



News Release

# Celsius Redefines How to Fuel Everyday Life with Launch of the LIVE. FIT. GO.™ Campaign

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Celsius taps into authentic storytelling to showcase how it empowers everyday achievers to meet the demands of an active, balanced lifestyle

BOCA RATON, Fla.--(BUSINESS WIRE)-- Energy drinks are for more than just athletes and gym lovers. The premium, functional energy drink brand CELSIUS® is shattering those myths with the launch of the LIVE. FIT. GO.™ campaign, the largest marketing initiative in the brand's history, supporting CELSIUS' long-term brand growth and global market expansion. This isn't just another marketing campaign; it's redefining how we think about fueling people's lives. By amplifying the brand's core LIVE FIT™ ethos and tapping into the "ready, set, go" mindset, CELSIUS is injecting deeper meaning into its mantra, connecting with people across everyday moments to live with an intended purpose.

The launch comes at a pivotal moment in the energy drink category. What was once a niche product category for athletes and gym-goers has become widely embraced, evolving alongside consumer preferences and a cultural shift toward fitness, health, wellness and active lifestyles. Consumers today are redefining what "fit" means – from physical performance to professional, emotional, and everyday determination to achieve their goals. LIVE. FIT. GO.™ is CELSIUS' answer to this movement, further positioning the brand as the go-to energy source for everyone striving to live with purpose and achieve their goals.

Through a strategic, multi-platform activation, the campaign will reach consumers where they live, work, and play to build awareness and connection to the brand. LIVE. FIT. GO.™ is engineered to illustrate how CELSIUS products deliver the energy to help meet the demands of an active, balanced lifestyle for the everyday achiever.

The campaign unfolds in a compelling three-part narrative, rolling out now, with each chapter spotlighting relatable

high-achievers who choose CELSIUS energy drinks to help power their everyday lives. They aren't just aspirational figures – they're reflections of authentic, everyday achievers, offering a fresh take on the energy needed to support the essential demands of life: The firefighter juggling family life and life-saving, the marathon runner climbing the corporate ladder and setting personal bests, the nurse finding time for personal passions, and the high-performing athletes who rely on CELSIUS to power through practices and reach peak performance.

The campaign will debut in the U.S. and expand internationally. This initiative is designed to deepen engagement, drive brand awareness in global markets, and reinforce CELSIUS as a leading functional beverage brand empowering people to give it their all, crush their goals, and conquer their day.

"CELSIUS is a functional energy drink created for active lifestyles – providing energy to support active individuals in their daily routines," said Kyle Watson, Chief Marketing Officer of CELSIUS. "With LIVE. FIT. GO.™, we're peeling back the layers of what energy truly means to people – whether it's a surge of focus for a demanding job, the stamina to chase your personal passions, or the resilience to balance life's responsibilities. Through authentic storytelling, we're further positioning CELSIUS as the energy to fuel all of life's demands and inspire people to LIVE FIT™ in everything they do."

CELSIUS offers a lineup of refreshing, fruit-forward flavors, designed to refresh your everyday energy and pair perfectly with every moment of your day. Whether it's crushing a workout or hustling through your work day, CELSIUS delivers energy when it matters most.

The campaign, brought to life in partnership with the creative agency Anomaly and under the direction of director and producer Jackson Tisi, unfolds in three 15-second and a 30-second anthem ad spot, and is supported across a robust marketing ecosystem. New characters and captivating creative will be unveiled throughout the year, in parallel with CELSIUS brand partners, illustrating the meaning behind LIVE. FIT. GO.™ through content on their personal social channels and featured across CELSIUS social channels.

## About CELSIUS®

CELSIUS is a premium, functional energy drink brand born in fitness and designed to power active lifestyles. Driven by its LIVE. FIT. GO.™ mantra, CELSIUS provides refreshing zero-sugar energy for people on the move – from athletes to everyday achievers. CELSIUS® is a brand owned by Celsius Holdings, Inc. (Nasdaq:CELH).

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