

Q4: Quarterly Industry Update

AS OF December 31, 2022

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, 2021, the median 52-week share price return of the Specialty Beverages industry was 5.3%. Between December 31, 2021 and December 31, 2022, 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

5.3%

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, 2022


	2022	1 Year	2 Year	3 Year	2021	2020	2019
Celsius Holdings, Inc.	-17.1%	11.5%	41.7%	17.6%	114.3%	26.3%	288.0%
Cott Corporation	-12.2%	19.0%	9.1%	19.2%	47.8%	3.0%	58.8%
Monster Beverage Corporation	22.0%	20.9%	3.4%	8.7%	7.0%	-2.7%	30.0%
National Beverage Corp.	-25.1%	-31.9%	30.5%	68.1%	6.5%	-45.0%	-20.6%
New Age Beverages Corporation	-9.6%	23.9%	6.8%	59.6%	42.7%	-10.7%	37.5%
Primo Water Corporation	-8.6%	5.3%	21.7%	45.1%	90.8%	12.4%	100.9%
Reed's, Inc.	11.5%	-41.4%	7.4%	-22.9%	-47.6%	961.5%	14.7%
Median of Industry Public Companies	-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

Public Company Median Multiples by Quarter

	12/31/22	9/30/22	6/30/22	3/31/22	12/31/21	9/30/21	6/30/21	3/31/21
EV/Revenues Multiple	4.3x	2.8x	2.1x	2.3x	2.4x	3.6x	3.9x	4.0x
EV/EBITDA Multiple	20.1x	19.0x	15.5x	19.1x	19.9x	24.6x	22.4x	19.6x
Price/Earnings Multiple	33.7x	34.1x	33.3x	39.9x	44.5x	38.8x	38.7x	32.1x
EV/Gross Cash Flows Multiple	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 – 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
11/23/22	Niagara Ventures Corporation	\$0.20	11.5	\$2.3	N/A	N/A	N/A	N/A	N/A	N/A
9/14/22	Primo Water Corporation	\$12.00	8.3	\$100.0	\$29.0	\$25.1	\$39.8	(\$2.9)	(\$13.3)	\$0.8
12/12/21	Reed's, Inc.	\$4.00	2.0	\$8.0	\$5.5	\$3.4	\$10.2	(\$1.1)	(\$1.7)	(\$0.9)
11/29/19	AquaPenn Spring Water Company, Inc.	\$13.00	4.1	\$52.9	\$39.7	\$14.3	\$41.1	\$6.8	\$2.6	\$6.8
5/14/17	Hawaiian Springs, LLC	\$0.00	2.0	\$8.0	N/A	N/A	\$0.0	(\$0.9)	(\$1.4)	(\$0.9)
2/7/17	Puro Water Group, Inc.	\$6.00	1.4	\$8.1	\$17.8	\$10.5	\$10.6	\$3.1	\$0.6	\$3.1
	Median IPO	nm	nm	\$8.1	\$23.4	\$12.4	\$10.6	(\$0.9)	(\$1.4)	\$0.8

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
12/22/22	Zipfizz Corporation	KUC Holding	\$80.0	100%	\$6.2	9.4x
9/12/22	Etablissements Geyer Freres	Royal Unibrew A/S	\$103.4	100%	\$2,691	1.0x
4/11/22	Appol sp. z o.o.	Zhonglu (Europe) sp.z o.o.	\$21.9	100%	\$58.3	0.6x
12/3/21	Refresco Group N.V.	PAI Partners; British Columbia Investment Management Corporation	\$2,807.6	80%	\$367.3	4.3x
3/20/20	Refresco Group N.V.	Cott Corporation	\$2,807.6	100%	\$93.0	4.2x
1/5/18	Crystal Rock Holdings, Inc.	Cott Corporation	\$35.0	100%	\$43.2	1.5x
1/2/18	Merpez Ticaret Turizm	Della Gida Sanayi	\$6.4	75%	\$6.2	9.4x
10/26/17	Terme di Crodo S.p.A.	Royal Unibrew A/S	\$19.0	100%	\$491.2	5.3x
1/31/17	Jilin Forest Industry Group	Jilin Forest Industry Co.	\$127.6	97%	\$21.4	1.4x
12/12/16	Maverick Brands, LLC	New Age Beverages Co.	\$12.6	100%	\$140.1	1.8x
8/2/16	Eden Springs (Europe) SA	Cott Corporation	\$533.3	100%	\$340.4	1.6x
3/31/16	DIS B.V.	Refresco Gerber N.V.	\$80.6	100%	\$100.7	0.8x

