



CELH BULLISH ALERT

January 24, 2022



Bullish Opportunity Alert: **CELH**

Actionable Trade Idea

Buy Celsius Holdings, Inc. (NASDAQ:CELH) stock up to \$55/share**

Alternative approaches would include selling OTM put options with a strike price 5% below the current price of the stock each month to generate income until a position is established.

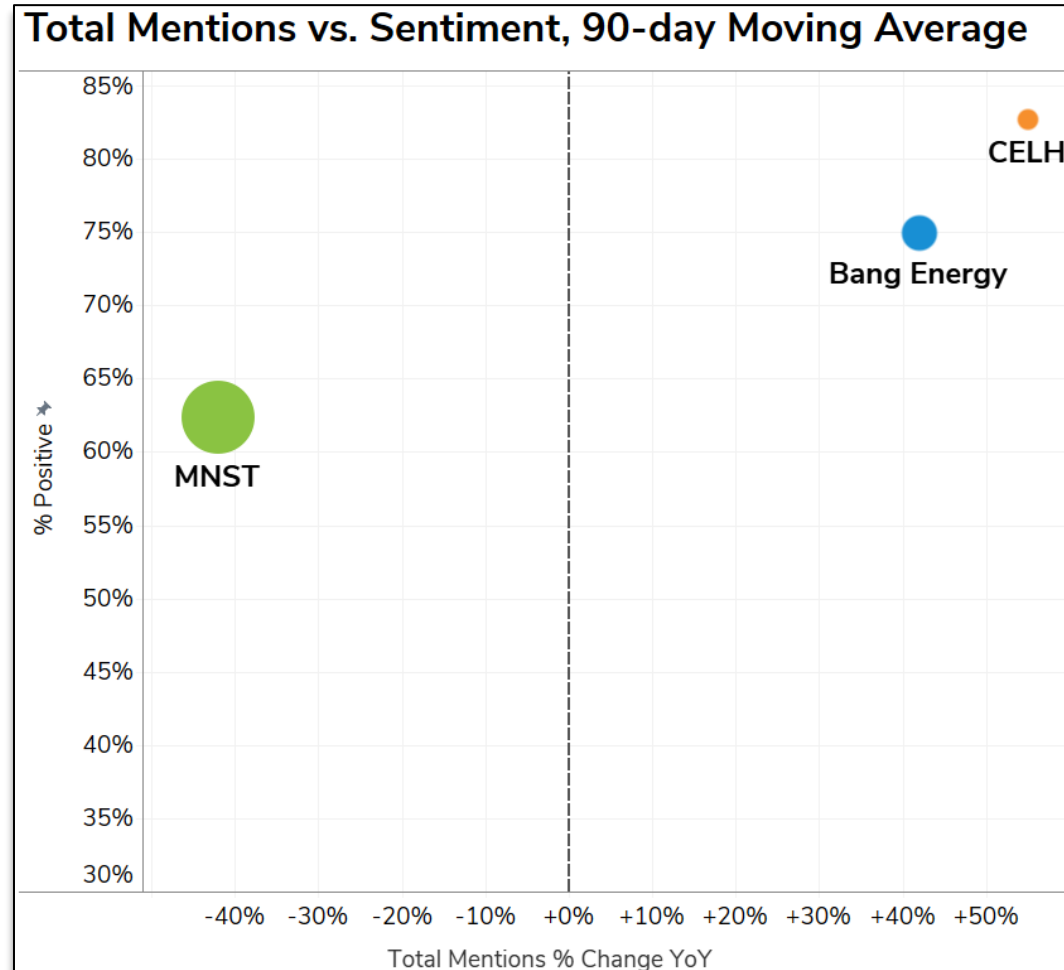
We believe this stock could gain by more than 100% within the next 2 years.

**ON ALL TRADES, it is important to use proper risk management to correctly allocate and protect your capital. On popular exit strategy for bullish trades is a 25% trailing stop.

Outlier Discovery

- This chart displays Total Mention growth on the x axis and Consumer Happiness on the y axis. The ideal positioning is in the top right corner, indicating a **potential bullish opportunity**.
- Comparing Celsius to other notable energy drink producers provides a snapshot of how it stacks up against its peers.
- The Outlier Discovery Grid shows that CELH is still outpacing its competitors in terms of consumer Buzz growth and consumer Happiness. Furthermore, Total Mention volume has gained by more than +300% over the past 2 years, bringing it closer to massive brands like Monster Energy (\$MNST).

CELH: Still Leading the Industry



Consumer Demand:

- Consumer Mentions of buying and drinking Celsius brand energy drinks hit an all-time high in Q4 of 2021 —

Purchase Intent pulled back briefly but has since regained a positive trajectory, up **+71 YoY** on a 30-day moving average.

