



News Release

Celsius Holdings Appoints Michael Del Pozzo to the Company's Board of Directors

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Seasoned PepsiCo executive brings nearly 25 years of CPG and beverage leadership to Celsius Holdings board

BOCA RATON, Fla.--(BUSINESS WIRE)-- **Celsius Holdings, Inc.** (Nasdaq: CELH) today announced that on Thursday, Aug. 28, 2025, its Board appointed Michael Del Pozzo to the company's Board of Directors. He was nominated by PepsiCo, Inc. to serve as one of its two designees pursuant to an agreement with Celsius Holdings.

"I am pleased to welcome Mike to our board of directors and look forward to benefiting from his expertise," said John Fieldly, Chairman and CEO of Celsius Holdings. "Mike's proven leadership across PepsiCo's global beverage and commercial businesses brings valuable perspective as we scale our brands and strengthen our partnership with PepsiCo."

Del Pozzo currently serves as PepsiCo's President of North America – Commercial and Customer, a role he assumed in January 2025. A nearly 25-year PepsiCo veteran, he has held leadership roles across multiple divisions, including Pepsi Beverages North America, Frito-Lay, Quaker North America, and Corporate. He previously led PepsiCo's Gatorade business unit, overseeing its \$12 billion hydration portfolio of brands, and also served briefly as President of The Hershey Company's U.S. Confection business. Del Pozzo is a graduate of Bowling Green State University.

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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