

CELSIUS® IGNITE YOUR VIBE SWEEPSTAKES
OFFICIAL RULES ("Official Rules")

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING. INTERNET ACCESS REQUIRED.

BY SUBMITTING AN ENTRY TO THIS SWEEPSTAKES DURING THE SWEEPSTAKES PERIOD, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT. PLEASE READ THEM CAREFULLY BEFORE ENTERING. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE RELEASEES AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. THE SWEEPSTAKES IS ONLY OPEN TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED BY LAW OR RESTRICTED BY LAW.

ELIGIBILITY: Open to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age and the age of majority in their state of residence (at least nineteen (19) in Alabama and Nebraska) at the time of entry. The following individuals are not eligible to enter or win a Prize: officers, directors, employees, representatives and agents of Celsius, Inc. (the "Sponsor"), their respective parents, subsidiaries, affiliates, advertising or Sweepstakes agencies, (including, but not limited to, Fandango Loyalty Solutions, LLC, and Southern Made Services, LLC (the "Administrator"), program prize suppliers, and any other companies engaged in the development, production, or distribution of materials for the sweepstakes (collectively, the "Sweepstakes Parties"), and members of their immediate families (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

SWEEPSTAKES PERIOD: The CELSIUS® Ignite Your Vibe Sweepstakes ("Sweepstakes") begins 12:01 a.m. Pacific Time ("PT") on August 10, 2025, and ends at 11:59 p.m. PT on October 4, 2025 (the "Sweepstakes Period"). By participating, each participant (each, an "Entrant" and collectively, "Entrants") agrees to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding on matters relating to this Sweepstakes. The Website server's clock is the official clock for this Sweepstakes. The Sweepstakes will be broken out into two (2) separate entry periods (each an "Entry Period").

Entry Period	Start Date of Entry Period	End Date of Entry Period
1	August 10, 2025, at 12:01 a.m. PT	September 6, 2025, at 11:59 p.m. PT
2	September 7, 2025, at 12:00 a.m. PT	October 4, 2025, at 11:59 p.m. PT

HOW TO PARTICIPATE: During the Sweepstakes Period, there are three (3) ways to participate.

- 1) Entry with Purchase:** Purchase participating CELSIUS® products, listed in Exhibit A attached hereto, from a physical or online retailer. Retain your receipt. For purchase from a physical retailer, take a photo of your entire receipt showing the qualifying items starred, or for online purchases, take a screenshot of your shipping, pickup or delivery confirmation. Visit www.celsius.com/celsiusloyalty (the "Website"), either on your mobile device (standard data rates may apply) or your desktop computer, and create an account or log in to your existing account and submit the image of your full receipt or shipping, pickup or delivery confirmation, as applicable. Submissions are reviewed within 2-5 business days. Once your receipt has been validated, you will receive an email confirming your entry into the Sweepstakes ("Receipt Entry").

2) Account Entry: Visit the Website at www.celsius.com/celsiusloyalty and create an account by entering your information including first name, last name, email, and complete address. Once your account is verified, you will receive an email confirming your entry into the Sweepstakes ("Account Entry").

3) Alternate Means of Entry: To receive one (1) entry without making a purchase or visiting the Website ("Alternate Means of Entry"), visit celsiusFTDAMOE.entertowinprizes.com and enter your first name, last name, email, and complete address (no P.O. boxes permitted).

There is a limit of one (1) Receipt Entry or Alternate Means of Entry (each, an "Entry") per day, per household. There is a limit of one Account Entry per household during the Sweepstakes Period. There is a limit of one (1) Account per household. A "day" is defined as starting at 12:01 a.m. PT and ending at 11:59 p.m. PT.