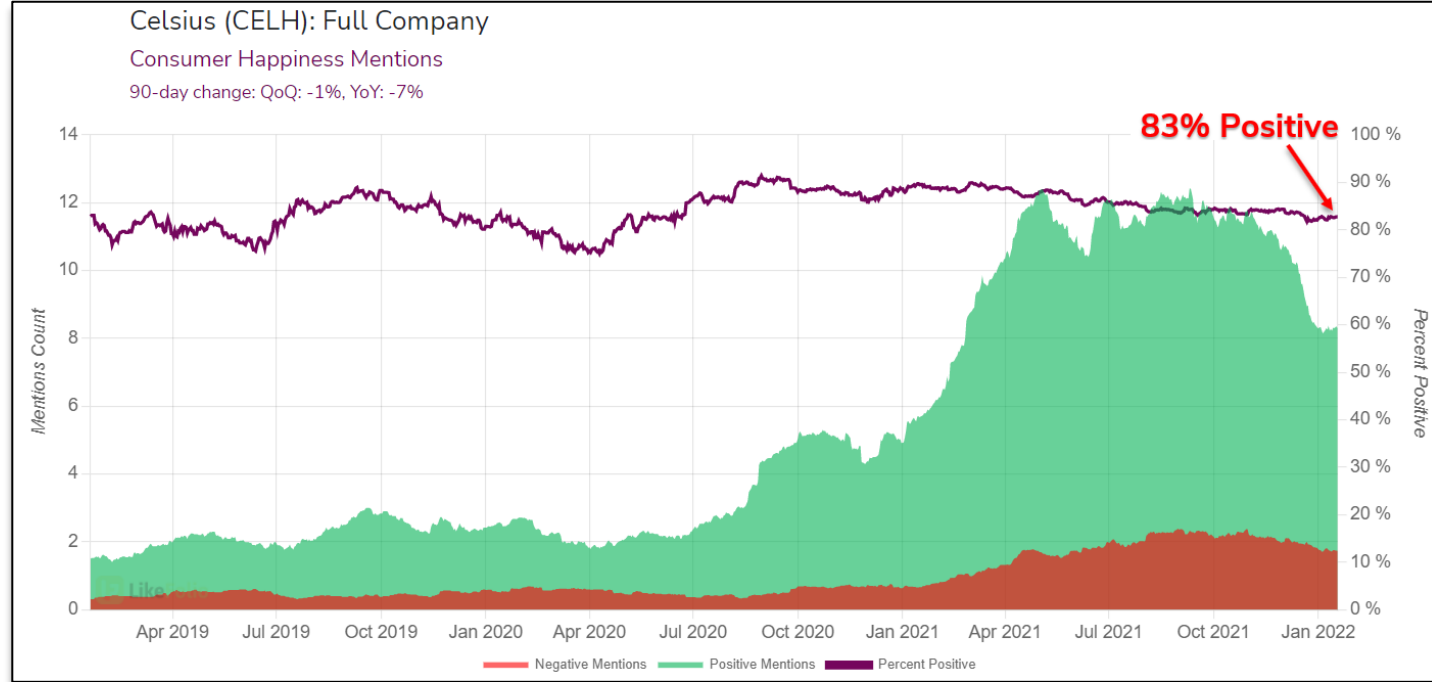
CELH: Positive Demand Trajectory



Consumer Happiness:

- Consumer Sentiment Mentions reflect CELH's status as an incredibly well-regarded brand: **83% positive** in the past 90 days (-7% YoY).
- Celsius brand energy drinks receive glowing reviews for their flavor and health benefits. Many consumers also report using Celsius as an effective pre-workout beverage.

CELH: Consumers Like the Drinks



kelsey
@kelseyirene_

@CelsiusOfficial is life and literally the best energy drink brand I've ever had 🙌

4:30 PM · Jan 14, 2022 · Twitter for iPhone

Kayla Menkes
@KaylaMenkes

Be honest @CelsiusOfficial , wtf is in the drink bc I just had the best workout of my life

6:17 PM · Jan 6, 2022 · Twitter for iPhone

Kait
@kaitlinnicholee

The Celsius energy drinks are fantastic. They also have biotin in them. 🙌 Go off sis @CelsiusOfficial

