



News Release

# Celsius Holdings Appoints Hans Melotte to the Company's Board of Directors

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PepsiCo designee Jim Lee to depart Celsius Holdings' board of directors following his announced departure from PepsiCo

BOCA RATON, Fla.--(BUSINESS WIRE)-- **Celsius Holdings, Inc.**, (Nasdaq: CELH), maker of CELSIUS<sup>®</sup>, the premium lifestyle energy drink formulated to power active lifestyles with ESSENTIAL ENERGY™, today announced the appointment of Hans Melotte to the company's board of directors as an independent director. In conjunction with his appointment, Melotte joined the board's Audit and Enterprise Risk Committee and Human Resources and Compensation Committee.

"I'm pleased to welcome Hans to our board of directors," said Celsius Holdings, Inc., Chairman and CEO, John Fieldly. "Hans brings strong operational experience to our board with a global perspective on CPG business growth."

Melotte has more than 30 years of operating experience at some of the world's largest consumer goods companies. He most recently held executive roles at Starbucks, including President of Starbucks' Global Channel Development business. Prior to Starbucks, Melotte spent 20 years at Johnson & Johnson across Europe and the United States, including serving as Chief Procurement Officer. Melotte also serves on the boards of directors at Revlon, Cartamundi and Pendulum Systems.

Celsius Holdings Director Jim Lee submitted his resignation to the board in connection with his announced departure from PepsiCo, effective immediately. Lee's board seat will remain vacant until PepsiCo nominates a successor candidate.

"We thank Jim for his service to the board and wish him well in his future pursuits," Fieldly said.

## Forward Looking Statements

This press release contains statements 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 contain projections of Celsius Holdings' future results of operations or financial position, or state other forward-looking information. You should not rely on forward-looking statements because Celsius Holdings' actual results may differ materially from those indicated by forward-looking statements as a result of a number of important factors, including the risks and uncertainties discussed in the reports Celsius Holdings has filed previously with the Securities and Exchange Commission, such as its 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. Celsius Holdings does 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 the maker of energy drink brand CELSIUS<sup>®</sup>, a lifestyle energy drink born in fitness and a pioneer in the rapidly growing energy category. For more information, please visit [www.celsiusholdingsinc.com](http://www.celsiusholdingsinc.com).

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