



News Release

Celsius Introduces New CELSIUS HYDRATION™ Zero-Sugar Powder Sticks

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CELSIUS HYDRATION is the company's first caffeine-free, functional beverage product introduced in the US

Growing \$1.4 billion US hydration powder market presents incremental growth opportunity

BOCA RATON, Fla.--(BUSINESS WIRE)-- **Celsius Holdings, Inc.** (Nasdaq: CELH) today introduced CELSIUS HYDRATION™, a new line of electrolyte-based powder sticks to support hydration with zero sugar, B vitamins, essential electrolytes and the refreshing, fruit-forward flavors of CELSIUS® energy drinks – without the caffeine.

CELSIUS HYDRATION (Photo: Business Wire)

CELSIUS HYDRATION launches with five fruit-forward flavors: Fruit Punch, Blue Razz, Strawberry Watermelon, Arctic Cherry and Lemon Lime. Each powder stick offers a hydrating blend of thirst-quenching, refreshing flavors for all occasions – it's sugar free, hydrating bliss in every sip. CELSIUS HYDRATION is formulated with a blend of magnesium, potassium and sodium, making it a great addition to fitness and daily routines and to help active people feel their best, whatever may come.

CELSIUS HYDRATION joins the premium CELSIUS energy drink portfolio of 12- and 16-ounce zero-sugar, vitamin-infused beverages enjoyed by fitness enthusiasts, athletes, students and professionals. CELSIUS is the #3 energy drink in the U.S., and CELSIUS On The Go Powders are #1 in the energy powder category¹.

"The CELSIUS brand has long been synonymous with fitness and favored by consumers who prefer zero-sugar, refreshing energy drinks," said Celsius Chief Marketing Officer Kyle Watson. "CELSIUS HYDRATION is the perfect complement to our portfolio of functional beverages and gives consumers more occasions to enjoy the great-tasting and refreshing beverage experience that has propelled CELSIUS to become the number-three energy drink

brand in the United States.”

The \$1.4 billion U.S. hydration powder market is projected to grow at a 13% CAGR to \$2.5 billion by 2029². The CELSIUS HYDRATION line expands Celsius’ market and consumption occasions to become the preferred, functional beverage brand for more people, in more places.

Celsius expects to feature CELSIUS HYDRATION alongside CELSIUS energy drinks during key consumer engagement moments, like the CELSIUS Essential Vibes Tour™.

CELSIUS HYDRATION is available on Amazon and is expected to expand into additional retailers soon.

1. Source: IRI Total US MULO+ w/C L52W Ending 8.11.24
2. Source: IRI Total US MULO+ w/C 2019 – 2024 YTD Ending 8.11.24

About Celsius Holdings, Inc.

Celsius Holdings, Inc. (Nasdaq: CELH) is a functional beverage company and the maker of energy drink brand CELSIUS® and hydration brand CELSIUS HYDRATION™. 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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Source: Celsius Holdings, Inc.