

## ***It's Time for the Energy Drink Industry to Step Up***

*By: John Fieldly, CEO of CELSIUS Holdings, Inc.*

In today's wellness-conscious world, consumers are now more and more conscious about what they put into their mouths. As the beverage industry, especially the energy drink category, continues to experience rapid growth, we, as the industry leaders, are now facing an undeniable truth: the health of our consumers is the most important thing.

We, Celsius, firmly believe that the growth of the industry also means greater responsibility. In every milestone we reached, our commitment to the well-being of our customers must grow stronger. That's why we have decided to lead with purpose and redefine what energy means: it's not just about pure performance boost, it's also about clean ingredients and conscious consumption.

For decades, one sensitive topic around traditional energy drinks has been the excessive use of sugar and artificial sweeteners, which could deliver a quick burst of flavor but often at the expense of long-term health. A report from the National Library of Medicine has pointed out that the large sugar content in traditional energy drinks, which often ranges from 21g to 34g per oz, can contribute to long-term health issues like obesity and type 2 diabetes. Combined with high doses of synthetic caffeine, these formulas may also trigger anxiety, dehydration, and disrupted sleeping patterns. There's so much concern around energy drinks, but that's not what energy drinks should be. They should empower and support both people's performance and well-being. Since Celsius was founded, we have been on a mission to challenge this situation by formulating our products with zero sugar, no artificial preservatives, and gentle natural caffeine from green tea and guarana. Consumers today are now seeking clean ingredients

and full transparency, and aligning with these expectations is not just for good business, it's our commitment to do the right thing.

Our commitment doesn't end here; it also extends to the next generations. Younger people, who are among the most frequent energy drink consumers, are especially vulnerable to the negative effects of high caffeine and sugar intake. According to a study published by the American Academy of Pediatrics, there were 5,448 caffeine overdoses during a single year in the United States, and nearly half of these cases were in people under the age of 19. These stats should be a wake-up call for every energy drink brand in the space. As a part of the industry, we have the responsibility to protect those whom we serve, especially the youth who trust us with their energy. At Celsius, we have taken a firm stance: we want to empower young individuals, not addiction. That not only means embracing cleaner ingredients that deliver a gentle and sustained energy boost without side effects, but also advocating responsible labeling for our peers in the industry and healthy consumption patterns for our customers.

I encourage my peers across the industry to step up, raise the bar, and consider how cleaner, formulations can contribute to long-term well-being—for both our consumers and society at large. We, Celsius, are more than proud to join this journey. Together, we could build a stronger category and energize the world responsibly.