All Entries shall be deemed to be submitted by the authorized account holder of the email address used to register for the Sweepstakes. "Authorized Account Holder" of an email is the natural person who is assigned to an email address by an Internet access or online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address. You may only participate in the Sweepstakes using an email address for which you are the Authorized Account Holder. By submitting an email address to enter the Sweepstakes, you represent and warrant that you are the Authorized Account Holder. If a dispute arises regarding who submitted an Entry, the Entry will be deemed to be submitted by the Authorized Account Holder of the email address provided at the time of submission. Standard data rates may apply if the Website is accessed via a mobile device, and Entrants are solely responsible for any such charges.

Entrants using any other device or artifice to enter multiple times above the stated limit or as multiple Entrants will be disqualified. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Any incomplete, misdirected or postage due mail-in requests will be considered ineligible. Proof of submission is not proof of receipt by Sponsor. By participating, Entrants agree to abide by and be bound by these Official Rules and the Sponsor's decisions.

SWEEPSTAKES DRAWING ("DRAWING") AND ODDS OF WINNING: The Drawing for the grand prize ("Grand Prize") will be conducted by the Administrator, from among all eligible Entries received and combined from all entry methods during the Sweepstakes Period. The Drawing for the 1st prize ("1st Prize") will be conducted by the Administrator, from among all eligible Entries received and combined from all entry methods during Entry Period 1. Odds of winning the Grand Prize depend on the number of eligible Entries received during the Sweepstakes Period. Odds of winning the 1st Prize depend on the number of eligible Entries received during Entry Period 1. The 1st Prize winner will be selected and notified via email on or around September 12, 2025. The Grand Prize winner will be selected and notified via email on or around October 10, 2025.

The Sponsor's decisions shall be final and binding on all matters relating to the Drawings and Sweepstakes.

GRAND PRIZE: One (1) Grand Prize winner ("Grand Prize Winner") will, subject to these Official Rules, receive the Grand Prize, consisting of up to a three (3) day, two (2) night trip for Grand Prize Winner and one (1) ("Guest") to attend the Formula 1 Las Vegas Grand Prix in Las Vegas, NV. The Grand Prize will include (i) two (2) premium grand stand tickets to the Formula 1 Las Vegas Grand Prix in Las Vegas, NV; (ii) round trip coach class air transportation for Grand Prize Winner and Guest from a major commercial airport near Grand Prize Winner's home (as determined by the Administrator in its sole discretion) to Harry Reid International Airport in Las Vegas, NV; (iii) two (2) night standard hotel accommodation (single room, double occupancy, room and tax only). Grand Prize Winner and Guest must be available to travel November 20, 2025 - November 22, 2025. Guest and Grand Prize Winner must travel on the same itinerary. Selection of hotel and airline are at Administrator's sole discretion. **The Approximate Retail Value ("ARV") of the Grand Prize is \$6,500.** ARV is estimated for purposes of these Official Rules only.

1ST PRIZE: One (1) 1st Prize winner ("1st Prize Winner", together with Grand Prize Winner, "Winners" and each, a "Winner") will receive two (2) tickets to the Austin F1 Event on October 17, 2025 - October 19, 2025. **The ARV of the 1st Prize is \$2,600.** ARV is estimated for purposes of these Official Rules only. **1st Prize consists of tickets only. No travel is included in 1st Prize.**

The ARV of the Grand Prize and 1st Prize (collectively "Prizes") is \$9,100.

PRIZE TERMS AND CONDITIONS: If a Grand Prize Winner elects to partake in any or all portions of his/her Grand Prize with no Guest, only the applicable portion of the Grand Prize will be awarded to Grand Prize Winner and any remainder of the Grand Prize will be forfeited and shall not be subject to further or alternative compensation. All elements of the Grand Prize must be redeemed at the same time, and no changes will be permitted after conformation. Guest must be eighteen (18) years of age and the age of majority in their state of residence (at least nineteen (19) in Alabama and Nebraska) or older as of the date of departure and must travel on same itinerary and at the same time as the Grand Prize Winner. Guest must execute liability/publicity releases prior to issuance of travel documents. Specific travel dates and arrangements are subject to air travel, holiday, blackout dates, and other Grand Prize and travel restrictions. Reservations are subject to availability. Travel dates are subject to Administrator approval.

