

Q4: Quarterly Industry Update

AS OF December 31, 2024



Specialty Beverages Industry Summary

OGENT 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, 2023, the median 52-week share price return of the Specialty Beverages industry decreased from 11.1% to 5.3%, and the median YTD return increased from 22.2% to 22.3%. Between December 31, 2023 and December 31, 2024, the median EV/Revenue multiple decreased from 52.8 to 4.3 and the median EV/EBITDA multiple decreased from 38.2 to 22.5. The median price-to-earnings multiple increased from 19.4 to 24.3 and the median EV/Gross Profit multiple decreased from 31.3 to 24.3 over the same period. The median MVIC/Earning multiple increased from .8 to 1. The median Price/Revenue multiple increased from 11 to 11.24 over the same period.

Public Company Key Statistics

Median 52-Week Return	Median YTD Return	Median EV/Revenue Multiple	Median EV/EBITDA Multiple
23.4%	22.3%	4.3x	22.5x
Median Price/Earnings Multiple	Median EV/Gross Profit Multiple	Median MVIC/Earnings Multiple	Median Price/Revenue Multiple
32.4x	24.3x	1x	11.24x

Public Company Median Multiples by Quarter

	12/31/24	9/30/24	6/30/24	3/31/24	12/31/23	9/30/23	6/30/23	3/31/23
Median EV/Revenue Multiple	4.3x	3.2x	3.4x	1.4x	3.1x	3.2x	2.9x	3.0x
Median EV/EBITDA Multiple	22.5x	18.0x	17.6x	12.4x	12.6x	12.6x	19.4x	11.3x
Median Price/Earnings Multiple	32.4x	30.9x	22.3x	31.2x	20.8x	19.7x	17.9x	9.7x
Median EV/Gross Profit Multiple	24.3x	22.2x	21.3x	23.6x	24.5x	23.2x	30.4x	25.0x
Median MVIC/Earnings Multiple	1x	1.6x	2.7x	3.7x	5.4x	8.5x	2.2x	3.2x
Median Price/ Revenue Multiple	11.24x	3.2x	13.4x	2.7x	33.6x	1.5x	3.2x	3.2x

■ Highest Multiple
 ■ Median Multiple
 ■ Lowest Multiple

Comparable Public Company Market Price Returns as of December 31, 2024

Company Name	Q4 2024	12-months 2024	Two Year ¹	Three Year ¹	2024	2023	2022
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%

■ Highest Return
 ■ Lowest Return
 ■ Median Return

[1] Calculated as the average annual return.

Industry Initial Public Offerings – Specialty Beverages (dollars in millions, except share prices)

Effective Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets ¹	Debt ¹	LTM Revenue ¹	LTM EBITDA ¹	LTM Net Income ¹	LTM Cash Flows ¹
10/1/24	Golub Capital LLC	\$6.31	2.4	\$11.7	\$75.3	\$4.1	\$0.1	(\$1.2)	(\$1.8)	(\$10.1)
1/24/24	Niagara Ventures Corporation	\$0.20	11.5	\$2.3	N/A	N/A	N/A	N/A	N/A	N/A
1/4/24	Primo Water Corporation	\$12.00	8.3	\$100.0	\$29.0	\$25.1	\$39.8	(\$2.9)	(\$13.3)	\$0.8
12/12/23	Reed's, Inc.	\$4.00	2.0	\$8.0	\$5.5	\$3.4	\$10.2	(\$1.1)	(\$1.7)	(\$0.9)
11/9/23	AquaPenn Spring Water Company, Inc.	\$13.00	4.1	\$52.9	\$39.7	\$14.3	\$41.1	\$6.8	\$2.6	\$6.8
12/14/22	Hawaiian Springs, LLC	\$0.00	2.0	\$8.0	N/A	N/A	\$0.0	(\$0.9)	(\$1.4)	(\$0.9)
12/7/21	Puro Water Group, Inc.	\$6.00	1.4	\$8.1	\$17.8	\$10.5	\$10.6	\$3.1	\$0.6	\$3.1
	Median IPO	\$6.00	2.4	\$8.10	\$17.80	\$10.50	\$10.60	(\$0.90)	(\$1.40)	\$0.80

