsius Holdings' total energy portfolio, including innovation strategy, scaling the Alani Nu brand, and driving the Rockstar Energy brand re-introduction in the U.S. and Canada. In addition to being responsible for the strategy and performance of Rockstar Energy, Daing will lead Emerging Growth, including non-RTD energy and other functional beverage products.

"We have built Celsius Holdings into a scaled, multi-brand total energy portfolio, with three powerful brands that each have distinct roles, consumer segments and opportunities for growth," Fieldly said. "This new brand-led structure is the next step in how we align the Company to capture those opportunities, bringing our leaders closer to the brands and consumers they serve, while leveraging the strength and enterprise capabilities of Celsius Holdings to drive strong execution at retail."

Zigliara said, "I'm excited to lead the CELSIUS brand in the U.S. at such an important point in the brand's trajectory. CELSIUS has built an incredibly strong brand and loyal consumer following, and I believe there is significant opportunity to build on that momentum and unlock the next phase of growth."

Daing added, "I know firsthand the significant potential of Rockstar Energy and the disruptive opportunities that I believe are ahead of it. I'm thrilled to step into this new role and build on Rockstar's iconic brand heritage, bringing renewed focus, innovation and commercial execution to reinvigorate the Rockstar brand in the U.S. and Canada and drive future growth."

In addition to the appointments announced today, the Company is conducting a search to appoint a President of Alani Nu.

The three business units will operate as part of one connected Celsius Holdings platform, leveraging shared marketing, sales, operations and corporate capabilities. International brands will continue to operate through their existing marketing and commercial structure, with connectivity across the enterprise function to support growth in the Company's brands in markets outside of the U.S.

About Alex Zigliara

Zigliara most recently served as Global President of FIJI Water, where he led the brand's global strategy and P&L. Prior to that, Zigliara was CEO of MrBeast Feastables, CEO of Clif Bar & Company (Mondelēz International) and

Senior Vice President, Strategic Growth Channels at Mondelēz International. He spent 22 years at The Coca-Cola Company, where he held leadership roles across North America, Europe and global markets. Zigliara earned an economics degree from the Lycée de Vernon and a Master of Business Administration degree from Tours Business School in France.

About Rishi Daing

Daing was appointed Chief Marketing Officer of Celsius Holdings in September 2025. He has more than 20 years of global marketing and commercial leadership experience across consumer goods, beverages and emerging brands. Prior to Celsius Holdings, he held senior roles at Mark Anthony Brands and Tata Consumer Products. He spent 16 years at PepsiCo in the U.S. and Europe across a range of marketing, innovation, and strategy positions, working on global brands including Pepsi, Mountain Dew, Gatorade, Rockstar Energy, Aquafina and Starbucks as well as high-profile campaigns and activations across sports, music and entertainment platforms. Daing holds a Master of Business Administration degree from Canterbury Business School at the University of Kent.

Third Quarter 2026 Earnings Webcast

The Company also separately announced its third quarter 2026 financial results today. Management will host a webcast today, Thursday, Nov. 5, 2026, at 8:00 a.m. ET, to discuss the Company's third quarter 2026 financial results and the new organizational structure and leadership appointments with the investment community. Investors are invited to join the webcast accessible from **https://ir.celsiusholdingsinc.com**. Downloadable files, an audio replay and transcript will be made available on the Celsius Holdings investor relations website.

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is a functional beverage company and the owner of energy drink brand CELSIUS®, 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, functional beverage category, the Company creates and markets leading functional beverage products. For more information, please visit **www.celsiusholdingsinc.com**.

Forward-Looking Statements

This press release contains statements by Celsius Holdings, Inc. ("Celsius Holdings", "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: the effectiveness of our recently announced brand-led organizational structure and management appointments; 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 may acquire, our ability to achieve the benefits that we expect to realize as a result of our acquisitions, 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, 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”); ongoing and potential litigation matters; the impact of third parties attempting to replicate our product attributes; and those other risks and uncertainties discussed in our most recently filed Annual Report on Form 10-K and in our other reports filed with the Securities and Exchange Commission, including our 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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Source: Celsius Holdings, Inc.