The values of the Grand Prize and 1st Prize set forth above represents the Sponsor's good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged, or appealed. The Winners will receive from the Administrator an IRS Form 1099 (or similar) in the amount of their respective Prize. ARV of Grand Prize may vary depending upon the points of departure, and/or airline fare fluctuations; any difference between stated ARV and final ARV of Grand Prize will not be awarded. Prizes consist only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, gratuities, incidentals, souvenirs, gasoline, car rental, etc.) are included in the applicable Prize and all such additional expenses are the sole responsibility of Prize Winner. Once issued, travel tickets are nontransferable and may not be reissued once travel has commenced. Open tickets may not be issued, and stopovers are not permitted. Travel arrangements must be made through Administrator. Sponsor will not replace any lost, mutilated, or stolen tickets. Grand Prize Winner may be required to provide a credit card at time of accommodation check-in to cover incidentals.

Winners and Guest irrevocably waive all claims against the Sweepstakes Parties, and agree that they will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes, the Prize awarded, personal injury, or wrongful death, a potentially heightened risk of exposure to communicable diseases, viruses, bacteria or illnesses (including, without limitation, COVID-19) and the causes thereof, and sickness arising as a result of entrant's participating in the Promotion and related activities (e.g., travel), wherever, whenever or however the same may occur. Winners and Guest must abide by all applicable federal, state, local and venue COVID-19 guidelines while traveling and in attendance at the prize event. Winners and Guest fully understand that (a) the novel coronavirus SARS-CoV-2 and any resulting disease (together with any mutation, adaptation or variation thereof, "COVID-19") is extremely contagious and there is an inherent risk of exposure to COVID-19 in any place where people are or have been present; (b) no precautions, including any protocols that will be implemented from time to time by the Sweepstakes Parties (collectively, the "Protocols"), can eliminate the risk of exposure to COVID-19; (c) while people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and/or underlying medical conditions; and (d) exposure to COVID-19 can result in being subject to quarantine requirements, illness, disability, other short-term and long-term health effects, and/or death, regardless of age or health condition. Winners and Guest will accept the respective Prizes and travel at their own risk.

If Sponsor so elects in its sole discretion, Winners and Guest may be required to submit to a confidential background check to ensure that (a) they will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor they adhere to any and all Protocols. Sponsor reserves the right, in its sole discretion, to disqualify Winners based on the results of the background check. If requested, each Winner must sign waiver forms authorizing the release of personal and background information or prize may be forfeited.

Winners are responsible for all applicable federal, state, local sales and income taxes and any costs, expense(s), or fees whatsoever in connection with the Prize not specifically provided herein. In the event that, for reasons beyond their control and not related to the Winner, the Sponsor is unable to award the Prize as described in these Official Rules (including if the Prize or any elements thereof should become unavailable for any reason), the Sponsor may substitute the Prize, or any elements thereof, with another prize of similar nature and equal or greater value at its sole discretion. The Prize is non-assignable and non-transferable and is not redeemable for cash and no substitution will be made except as provided herein at the Sponsor's sole discretion. If a selected Winner is unable to accept the Prize in its entirety for any reason, the Prize (or that portion thereof) may be forfeited. All Entries and the potential Winners are subject to verification by the Sponsor and the Administrator, whose decisions are final and binding. No compensation will be paid in lieu of the Prize or in the event that the Prize has been forfeited for any reason stated in these Official Rules. The Sweepstakes Parties shall not be held responsible for any delays in awarding the Prize for any reason. By participating in this Sweepstakes or submitting an Entry, each Entrant agrees: (i) to be bound by these Official Rules, including all Entry requirements, (ii) to allow Sponsor to send program specific emails, and (iii) to release and hold the Sponsor and the Sweepstakes Parties harmless from and against any and all claims, injuries, damages, losses and liability that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of the Prize or activity related to the receipt or use of the Prize. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern, and control.

