



News Release

Celsius Holdings Highlights 2025 Execution Progress Ahead of Morgan Stanley Global Consumer & Retail Conference

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BOCA RATON, Fla.--(BUSINESS WIRE)-- **Celsius Holdings, Inc.** (Nasdaq: CELH) ("Celsius Holdings" or "the Company") today provided an update on its 2025 brand integration efforts, Alani Nu direct store delivery (DSD) transition progress, and recently achieved milestones ahead of the Company's participation in the Morgan Stanley Global Consumer & Retail Conference.

The previously disclosed transition of the Alani Nu DSD business into the PepsiCo distribution network continues to advance, with more than 80% of the U.S. business transitioned as of Dec. 1, 2025.

"Our teams have been incredibly disciplined this year, staying focused on our consumers and execution as we welcomed two new brands into our total energy beverage portfolio," said John Fieldly, Celsius Holdings Chairman and Chief Executive Officer. "We've continued to build on the momentum across our portfolio, strengthen our partnership with PepsiCo, and have remained committed to delivering on the work that sets us up for long-term growth. I'm proud of what our teams have accomplished and the way they've stayed true to our mission, focused on our customers and putting the consumer first."

Notable 2025 accomplishments and transition/integration timing

- Celsius Holdings portfolio reached 20.2% market share in the last 12 weeks ended 11/23/25 ¹
- Celsius Holdings portfolio grew 25.5%, ahead of the energy drink category which grew 13.7% in the same period ¹
- Alani Nu transition into the PepsiCo distribution system exceeded 80% of U.S. business as of Dec. 1, 2025
- Alani Nu integration plan currently remains on track for completion by end of the first quarter of 2026

- Rockstar integration plan currently remains on track for completion in the first half of 2026

Conference participation

Celsius Holdings' CFO Jarrod Langhans and Chief of Staff Toby David will speak at the Morgan Stanley Global Consumer & Retail Conference on Dec. 3, 2025. Management will discuss the progress outlined above and provide additional context consistent with previously communicated integration plans and transition timing. A live, audio-only webcast of the Company's fireside chat will be available generally to the public on our website, <https://ir.celsiusholdingsinc.com>, under Events & Presentations. The Company's fireside chat is expected to begin at approximately 3:45 p.m. ET.

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 businesses that we have or 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.

¹ Circana Total US MULO+ w/C L12W ended 11/23/25, RTD Energy (CELSIUS, Alani Nu, Rockstar Energy combined)

Investor Relations Contact:

investorrelations@celsius.com

Source: Celsius Holdings, Inc.