■ USA ■ International

(Continued on next page)

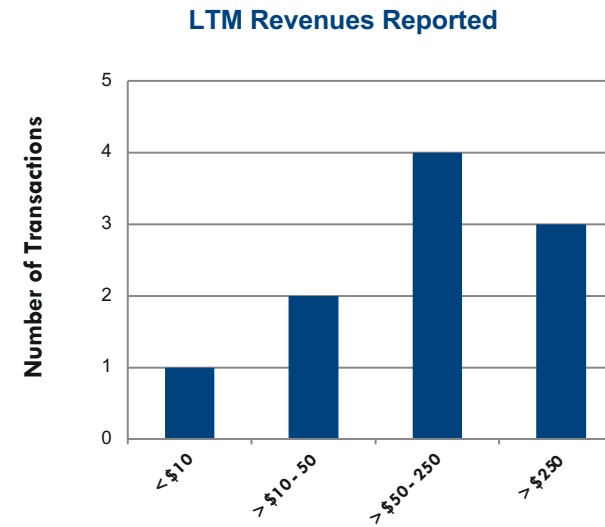
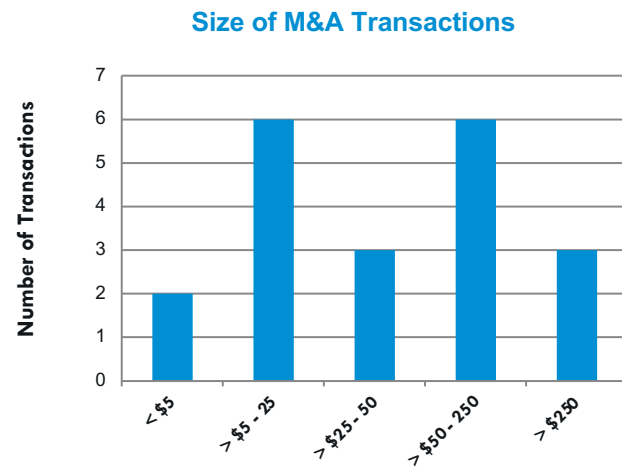
Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

(Continued from previous page)

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 Europe	\$3,096.5	100%	\$1,360	2.3x
4/23/14	Aguas de Fuensanta, S.A.	Global SMM 2009 S.L.	\$5.4	100%	\$13.2	6.3x
1/31/14	Innovacion de Bebidas S.A.	Valle, Ballina & Fernandez	\$5.1	100%	\$53.1	6.3x
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, 2022



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.

Disclosures and Limitations: This research report is for informational and discussion purposes only. Information presented herein is not investment advice of any kind to any person and does not constitute a recommendation as to the purchase or sale of any interests or as to any other course of action. General, financial, and statistical information concerning the details of this report and related industry are from sources Cogent Valuation believes to be reliable. Cogent Valuation has accurately reflected such information in this research report; however, Cogent Valuation makes no representation as to the sources' accuracy or completeness and has accepted this information without further verification. Neither all nor any part of the content of this report may be conveyed to the public through advertising, public relations, news, sales, mail, direct transmittal, or other media without the prior written consent of Cogent Valuation. Cogent Valuation's research is as of the date reported herein. Cogent Valuation has no affiliation with any of the companies comprising the industry used as a basis for research in this report, nor does Cogent Valuation hold any investments in the companies listed herein. The content of this report may be used, in part, as a basis for any work that Cogent Valuation performs for you in the future at the sole discretion of Cogent Valuation. THIS REPORT IS NOT TO BE USED OR CONSIDERED UNDER ANY CIRCUMSTANCE BY ANYONE AS INVESTMENT ADVICE.

COGENT VALUATION is a nationally recognized full service business valuation firm that has provided independent valuation and financial advisory opinions in thousands of situations since 1991. These assignments include the valuation of companies and pass-through entities, their securities, and their intangible assets ranging in size from small, closely-held businesses and start-ups, to corporations with market values over a billion dollars, covering almost every industry and all types of transactions. With the collective backgrounds of our managing directors and professional staff, Cogent Valuation brings substantial large deal experience to bear on our middle market transaction opinions. Cogent Valuation utilizes proprietary research, intensive due diligence, and the experience and insights of its professionals to produce thoughtful, well-documented opinions that have consistently withstood the scrutiny of clients and their advisors, investors, regulators, and courts.

This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. **Contact Steven Kam at 415-392-0888 or kam@kogentvaluation.com** for additional information or questions in connection with this research report.