



# CELH BULLISH ALERT

*April 14, 2021*



# Bullish Opportunity Alert: **CELH**

## Actionable Trade Idea

**Buy Celsius Holdings, Inc. (NASDAQ:CELH) stock below \$60/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.

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

## Consumer Demand:

- Consumer Mentions of buying and drinking Celsius brand energy drinks are at an **all-time high** and still rising, up **+188% YoY** on a 90-day moving average
- CELH Purchase Intent Mentions have consistently pushed higher over the past year and have not shown signs of slowing

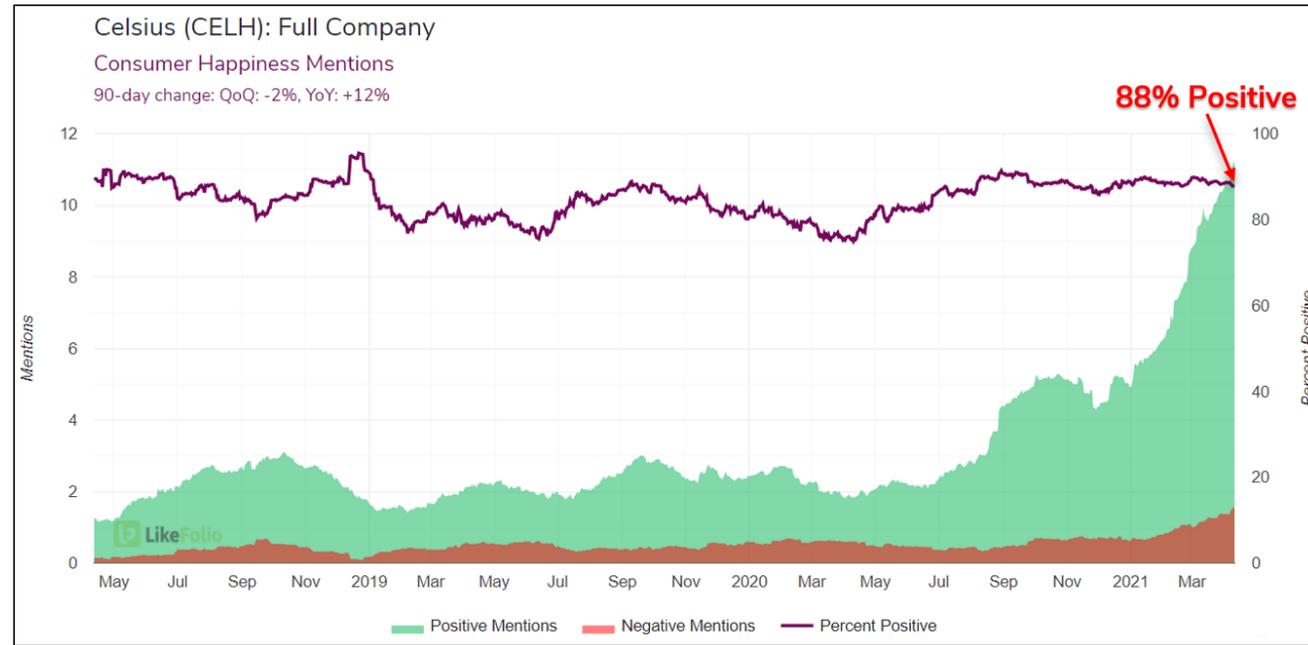
# CELH: Relentless Demand Growth



## Consumer Happiness:

- Consumer Sentiment Mentions were a phenomenal **88% positive** over the past 90 days, up **+12%** from the prior year.
- Celsius caters to active and health-conscious consumers. As a result, it receives praise for having “healthier” ingredients.

