



A MOVEMENT



CELSIUS saw a market-leading **135.9%** sales increase in 2023

CELSIUS is **1 of 3** energy drink brands exceeding **\$1B** in annual sales (\$1.36B in 2024)



Red Bull
ENERGY DRINK



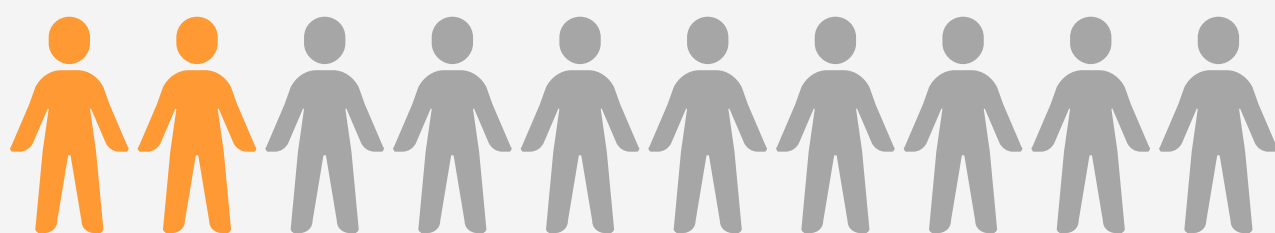
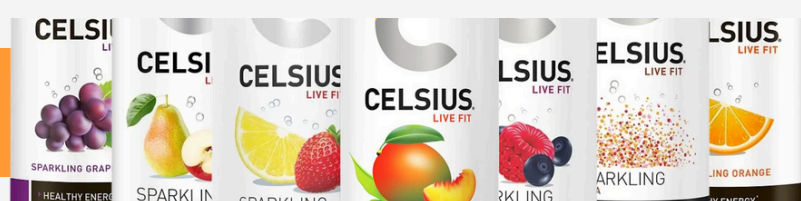
REIGN
TOTAL BODY FUEL

amazon

CELSIUS became the top selling Energy Drink on Amazon in **2023**



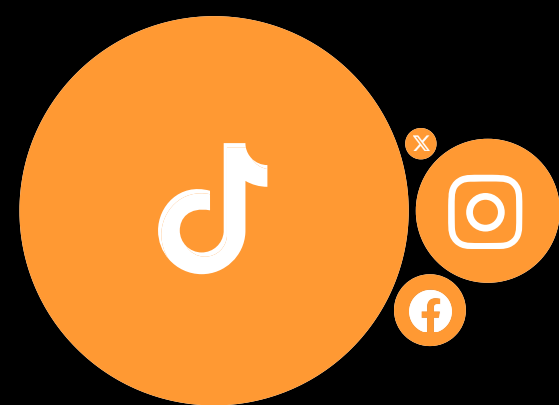
A LIFESTYLE



2/10 Energy drink consumers in the U.S. choose **CELSIUS**

GLOBAL PRESENCE

CELSIUS recently expanded its global presence into the United Kingdom, Ireland, Australia and New Zealand.



OVER 6.7M FOLLOWERS across all platforms

