

Citation

Company Materials

- Celsius Holdings, Inc. “Q4 and Full-Year 2024 Earnings Press Release.” February 20, 2025.
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- Celsius Holdings, Inc. “Q4 2024 Financial Statement.” February 20, 2025.
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- Celsius Holdings, Inc. “Q4 2024 Earnings Call Transcript.” February 20, 2025.
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- Celsius Holdings, Inc. “Q4 2024 Investor Presentation.” February 20, 2025.
https://s203.q4cdn.com/427437840/files/doc_financials/2024/q4/Q4-2024-Investor-Presentation-022025-Final.pdf
- Celsius official website: <https://celsiusholdingsinc.com/our-company/>

Online Resources

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- “What’s Happening With Celsius Holdings (CELH) Stock?” *Forbes*. Feb 21, 2025.
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- “Celsius Holdings (NasdaqCM: CELH) Reports Q4 2024 Earnings With US\$332 Million Sales Decline” *Simply Wall St.* Mar 01, 2025.
<https://simplywall.st/stocks/us/food-beverage-tobacco/nasdaq-celh/celsius-holdings/news/celsius-holdings-nasdaqcmech-reports-q4-2024-earnings-with>
- “CELH INVESTOR ALERT: Celsius Holdings, Inc. Investors with Substantial Losses Have Opportunity to Lead Securities Class Action Lawsuit” *PR Newswire*. Dec 30, 2024.
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- “Energy drink stock Celsius pops more than 25% on big quarterly results, Alani Nu acquisition”

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- “Trends in Beverage Consumption Among High School Students — United States, 2007–2015”

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- “Gen Z: The Sober Curious Generation” *Mintel*, Feb 20, 2025. <https://www.mintel.com/insights/food-and-drink/gen-z-sober-curious-generation/>

- “Explore factors influencing the food and beverage preferences of a young, confident and vocal generation” Abby Schoonover. Oct 17, 2024. <https://www.kerry.com/insights/kerrydigest/2024/gen-z-beverage-flavour-insights>
- “Claimed To Be 'Healthy' But 'Not So Healthy' Beverages” *Truworth Wellness*. Jul 16, 2024. <https://www.truworthwellness.com/blog/claimed-healthy-but-not-healthy-beverages/>

AI Tool Usage

Representative Prompts Used:

1. “I’m developing a campaign for an energy drink brand. Are there any phrases or terminology from NFL language or football culture that might be relevant or useful for this?”
2. “[draft part 1] and [draft part 2]. Can you help me evaluate whether the logic between these 2 paragraphs is coherent? If not, what should the corrected flow be, and why?”
3. “As for [data 1] and [data 2], is it reasonable to attribute their changes to the same cause? If not, why? Do these two indicators reflect the same aspect of the company’s performance or different ones?”
4. “Give me some specific examples of data-based graphics. Now I have a dataset including [data examples], what types of data-based graphics can I generate from that?”

Tool: ChatGPT

Version: GPT-4 (March 2025 version)

Provider: OpenAI

URL: <https://chat.openai.com>