Limit one (1) prize per household.

SWEEPSTAKES WINNER NOTIFICATION AND PRIZE CLAIM: Winners are subject to verification. The potential Winners will be notified via email using the email address supplied during registration. The potential Winners will have three (3) business days to respond via return email with their acceptance of the Prize. Upon the acceptance, the potential Winner will be sent winner documents via a DocuSign email and will be required to verify his/her/their eligibility by completing, signing, and returning an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release, and a completed and signed Federal Form W-9, by email by the date indicated on the documents or the Prize may be forfeited and an alternate Winner may be contacted. Failure to provide all required information and a signature on the documents will result in forfeiture of the Winner's right to claim the Prize, and the Prize may be awarded to an alternate Winner.

All costs and expenses associated with Prize acceptance and use not specifically provided herein are the responsibility of the Winner. Prize will be forfeited, and an alternate potential Winner may be contacted if: (1) a Prize notification is returned as undeliverable; (2) if any required response (including email response) is not received within three (3) business days for any reason; (3) if any Prize claim forms or winner verification materials are not returned within the required time period; (4) if a potential Winner is found to be ineligible by civil or criminal or social media information review, as determined by Sponsor in its sole discretion; or (5) if any potential Winner is determined to be ineligible or otherwise not in compliance with these Official Rules. Sponsor and the Sweepstakes Parties are not responsible for any change of mailing address, email address, and/or telephone number of entrants. Neither Sponsor nor Administrator is required to make more than one attempt to notify any individual potential Winner; nor are Sponsor or Administrator required to make more than one attempt to verify an alternative Winner if the first selected potential Winner is disqualified. If an insufficient number of qualified Entries are received, the Prize may not be awarded. A Prize that is unclaimed, unredeemed, or returned as undeliverable will not be awarded.

Prizes that have already been distributed may be revoked, cancelled, or voided at any time if it is determined that an Entry violated these Official Rules.

Taxes: Winners and Guest (if applicable) are solely responsible for any applicable federal, state, and local taxes on the Prizes and will be issued an IRS Form 1099 in January of 2026 reporting the value of the Prize if it is valued \$600 or over. Winner and Guest (if applicable) are responsible for paying taxes on the full ARV of the Prize awarded to them.

GENERAL CONDITIONS: INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION. If the Sweepstakes is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify, or terminate the Sweepstakes. In Sponsor's sole discretion, if any portion of the Sweepstakes is not capable of running as planned for any reason, or the integrity and/or feasibility of the Sweepstakes is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, health pandemic or epidemic, earthquake, explosion, extreme weather conditions, interruptions in air travel, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor, Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without any further obligation. In the event of cancellation, Sponsor will award the Prize in random drawing(s) from among all valid and eligible Entries received up to the time of such cancellation, provided a sufficient number of Entries are received. In no event will more than one Prize be awarded. In the event that an Entry is confirmed to have been erroneously deleted, lost, or destroyed, the Entrant's sole remedy shall be another Entry into the Sweepstakes.

