



News Release
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A Better Workout is Possible: Survey Shows Effects of Taking Pre-Workout

The 2024 survey reveals that 80% of respondents felt their workout regimens improve when consuming pre-workout

BOCA RATON, Fla. (Dec. 3, 2024) -- Celsius today released results for its *Understanding Pre-Workout Performance* survey, revealing that 80% of people who use pre-workout felt that it improved their exercise performance. With the New Year around the corner, many will be attempting to improve upon their workout routines and fitness goals. The survey revealed how utilizing the product can affect fitness performance.

According to WebMD, pre-workout is designed to give consumers increased energy and stamina. Pre-workout is typically offered in the form of a canned beverage, powder mix, energy bar, supplemental pill or gel. Celsius offers canned beverages and 'On-the-Go' powder mixes. The products are formulated with their MetaPlus blend, which is designed to increase energy, accelerate metabolism and start the body's thermogenic process.

Other Survey Insights:

- **63% of people who exercise frequently or very frequently use pre-workout.** This indicates the growing demand for pre-workout products.
- **38.5% of people prefer pre-workout as a canned beverage.** Of the 15 respondents who reported using pre-workout, 10 responded that pre-made beverages were their go-to.
- **46.2% of people prefer pre-workout as a powder mix.** Celsius offers "On-the-Go" powder-stick packets to create a pre-workout when added to water.
- **66.6% of men, versus 33.3% of women use pre-workout.** Of all respondents who report exercising frequently or very frequently, men were more likely to use a pre-workout.

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“We want our customers to feel great about the efforts they put in to improve themselves,” said Celsius Holdings, Inc. CEO John Fieldly. “Celsius’s *Understanding Pre-Workout Performance* survey results validated our belief that our products truly can make a difference. We’re proud to have six university-researched studies that back the effectiveness of our beverages. By making Celsius a part of your workout routine, you’ll have amplified energy and see greater results.”

CELSIUS SURVEY METHODOLOGY

Understanding Pre-Workout Performance studied the responses of 31 participants between the ages of 20 and 26 who were not compensated for their responses. The survey was fielded online via Qualtrics from Nov. 21 through Nov. 30, 2024. Respondents who selected ‘Not Applicable’ or on certain questions or reported rarely exercising were not included in some calculations.

About CELSIUS Holdings, Inc.

CELSIUS Holdings, Inc. (CELH) is a global consumer packaged goods company with a proprietary, clinically proven formula. A lifestyle energy drink born in fitness and a pioneer in the rapidly growing energy category. CELSIUS energy drinks offer proprietary, functional, essential energy formulas clinically-proven to offer significant health benefits to its users. CELSIUS energy drinks are backed by six university studies that were published in peer-reviewed journals validating the unique benefits provided by them.

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