



News Release

Celsius Holdings to Participate in Upcoming Investor Conferences

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Company management to discuss quarterly business updates during fireside chats

BOCA RATON, Fla.--(BUSINESS WIRE)-- **Celsius Holdings, Inc.** , (Nasdaq: CELH), maker of CELSIUS[®] , the premium lifestyle energy drink formulated to power active lifestyles with ESSENTIAL ENERGY™, today announced that the Company will participate in the following investor conferences to discuss business updates, category share and other trends, and inventory topics as they relate to the third quarter.

Barclays 17th Annual Global Consumer Staples Conference

Date: Sept. 4-5, 2024

Fireside chat: Sept. 4, approximately 12:00 p.m. EDT

Piper Sandler Growth Frontiers Conference

Date: Sept. 10, 2024

Fireside chat: Sept. 10, approximately 9:00 a.m. CDT

All investors are invited to join a live webcast of the events at <https://ir.celsiusholdingsinc.com/events-and-presentations/> . As disclosed in our Annual Report on Form 10-K filed with the Securities & Exchange Commission (the "SEC") on Feb. 29, 2024, we use our website and webcasts as means of disclosing material information to the public in a broad, non-exclusionary manner, including for purposes of the SEC's Regulation Fair Disclosure (Reg FD). Attendees are reminded to join the webcast before the planned start time to ensure a good connection and to allow for time to complete the free registration. We intend to make replays of the webcasts noted above available on our website for at least 90 days after the original conference dates.

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is the maker of energy drink brand CELSIUS[®], a lifestyle energy drink born in fitness and a pioneer in the rapidly growing energy category. For more information, please visit www.celsiusholdingsinc.com.

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