LIMITATIONS OF LIABILITY AND RELEASE: As a condition of entering, Entrants agree to release the Sponsor and the Sweepstakes Parties, (collectively, "Releasees") from any and all liability, loss, or damage incurred with respect to Entrant's participation in the Sweepstakes and the awarding, receipt, possession, and/or use or misuse of the Prize. No liability or responsibility is assumed by the Releasees resulting from user's participation in, attempt to participate in, or download of any information in connection with participating in the Sweepstakes. Sponsor is not responsible for incorrect or inaccurate Entry information whether caused by Entrant or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error which may occur in the processing of the entries. No responsibility or liability is assumed by the Releasees for technical problems or technical malfunction, including, without limitation, those arising in connection with any of the following occurrences that may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless, or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts, or providers; garbled, jumbled, or faulty data transmissions; failure of any email transmissions to be sent to or received; lost, late, delayed, or intercepted email transmissions; inaccessibility of any website or application in whole or in part for any reason; traffic congestion on the Internet or any website or application; unauthorized human or non-human intervention in the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of the Prize or these Official Rules, or any inaccurate or incorrect data contained on promotional materials or on the Website. Use of the Website is at user's own risk. Releasees are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to user's or any other person's computer equipment resulting from participation in the Sweepstakes, use of the Website or the download of any information from a website or any other loss related to user's participation in the Sweepstakes or receipt of the Prize. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR SWEEPSTAKES PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

BINDING ARBITRATION: Any controversy or claim arising out of or relating to the Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS ("JAMS Rules and Procedures") then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Florida law consistent with the Federal Arbitration Act and applicable statutes of limitations and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable, or illegal (other than that claim will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS. If, however, the portion that is deemed invalid, unenforceable, or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THIS SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

PUBLICITY: Submission of an Entry, including any Prize notification documents ("Entrant Data"), constitutes your consent for Sponsor to obtain, use, and transfer your Entrant Data for Sweepstakes administration purposes and shall be subject to the Celsius Privacy Policy available at <https://www.celsius.com/privacy-policy/>

Winners and Guest (if applicable) must consent (and confirm such consent in writing upon request) to the use of his/her name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor, except for residents of TN and where prohibited by law.

GOVERNING LAW & JURISDICTION: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules thereof. By entering, Entrants consent to the jurisdiction and venue of the federal, state, and local

courts located in Palm Beach County, Florida for the resolution of all matters or proceedings which are not subject to arbitration as set forth in the Binding Arbitration clause of these Official Rules and agree that any and all such disputes shall be resolved exclusively in those courts. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced.

WINNER'S LIST REQUEST: For the name of the Prize Winners (available after October 18, 2025), send a self-addressed stamped envelope to: CELSIUS® Ignite Your VibeSweepstakes Winner PO Box 90130, Nashville, TN 37209, for Sponsor's receipt no later than January 9, 2026.

SPONSOR: Celsius, Inc., 2381 NW Executive Center Dr, Boca Raton, FL 33431

ADMINISTRATOR: Southern Made Services, LLC, 844 Hillwood Blvd., Nashville, TN 37209

// End of Official Rules //

Exhibit A

Participating Products

CORE Packs - 4	4-Pack UPC
Green Tea Peach Mango 4-Pack	889392010046
Sparkling Orange 4-Pack	889392000412
Sparkling Wild Berry 4-Pack	889392000429
Sparkling Fuji Apple Pear 4-Pack	889392010374
Sparkling Watermelon 4-Pack	889392003741
Sparkling Kiwi Guava 4-Pack	889392010152
Sparkling Peach Vibe 4-Pack	889392010381
Sparkling Tropical Vibe 4-Pack	889392010329
Sparkling Arctic Vibe 4-Pack	889392010411

CORE	Single Can UPC
Green Tea Raspberry Acai Single Can	889392010022
Green Tea Peach Mango Single Can	889392010015
Sparkling Fuji Apple Pear Single Can	889392010176
Sparkling Cola Single Can	889392000283
Sparkling Orange Single Can	889392000313
Sparkling Wild Berry Single Can	889392000320
Sparkling Watermelon Single Can	889392003628
Sparkling Grape Rush Single Can	889392000917
Sparkling Kiwi Guava Single Can	889392010145
Sparkling Peach Vibe Single Can	889392010190
Sparkling Strawberry Guava Single Can	889392021318
Sparkling Tropical Vibe Single Can	889392021394
Sparkling Arctic Vibe Single Can	889392021417
Sparkling Mango Passionfruit Single Can	889392021431