5:44 PM · Jan 14, 2022 · Twitter for iPhone

rina
@strawbiet

drinking celsius before working out makes me feel so good

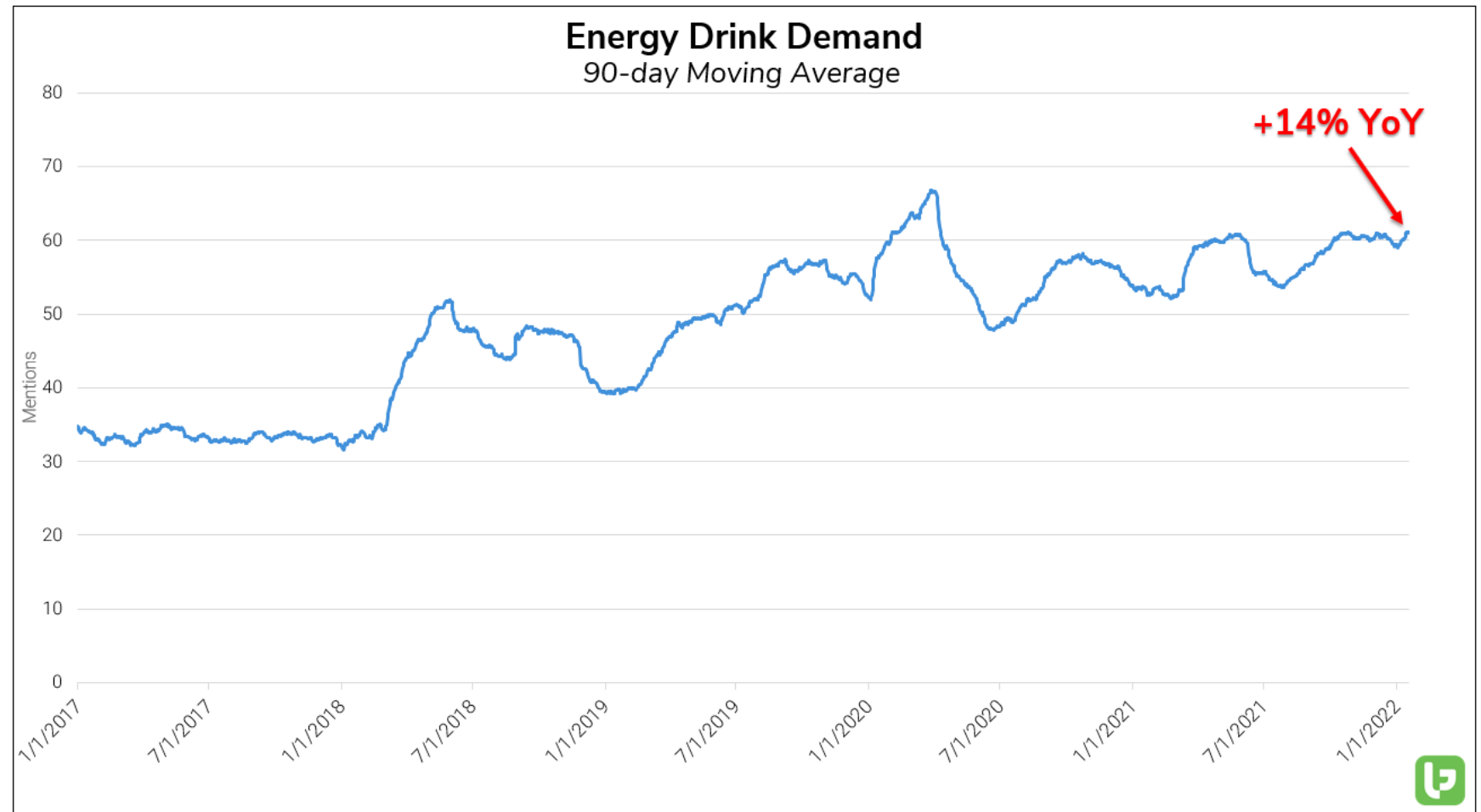
3:28 PM · Jan 12, 2022 · Twitter for iPhone



Macro Tailwind:

- Consumers' Mentions of purchasing, drinking, and desiring energy drinks have maintained a high level over time, up **+14% YoY** on a 90-day moving average.

