Celsius Holdings, Inc.

CELH

Nasdaq; consumer nondurables; SIC 2086, Bottled & Canned Soft Drinks & Carbonated Waters; CIK 0001341766

C

middle fifth of 124 graded peers in consumer nondurables

rank 62 of 124; percentile 49.6; sampling error 3.8 points; lower is stronger

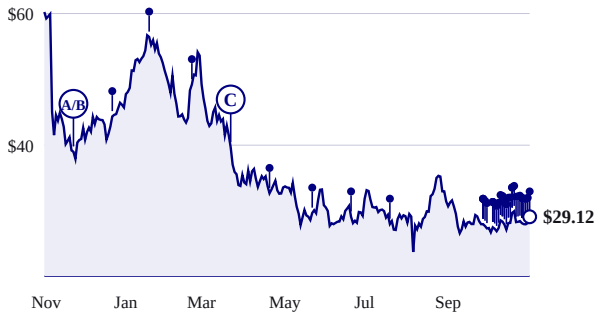
A B C D E

C, the tortoise



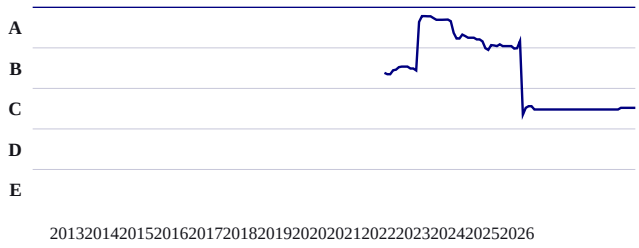
Scoreboard	
Profitability	C/D percentile 60.4
Solvency	C percentile 46.5
Growth and financing	B/C percentile 39.7
Reliability	0.94 AUC filers with over $2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025
Peer failure rate	0.52% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	over $2.67B assets total assets $5.1B
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered not computable: distress
Inputs computable	11 of 14
Graded from	filings received through Mar 2, 2026 244 days before the rescan; latest periodic filing 10-Q received Aug 6, 2026
Last close	$29.11 2026-10-30; market equity $7.4B; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Mar 2, 2026

When used in this Report, unless otherwise indicated, the terms the "Company," "Celsius," "we," "us" and "our" refer to Celsius Holdings, Inc. and its subsidiaries. Definitions of certain capitalized terms used in this Report are included within the Master Glossary. We were incorporated in the State of Nevada on April 26, 2005. Our Common Stock is listed on the Nasdaq Capital Market under the symbol "CELH". Celsius operates as a functional energy drink and wellness beverage company in the U.S. and internationally.

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 60.4						
Gross profitability	24.8%	29.8%		55.2	144	2025-12-31
Return on invested capital	not computable	5.6%				

a prior annual debt, equity, and cash observation is required

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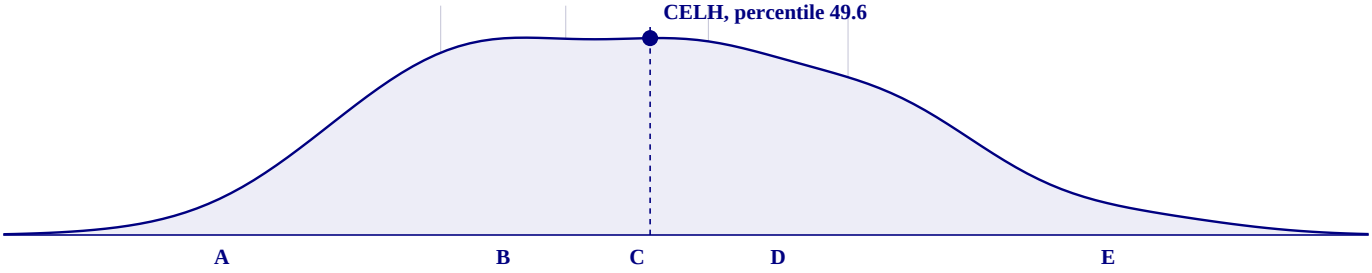
Accruals ratio	(7.3%)	(5.1%)	37.2	149	2025-12-31
Gross margin stability, five years	4.2 pts	1.9 pts	88.7	116	2025-12-31
Solvency, sleeve percentile 46.5					
Twelve-month failure probability	not computable	0.04%			
latest liabilities, cash plus short-term investments, book equity, and shares are required					
Altman Z double-prime	1.81	3.11	59.3	119	2025-12-31
Net debt to EBITDA	1.63x	2.54x	33.3	55	2025-12-31
Interest coverage	not computable	2.51x			
one or more required annual facts are missing					
Current ratio	1.68x	1.81x	46.7	153	2025-12-31
Growth and financing, sleeve percentile 39.7					
Revenue growth, three-year compound	56.7%	0.2%	0.0	133	2025-12-31
Free cash flow growth, three-year compound	47.9%	14.9%	20.0	66	2025-12-31
Reinvestment rate	(180.6%)	11.0%	91.4	71	2025-12-31
Asset growth, three years	61.2%	0.2%	0.0	134	2025-12-31
Net share issuance, one year	9.3%	0.03%	87.3	103	2026-02-23

