

# Q4: Quarterly Industry Update

AS OF December 31, 2019

## Specialty Beverages

### INDUSTRY SUMMARY

COGENT VALUATION identified **Specialty Beverages** publicly traded companies, IPOs, and recent M&A transactions within the Specialty Beverages industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Over the last year since December 31, 2018, the median 52-week share price return of the Specialty Beverages industry was 7.8%. Between December 31, 2017 and December 31, 2019, the median EV/EBITDA multiple increased from 16.1 to 20.1. However, the median price-to-earnings multiple decreased from 41.2 to 33.7 over the same period. The median revenue growth and EBITDA margins for the industry for the quarter were 1.0% and 11.8%, respectively.

### Public Company Key Statistics

Median 52-Week  
Return

7.8%

Median 3-Year CAGR  
Return

24.3%

Median EV/Revenue  
Multiple

4.3x

Median EV/EBITDA  
Multiple

20.1x

Median Price/Earnings  
Multiple

33.7x

Median EV/Gross CF  
Multiple

29.8x

## Comparable Public Company Market Price Returns as of December 31, 2019

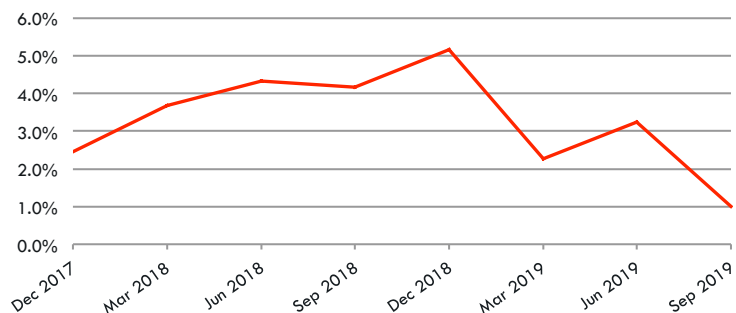
	2019	3 Month	1 Year	2 Year	3 Year	2018	2017	2016
<b>Celsius Holdings, Inc.</b>	-17.1%	-17.1%	11.5%	41.7%	17.6%	114.3%	26.3%	288.0%
<b>Cott Corporation</b>	-12.2%	-12.2%	19.0%	9.1%	19.2%	47.8%	3.0%	58.8%
<b>Monster Beverage Corporation</b>	22.0%	22.0%	20.9%	3.4%	8.7%	7.0%	-2.7%	30.0%
<b>National Beverage Corp.</b>	-25.1%	-25.1%	-31.9%	30.5%	68.1%	6.5%	-45.0%	-20.6%
<b>New Age Beverages Corporation</b>	-9.6%	-9.6%	23.9%	6.8%	59.6%	42.7%	-10.7%	37.5%
<b>Primo Water Corporation</b>	-8.6%	-8.6%	5.3%	21.7%	45.1%	90.8%	12.4%	100.9%
<b>Reed's, Inc.</b>	11.5%	11.5%	-41.4%	7.4%	-22.9%	-47.6%	961.5%	14.7%
<b>Median of Industry Public Companies</b>	-8.6%	-8.6%	5.3%	9.1%	19.2%	7.0%	3.0%	37.5%

Multiple year periods are calculated as the average annual return.

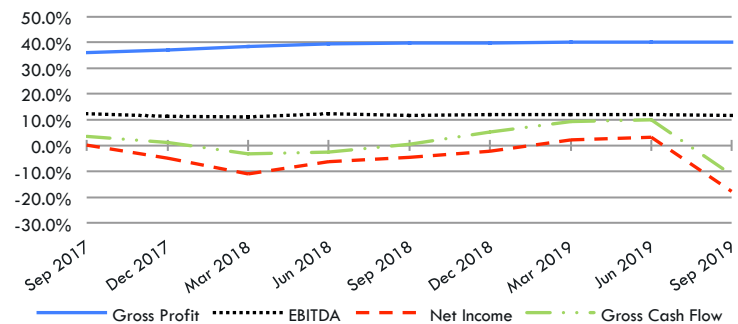
■ Highest Return
 ■ Lowest Return
 ■ Median Return