Sparkling Strawberry Lemonade Single Can	889392021455
Sparkling Lemon Lime Single Can	889392000757
Sparkling Fantasy Vibe Single Can	889392000597
Sparkling Green Apple Cherry Single Can	889392000863
Sparkling Oasis Vibe Single Can	889392000900
Sparkling Cosmic Vibe Single Can	889392001204
Sparkling Raspberry Peach Single Can	889392001303
Sparkling Astro Vibe Single Can	889392001341
Sparkling Galaxy Vibe Single Can	889392001327
Fizz Free Blue Razz Lemonade Single Can	889392001396
Sparkling Kiwi Strawberry Single Can	889392001549
Sparkling Watermelon Lemonade Single Can	889392001563
Sparkling Cherry Cola Single Can	889392001709
Sparkling Retro Vibe Single Can	889392001723
Sparkling Playa Vibe Single Can	889392001747
Sparkling Strawberry Passionfruit Single Can	889392001761
Sparkling Mango Lemonade Single Can	889392001785

CORE Packs - 24	24-Pack UPC
Green Tea Raspberry Acai 24-Pack	889392010084
Green Tea Peach Mango 24-Pack	889392010039
Sparkling Cola 24-Pack	889392000337
Sparkling Orange 24-Pack	889392000368
Sparkling Wild Berry 24-Pack	889392000375
Sparkling Fuji Apple Pear 24-Pack	889392006674
Sparkling Watermelon 24-Pack	889392006681
Sparkling Grape Rush 24-Pack	889392007541
Sparkling Kiwi Guava 24-Pack	889392006643
Sparkling Peach Vibe 24-Pack	889392006797
Sparkling Strawberry Guava 24-Pack	889392006698
Sparkling Tropical Vibe 24-Pack	889392006773
Sparkling Arctic Vibe 24-Pack	889392006759
Sparkling Mango Passionfruit 24-Pack	889392006735
Sparkling Strawberry Lemonade 24-Pack	889392006711
Sparkling Fantasy Vibe 24-Pack	889392000849
Sparkling Lemon Lime 24-Pack	889392000856
Sparkling Green Apple Cherry 24-Pack	889392000887
Sparkling Oasis Vibe (Prickly Pear Lime) 24-Pack	889392000962
Sparkling Cosmic Vibe 24-Pack	889392001228
Sparkling Raspberry Peach 24-Pack	889392001464
Sparkling Astro Vibe 24-Pack	889392001471

Sparkling Galaxy Vibe 24-Pack	889392001488
Fizz Free Blue Razz Lemonade 24-Pack	889392001495

CELSIUS® ESSENTIALS	Single Can UPC
Essentials Sparkling Dragonberry Single Can	852480007860
Essentials Sparkling Mango Tango Single Can	852480007907
Essentials Sparkling Orangesicle Single Can	852480007884
Essentials Sparkling Blue Crush Single Can	852480007112
Essentials Sparkling Cherry Limeade Single Can	852480007822
Essentials Sparkling Fruit Burst Single Can	852480007846
Essentials Sparkling Watermelon Ice Single Can	852480007273
Essentials Sparkling Grape Slush Single Can	852480007280

On-the-Go	Inner Pack UPC (14 Stick Box)
OTG Strawberry Mango (14 Sticks Per Pack)	889392001259
OTG Watermelon Ice (14 Sticks Per Pack)	889392001280
OTG Orange (14 Sticks Per Pack)	889392088021
OTG Berry (14 Sticks Per Pack)	889392080056
OTG Cranberry Lemon (14 Sticks Per Pack)	889392088625
OTG Dragonfruit Lime (14 Sticks Per Pack)	889392080766
OTG Kiwi Guava Lime (14 Sticks Per Pack)	889392080650
OTG Peach Vibe (14 Sticks Per Pack)	889392001600
OTG Arctic Vibe (14 Sticks Per Pack)	889392001617
OTG Tropical Vibe (14 Sticks Per Pack)	889392001679
OTG Blueberry Lemonade (14 Sticks Per Pack)	889392080612
OTG Strawberry Coconut (14 Sticks Per Pack)	889392001167
	Case UPC
OTG Costco Club Variety Pack (10ea - Dragonfruit Lime, Berry, Strawberry Mango)	889392002058
OTG Sam's Club Variety Pack (10ea - Dragonfruit Lime, Berry, Strawberry Coconut)	889392002072