Among 124 peers

consumer nondurables; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
57	Hershey Co. (HSY)	45.5	C	
58	Philip Morris International Inc. (PM)	46.3	C	
59	Hormel Foods Corp. (HRL)	47.2	C	
60	Altria Group, Inc. (MO)	48.0	C	
61	Oxford Industries Inc. (OXM)	48.8	C	
62	Celsius Holdings, Inc. (CELH)	49.6	C	
63	BrightView Holdings, Inc. (BV)	50.4	C	
64	J.Jill, Inc. (JILL)	51.2	C	
65	Lamb Weston Holdings, Inc. (LW)	52.0	C	
66	Albany International Corp. (AIN)	52.8	C	
67	Local Bounti Corporation/DE (LOCL)	53.7	C	short runway

What the price implies

at the 2026-10-30 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(54.6%)	(1.3%)	9
Distance from 52-week high	(51.7%)	(21.7%)	15
EBIT to enterprise value	1.9%	3.7%	37
Free cash flow yield	4.4%	4.4%	49
Book value to price	0.16	0.56	20
Sales to price	0.34	1.21	13
Composite equity issuance, five years	15.0%	(16.7%)	86

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Relative strength against the sector, log excess return	(0.87)	(0.09)	9

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score None of 9, period end 2025-12-31	
Return on assets above zero	pass
Operating cash flow above zero	pass
Return on assets improved	fail
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	fail
No new shares issued	fail
Gross margin improved	pass
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$631.2M
Operating cash flow, four quarters	$508.6M
Months of runway	not finite
Days since last periodic filing	87 (10-Q received Aug 6, 2026)
Median daily dollar volume, 63 sessions	$197.9M

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	gross profit	us-gaap:GrossProfit	$1.3B	2025-12-31	2026-03-02	10-K	26-000024
2	assets	us-gaap:Assets	$5.1B	2025-12-31	2026-03-02	10-K	26-000024
3	operating income	us-gaap:OperatingIncomeLoss	$141.1M	2025-12-31	2026-03-02	10-K	26-000024
4	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	$125.0M	2025-12-31	2026-03-02	10-K	26-000024
5	income tax	us-gaap:IncomeTaxExpenseBenefit	$17.0M	2025-12-31	2026-03-02	10-K	26-000024
6	total debt	us-gaap:LongTermDebt	$676.9M	2025-12-31	2026-03-02	10-K	26-000024
7	book equity	us-gaap:StockholdersEquity	$1.2B	2025-12-31	2026-03-02	10-K	26-000024
8	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$398.9M	2025-12-31	2026-03-02	10-K	26-000024
9	net income	us-gaap:NetIncomeLoss	$108.0M	2025-12-31	2026-03-02	10-K	26-000024
10	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$359.4M	2025-12-31	2026-03-02	10-K	26-000024
11	assets	us-gaap:Assets	$1.8B	2024-12-31	2026-03-02	10-K	26-000024
12	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$2.5B	2025-12-31	2026-03-02	10-K	26-000024
13	gross profit	us-gaap:GrossProfit	$680.2M	2024-12-31	2026-03-02	10-K	26-000024
14	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$1.4B	2024-12-31	2026-03-02	10-K	26-000024
15	gross profit	us-gaap:GrossProfit	$633.1M	2023-12-31	2026-03-02	10-K	26-000024
16	revenue	us-gaap:Revenues	$1.3B	2023-12-31	2024-02-29	10-K	24-000015
17	gross profit	us-gaap:GrossProfit	$270.9M	2022-12-31	2025-03-03	10-K	25-000024
18	revenue	us-gaap:Revenues	$653.6M	2022-12-31	2024-02-29	10-K	24-000015
19	gross profit	us-gaap:GrossProfit	$128.2M	2021-12-31	2024-02-29	10-K	24-000015
20	revenue	us-gaap:Revenues	$314.3M	2021-12-31	2024-02-29	10-K	24-000015
21	current assets	us-gaap:AssetsCurrent	$1.8B	2025-12-31	2026-03-02	10-K	26-000024
22	current liabilities	us-gaap:LiabilitiesCurrent	$1.1B	2025-12-31	2026-03-02	10-K	26-000024
23	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	$175.9M	2025-12-31	2026-03-02	10-K	26-000024
24	liabilities	us-gaap:Liabilities	$2.2B	2025-12-31	2026-03-02	10-K	26-000024
25	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	$29.5M	2025-12-31	2026-03-02	10-K	26-000024
26	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$36.1M	2025-12-31	2026-03-02	10-K	26-000024
27	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$262.9M	2024-12-31	2026-03-02	10-K	26-000024
28	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$23.4M	2024-12-31	2026-03-02	10-K	26-000024
29	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$141.2M	2023-12-31	2026-03-02	10-K	26-000024
30	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$17.4M	2023-12-31	2026-03-02	10-K	26-000024

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31	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$108.2M	2022-12-31	2025-03-03	10-K	25-000024
32	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$8.3M	2022-12-31	2025-03-03	10-K	25-000024
33	current assets	us-gaap:AssetsCurrent	$1.3B	2024-12-31	2026-03-02	10-K	26-000024
34	current liabilities	us-gaap:LiabilitiesCurrent	$365.5M	2024-12-31	2026-03-02	10-K	26-000024
35	assets	us-gaap:Assets	$1.5B	2023-12-31	2025-03-03	10-K	25-000024
36	assets	us-gaap:Assets	$1.2B	2022-12-31	2024-02-29	10-K	24-000015
37	shares outstanding	dei:EntityCommonStockSharesOutstanding	256,975,993	2026-02-23	2026-03-02	10-K	26-000024
38	shares outstanding	dei:EntityCommonStockSharesOutstanding	235,129,734	2025-02-21	2025-03-03	10-K	25-000024

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