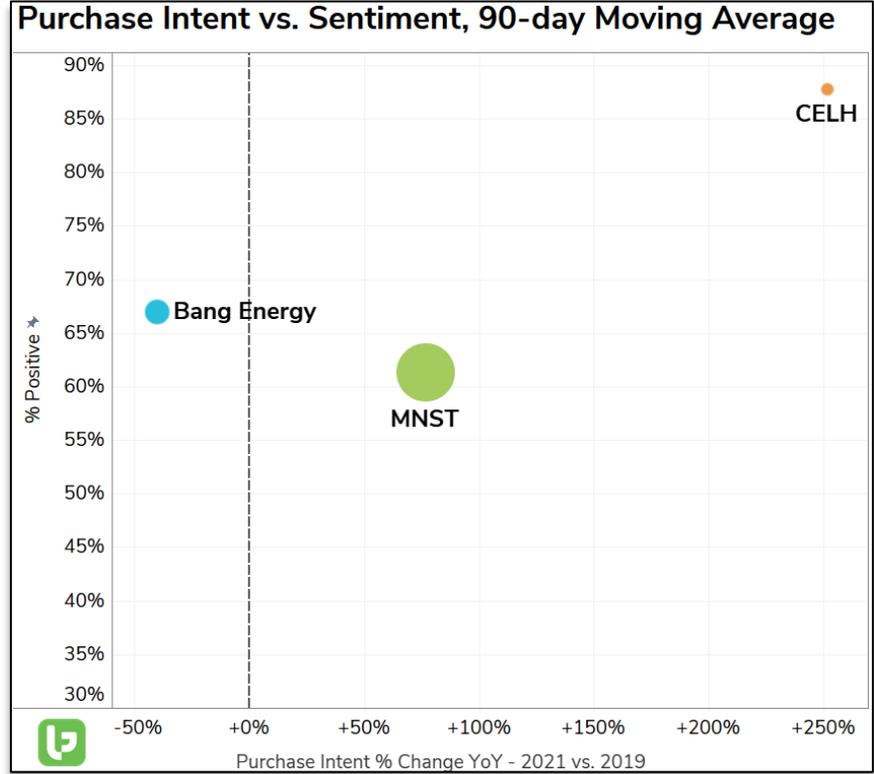
# CELH: Consumers Love the Drinks



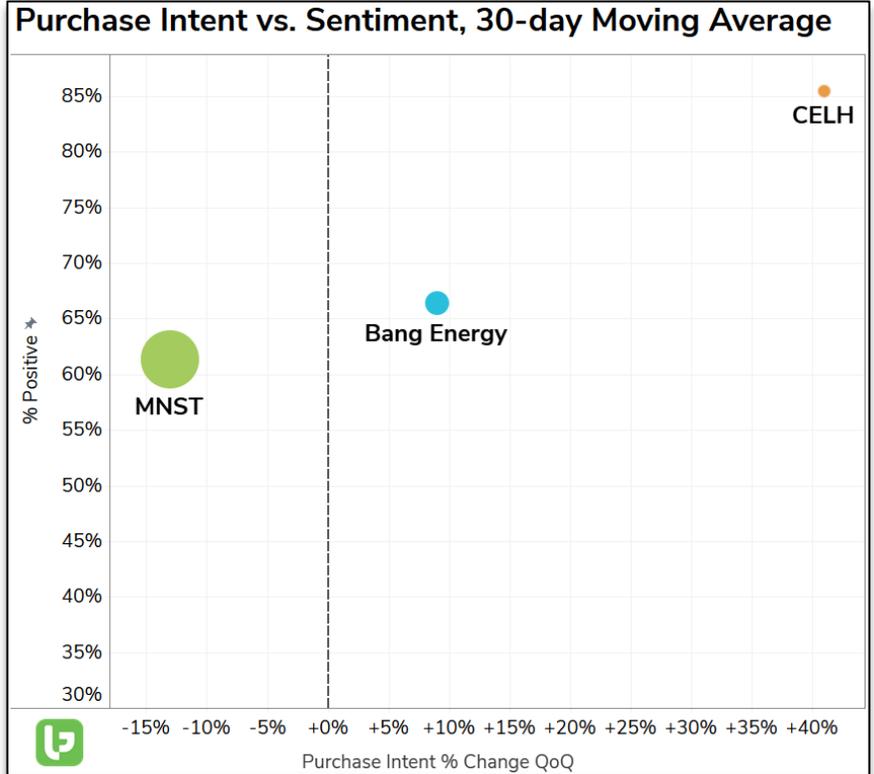
# Competitive Analysis:

- Celsius touts more benefits vs. a traditional energy drink (caffeine), asserting its products: “accelerate metabolism, burn body fat, increase thermogenesis, and improve performance”.
- From both a short and long-term perspective, CELH shows a **faster rate of demand growth** and a **higher level of consumer satisfaction** than those of its larger peers.
- Although Monster Energy (MNST) has 10x the Market Cap of Celsius, Demand growth for the Celsius brand is rising more quickly.

# CELH: Outperforming Its Peers



↑  
**Long-Term: 2021 vs. 2019**



↑  
**Short-Term: QoQ**



# CELH: The Bottom Line

- In terms of Purchase Intent Mention growth and Consumer Happiness, Celsius Holdings (CELH) is exhibiting the most growth vs. peers within LikeFolio coverage.
- **Macro Tailwinds: Generic Energy Drink Demand up +48% YoY** (30-day moving average).
- **Mentions from Consumer indicating a desire to improve energy levels are at an all-time high: +36% YoY** (90-day Moving Average).
- Mirroring the surge in underlying Demand for Celsius-brand drinks, the [company reported record results](#) for the quarter and year ended 12/31/20 (20Q4 and FY2020) – Overall revenue grew **+48% YoY** in 20Q4 and **+74% YoY** in FY2020.  
“Our fourth quarter and full year results reflects the tremendous operational and financial achievements Celsius has accomplished. More importantly is the future opportunity as these achievements laid the foundation for future success. This is only the beginning.” – John Fieldly, CEO
- **Caveat:** Celsius shares have gained by more than +1000% in the past year – However, they are trading approximately -20% below the all-time high level reached in early 2021.

**LikeFolio data shows that Celsius brand Energy Drinks have exploded in popularity over the past 2 years – The company’s impressive earnings results confirm the strength seen in the underlying Mentions. CELH Purchase Intent Mentions have continued to push to new highs in 2021, driven by health-conscious consumers who are looking for easy ways to boost their energy for workouts and daily life. We’re expecting to see the company continue to outperform expectations as it cuts into the market share of its larger competitors.**

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