## Industry Revenue Growth and Profit Margins for the Past Two Years

Median Quarterly Revenue Growth of All Specialty Beverages Companies



Median Gross Profit, EBITDA, Net Income, and Gross Cash Flow Margins



## Public Company Median Multiples by Quarter

	12/31/19	9/30/19	6/30/19	3/31/19	12/31/18	9/30/18	6/30/18	3/31/18
<b>EV/Revenues Multiple</b>	4.3x	2.8x	2.1x	2.3x	2.4x	3.6x	3.9x	4.0x
<b>EV/EBITDA Multiple</b>	20.1x	19.0x	15.5x	19.1x	19.9x	24.6x	22.4x	19.6x
<b>Price/Earnings Multiple</b>	33.7x	34.1x	33.3x	39.9x	44.5x	38.8x	38.7x	32.1x
<b>EV/Gross Cash Flows Multiple</b>	29.8x	29.1x	24.4x	39.3x	39.8x	34.6x	34.5x	28.2x

■ Highest Multiple   
 ■ Lowest Multiple   
 ■ Median Multiple

## Industry Initial Public Offerings—Industry: Specialty Beverages (dollars in millions, except share prices)

Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
8/23/12	Niagara Ventures Corporation	\$0.20	11.5	\$2.3	N/A	N/A	N/A	N/A	N/A	N/A
11/4/10	Primo Water Corporation	\$12.00	8.3	\$100.0	\$29.0	\$25.1	\$39.8	(\$2.9)	(\$13.3)	\$0.8
12/12/06	Reed's, Inc.	\$4.00	2.0	\$8.0	\$5.5	\$3.4	\$10.2	(\$1.1)	(\$1.7)	(\$0.9)
1/29/98	AquaPenn Spring Water Company, Inc.	\$13.00	4.1	\$52.9	\$39.7	\$14.3	\$41.1	\$6.8	\$2.6	\$6.8
5/14/97	Hawaiian Springs, LLC	\$0.00	2.0	\$8.0	N/A	N/A	\$0.0	(\$0.9)	(\$1.4)	(\$0.9)
2/7/97	Puro Water Group, Inc.	\$6.00	1.4	\$8.1	\$17.8	\$10.5	\$10.6	\$3.1	\$0.6	\$3.1
	<b>Median IPO</b>	<b>nm</b>	<b>nm</b>	<b>\$8.1</b>	<b>\$23.4</b>	<b>\$12.4</b>	<b>\$10.6</b>	<b>(\$0.9)</b>	<b>(\$1.4)</b>	<b>\$0.8</b>

## Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/ Revenues
12/20/19	<b>Zipfizz Corporation</b>	KUC Holding	\$80.0	100%	N/A	N/A
12/12/19	<b>Etablissements Geyer Freres</b>	Royal Unibrew A/S	\$103.4	100%	\$2,691	1.0x
11/11/19	<b>Appol sp. z o.o.</b>	Zhonglu (Europe) sp.z o.o.	\$21.9	100%	\$58.3	0.6x
10/3/19	<b>Refresco Group N.V.</b>	PAI Partners; British Columbia Investment Management Corporation	\$2,807.6	80%	N/A	N/A
3/20/18	<b>Refresco Group N.V.</b>	Cott Corporation	\$2,807.6	100%	N/A	N/A
1/5/18	<b>Crystal Rock Holdings, Inc.</b>	Cott Corporation	\$35.0	100%	N/A	N/A
1/2/18	<b>Merpez Ticaret Turizm</b>	Della Gida Sanayi	\$6.4	75%	N/A	N/A
10/26/17	<b>Terme di Crodo S.p.A.</b>	Royal Unibrew A/S	\$19.0	100%	N/A	N/A
1/31/17	<b>Jilin Forest Industry Group</b>	Jilin Forest Industry Co.	\$127.6	97%	N/A	N/A
12/12/16	<b>Maverick Brands, LLC</b>	New Age Beverages Co.	\$12.6	100%	\$140.1	1.8x
8/2/16	<b>Eden Springs (Europe) SA</b>	Cott Corporation	\$533.3	100%	\$340.4	1.6x
3/31/16	<b>DIS B.V.</b>	Refresco Gerber N.V.	\$80.6	100%	\$100.7	0.8x