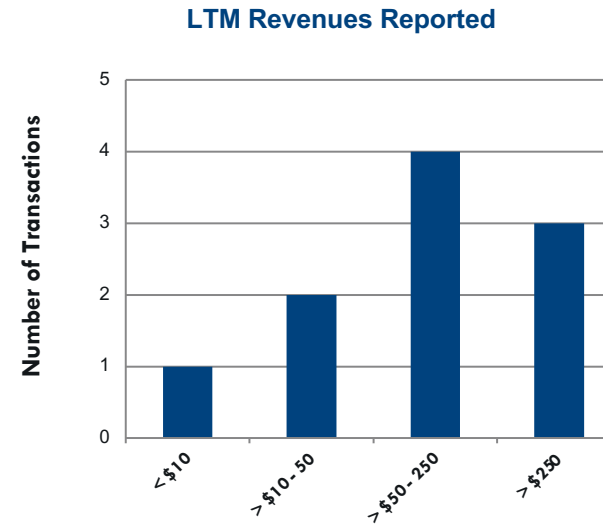
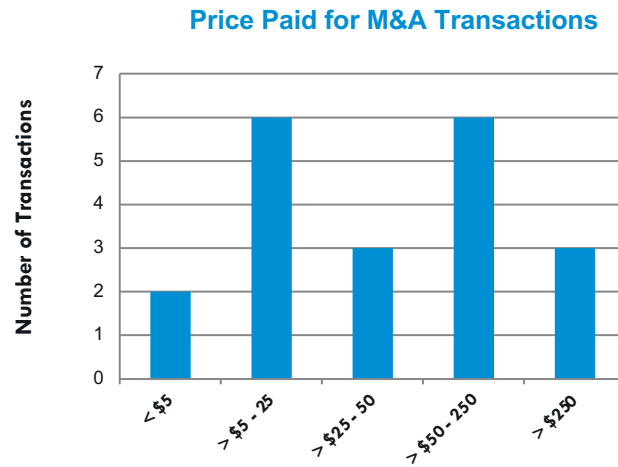
[1] As of the effective date of the IPO

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues ¹	EV/ Revenues ¹
10/23/24	Hormel Health Labs	Galagen	\$23.0	100%	\$3.74	1.3x
1/15/24	Zipfizz Corporation	KUC Holding	\$80.0	100%	\$6.2	9.4x
1/12/24	Etablissements Geyer Freres	Royal Unibrew A/S	\$103.4	100%	\$2,691	1.0x
12/11/23	Appol sp. z o.o.	Zhonglu (Europe) sp.z o.o.	\$21.9	100%	\$58.3	0.6x
12/3/23	Refresco Group N.V.	PAI Partners; British Columbia Investment Management Corporation	\$2,807.6	80%	\$367.3	4.3x
3/20/22	Refresco Group N.V.	Cott Corporation	\$2,807.6	100%	\$93.0	4.2x
1/5/22	Crystal Rock Holdings, Inc.	Cott Corporation	\$35.0	100%	\$43.2	1.5x
11/2/21	Merpez Ticaret Turizm	Della Gida Sanayi	\$6.4	75%	\$6.2	9.4x
10/26/21	Terme di Crodo S.p.A.	Royal Unibrew A/S	\$19.0	100%	\$491.2	5.3x
Median of the M&A Transaction Targets			\$52.7	100%	\$107.5	1.3x

[1] As of the close of the Transaction

Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions) as of December 31, 2024



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): Profitability metric sometimes also 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.

Market Value of Invested Capital (MVIC): Market Value of Equity + Market Value of Debt

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