Variety Packs - 12	12-Pack UPC
Original Variety 12-Pack (4ea - Orange, Wild Berry, Kiwi Guava)	889392000931
Vibe Variety 12-Pack (4ea - Peach Vibe, Tropical Vibe, Arctic Vibe)	889392000955
Essentials Sunset Variety 12-Pack (4ea - Fruit Burst, Orangesicle, Mango Tango)	852480007655
Space Vibe Variety 12-Pack (4ea - Cosmic Vibe, Galaxy Vibe, Astro Vibe)	889392001426
Splash Variety 12-Pack (4ea - Kiwi Guava, Green Apple Cherry, Lemon Lime)	889392001440

Fizz Free Variety 12-Pack (4ea - Blue Razz Lemonade, GT Peach Mango, GT Raspberry Acai)	889392001365
Six Flavor Assorted Variety 12-Pack (2ea - Assorted Flavors)	889392000771
BJ Variety 24-Pack (12ea: Orange, Kiwi Guava)	889392006810
Aldi Three Flavor Variety 12-Pack (4ea - Orange, Kiwi Guava, Watermelon)	889392000702
Aldi Vibe Variety 12-Pack (4ea - Tropical Vibe, Peach Vibe, Arctic Vibe)	889392001587
Aldi Space Variety 12-Pack (4ea - Cosmic Vibe, Galaxy Vibe, Astro Vibe)	889392001594
Aldi Fizz Free Variety Pack (4ea - Raspberry Acai, Peach Mango, Blue Razz Lemonade)	889392001891
Essentials Berry Variety 12-Pack (4ea - Blue Crush, Cherry Limeade, Dragonberry)	852480007556
Classic Pop Variety 12-Pack (4ea - Cherry Cola, Orange, Grape Rush)	889392002027
Beach Vibe Variety 12-Pack (4ea - Tropical Vibe, Playa Vibe, Fantasy Vibe)	889392002041
Aldi Fruit Variety 12-Pack (4ea Watermelon Lemonade, Strawberry Passionfruit, Kiwi Strawberry)	889392002324
Aldi Essentials Variety 12-Pack (4ea Cherry Limeade, Blue Crush, Fruit Burst)	852480007297
Aldi 2025 Vibes Variety 12-Pack (4ea Oasis Vibe, Retro Vibe, Playa Vibe)	889392002331
Aldi Citrus Variety 12-Pack (4ea Raspberry Peach, Green Apple Cherry, Wild Berry)	889392002348

18 Pack of (12oz) Club Pack	Case UPC
18ct Club Box (18 12oz Cans - 6 each KG, WB, OR)	889392000740
18ct Club Vibe Box (18 12oz Cans - 6 each PV, TV, AV)	889392000801
Sam's Club Variety 18 Pack (18 12oz Cans - 6 each OR, KG, MPF)	889392000832
Sam's Club Variety 18 Pack (18 12oz Cans - 6 each CV, GV, AV)	889392001662
Costco 18ct Core Club Box (18 12oz Cans - 6 each Orange, Grape Rush, Watermelon)	889392001983
Costco 18ct Core Fizz Free Club Box (18 12oz Cans - 9 each Peach Mango GT, Blue Razz Lemonade)	889392001990
Sam's Club Core Variety 18 Pack (18 12oz Cans - 6 each Orange, Kiwi Guava, Watermelon)	889392002003