News Release

Celsius Holdings to Participate in Upcoming Investor Conferences

2026-11-10

BOCA RATON, Fla.--(BUSINESS WIRE)-- **Celsius Holdings, Inc**. (Nasdaq: CELH) ("the Company") today announced it will participate in the following investor conferences:

J.P. Morgan U.S. Opportunities Forum

Date: Nov. 13, 2026

Morgan Stanley Global Consumer & Retail Conference

Date: Dec. 2, 2026

Fireside chat webcast: Dec. 2, approximately 2:15 p.m. ET

Live webcasts (where applicable) will be available in the Events & Presentations section of the Company's investor relations website 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 March 2, 2026, 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 webcasts 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 webcast noted above available on our website for at least 30 days after the original conference date.

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is a functional beverage company and the owner of energy drink brand CELSIUS®, wellness brand Alani Nu® and the Rockstar® Energy brand in the U.S. and Canada. Born in fitness and

pioneering the rapidly growing, functional beverage category, the company creates and markets leading functional beverage products. For more information, please visit **www.celsiusholdingsinc.com**.

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