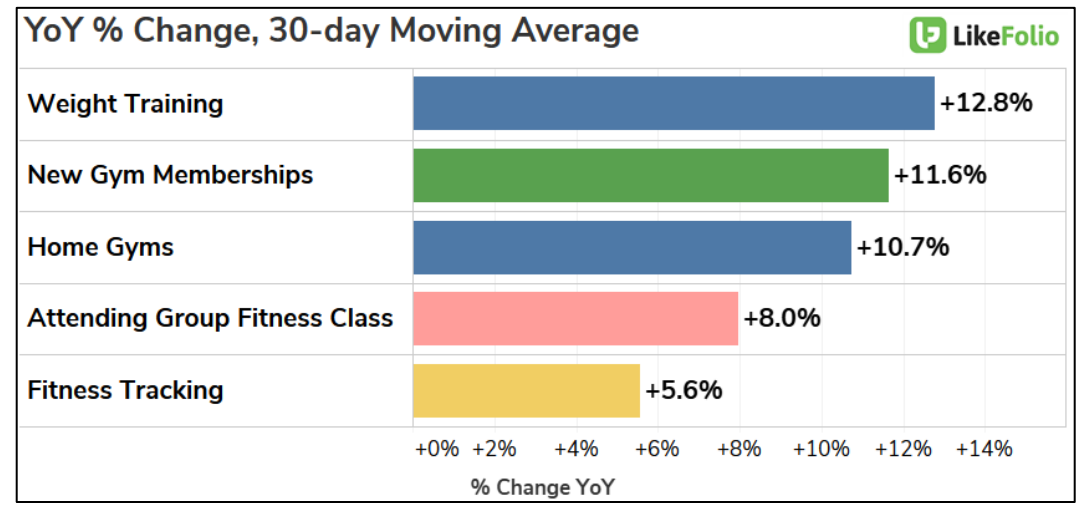
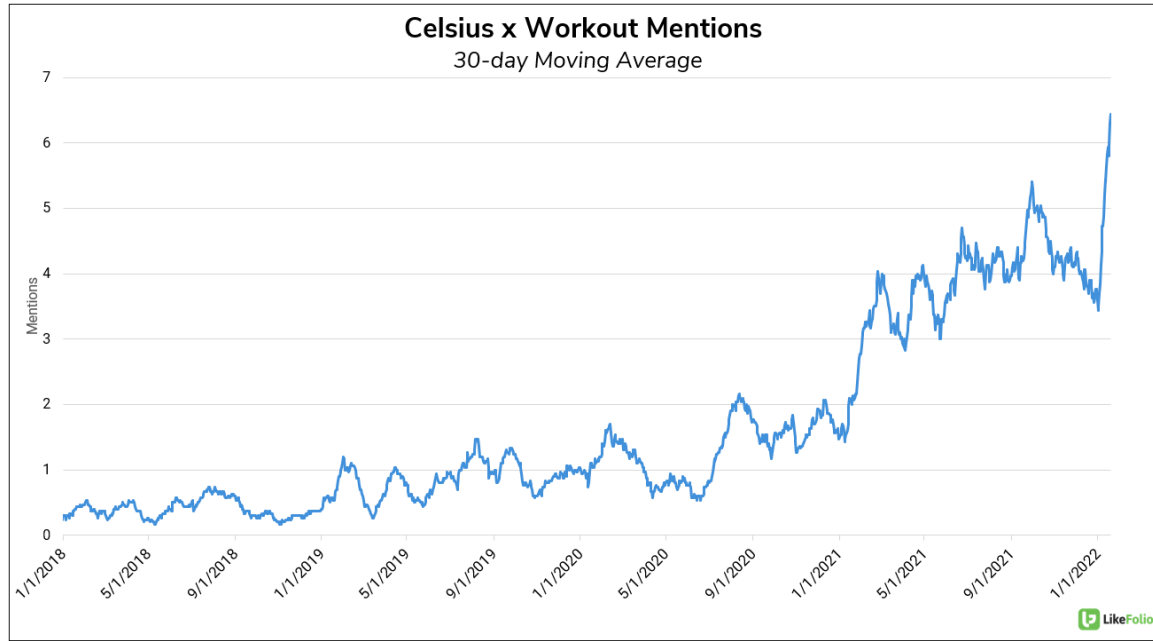
CELH: Customers Can't Get Enough



Fitness Impact:

- Consumer Mentions of using Celsius as a pre-workout supplement have risen to a new all time high this month, up **+206% YoY** on a 30-day moving average.
- Underlying fitness trends show that consumers are getting fit for the new year, with both gym membership and home gym usage on the rise.

CELH: Popular Pre-Workout



CELH: The Bottom Line

- **Popular Pre-Workout** – Celsius has always branded itself as a “healthier option” in the energy drink space, so it’s unsurprising that it has gained considerable popularity as a pre-workout beverage.
Consumer Mentions of using Celsius as a pre-workout supplement have risen to a new all time high this month, up **+206% YoY** (30d MA).
- **Powerful Revenue Growth** – CELH [reported](#) record-high revenue for ‘21Q3, up **+157% YoY** and **+46% QoQ**. This recent earnings release added on to a trend of powerful sales growth for the company.
- **Caveats:** Celsius built 6 new distribution warehouse facilities last quarter. The cost related to building and stocking these new facilities put downward pressure on the company’s margins in ‘21Q3. It remains to be seen if this expansion will have a positive impact on profitability moving forward.

We’ve had our eye on Celsius (\$CELH) since early 2020, and it’s fair to say that the energy drink manufacturer has outperformed our expectations. Shares have gained by more than **+1000%** since our initial bullish nod — Underlying consumer data shows that the CELH is still firing on all cylinders. Considering the recent stock pullback (nearly **-60%** since November 2021), we’re taking the opportunity to reiterate our long-term bullish outlook on this top-tier company.

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