



News Release

Celsius Holdings Appoints Christy Jacoby and John Short to the Company's Board of Directors

2026-02-10

BOCA RATON, Fla.--(BUSINESS WIRE)-- **Celsius Holdings, Inc.** (Nasdaq: CELH) ("Celsius Holdings" or "the Company") today announced the appointment of Christy Jacoby and John Short to its Board of Directors. Jacoby and Short were nominated by PepsiCo, Inc. ("PepsiCo") following the resignation of Israel Kontorovsky and Michael Del Pozzo from the Celsius Holdings Board, effective immediately.

"We thank Israel and Mike for their service and contributions during an important period of growth and evolution for Celsius Holdings," said John Fieldly, Chairman and Chief Executive Officer of Celsius Holdings. "As we continue to scale with discipline, operating rigor and portfolio clarity, we believe Christy and John bring highly relevant expertise that will further strengthen our Board and support our long-term value creation strategy."

Jacoby currently serves as Senior Vice President and Chief Financial Officer of PepsiCo North America Operations, where she oversees financial strategy and performance of PepsiCo's approximately \$40 billion foods and beverages business, including Frito Lay, Quaker North America and Pepsi Beverages. She brings more than two decades of finance and operational leadership experience across PepsiCo's global organization, encompassing financial planning, revenue management, strategy, innovation, supply chain finance and go-to-market finance.

Short currently serves as PepsiCo's Senior Vice President of Strategic Partnerships & Franchise, where he leads PepsiCo Beverages North America allied beverage partnerships, beverage mergers and acquisition activity and PepsiCo independent bottler relations. He brings more than 30 years of leadership experience across the beverage and consumer packaged goods industries, encompassing commercial strategy, revenue growth management, customer and channel leadership, operations, mergers and acquisitions, strategic partnerships and franchise bottling systems.

PepsiCo is currently entitled to nominate two directors to the Celsius Holdings Board of Directors pursuant to agreements entered into in connection with its equity investment in the Company.

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: 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 may acquire, including Alani Nutrition LLC (“Alani Nu”) and Rockstar Energy; our ability to achieve the benefits that we expect to realize as a result of our acquisitions, including Alani Nu and Rockstar Energy; 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 and Rockstar Energy; 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.

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 Rockstar Energy[®]. 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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