■ USA
 ■ International

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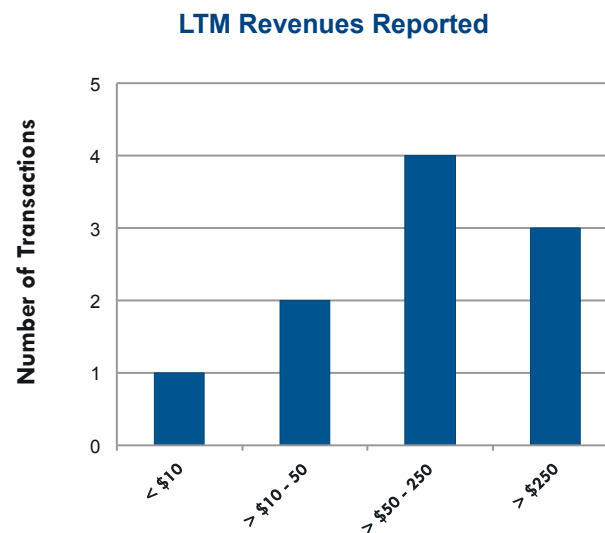
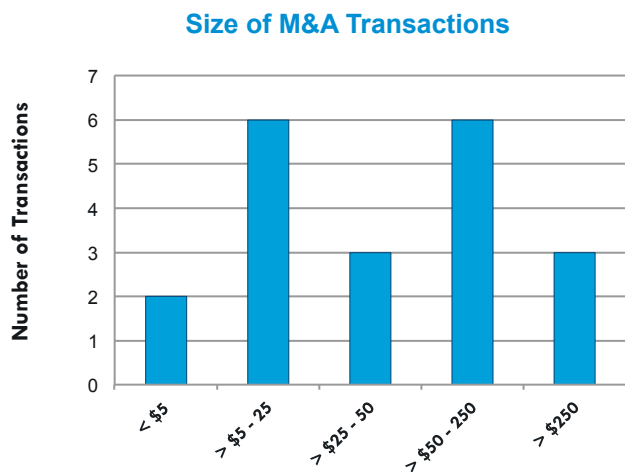
## Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/ Revenues
3/31/15	American Beverage Corporation	Harvest Hill Beverage Co.	\$59.8	100%	\$114.3	0.5x
2/27/15	Dongbu Farm Gaya Co., Ltd.	WOONGJIN FOODS CO., LTD.	\$12.2	94%	\$32.5	0.4x
2/2/15	funkin Limited	A.G. BARR p.l.c.	\$31.5	100%	\$13.5	2.3x
12/12/14	DSS Group, Inc.	Cott Corporation	\$1,246.5	100%	N/A	N/A
10/1/14	WILD Flavors GmbH	Archer Daniels Midland Europort	\$3,096.5	100%	\$1,360	2.3x
4/23/14	Aguas de Fuentasanta, S.A.	Global SMM 2009 S.L.	\$5.4	100%	N/A	N/A
1/31/14	Innovacion de Bebidas S.A.	Valle, Ballina & Fernandez	\$5.1	100%	N/A	N/A
8/30/13	DS Waters of America, Inc.	Crestview Partners, L.P.	\$887.5	100%	\$923.0	1.0x
Median of the 20 M&A Transaction Targets			\$52.7	100%	\$107.5	1.3x

■ USA ■ International

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions) as of December 31, 2019





**Definitions of Financial Terms Used in this Quarterly Industry Update:**

**Enterprise Value (EV):** Market Value of Equity + Market Value of Debt —Cash

**Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA):** Referred to as operating profit or operating earnings.

**Gross Cash Flows:** Net Income + Depreciation and Amortization Expense

**Latest Twelve Months (LTM):** Financial information is as of the latest twelve months through the date of this Quarterly Industry Update.

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