



**BUILDING THE BETTER BEVERAGE  
PLATFORM OF THE FUTURE**

**2022 FOURTH QUARTER AND FULL YEAR RESULTS**

# DISCLAIMER

## Non-GAAP Financial Measures

In addition to disclosing results determined in accordance with U.S. GAAP, The Vita Coco Company, Inc. (the “Company”) also discloses certain non-GAAP results of operations, including, but not limited to, Adjusted EBITDA, that include certain adjustments or exclude certain charges and gains that are described in the reconciliation table of U.S. GAAP to non-GAAP information provided at the end of this release. These non-GAAP measures are a key metric used by management and our board of directors to assess our financial performance across reporting periods on a consistent basis by excluding items that we do not believe are indicative of our core operating performance and because we believe it is useful for investors to see the measures that management uses to evaluate the Company. In addition, we believe the presentation of these measures is useful to investors for period-to-period comparisons of results as the items described below in the reconciliation tables do not reflect ongoing operating performance.

These measures are not in accordance with, or an alternative to, U.S. GAAP, and may be different from non-GAAP measures used by other companies. In addition, other companies, including companies in our industry, may calculate such measures differently, which reduces its usefulness as a comparative measure. Investors should not rely on any single financial measure when evaluating our business. This information should be considered as supplemental in nature and is not meant as a substitute for our operating results in accordance with U.S. GAAP. We recommend investors review the U.S. GAAP financial measures included in this earnings release. When viewed in conjunction with our U.S. GAAP results and the accompanying reconciliations, we believe these non-GAAP measures provide greater transparency and a more complete understanding of factors affecting our business than U.S. GAAP measures alone.

## Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including but not limited to, statements regarding our future financial and operating performance, including our GAAP and non-GAAP guidance, our strategy, projected costs, prospects, expectations, plans, objectives of management, supply chain predictions and expected net sales and category share growth.

The forward-looking statements in this release are only predictions. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond the Company’s control. These factors include, but are not limited to, those discussed under the caption “Risk Factors” in our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and our other filings with the U.S. Securities and Exchange Commission (“SEC”) as such factors may be updated from time to time and which are accessible on the SEC’s website at [www.sec.gov](http://www.sec.gov) and the Investor Relations page of our website at [www.vitacoco.com](http://www.vitacoco.com). Any forward-looking statements contained in this presentation speak only as of the date hereof and accordingly undue reliance should not be placed on such statements. We disclaim any obligation or undertaking to update or revise any forward-looking statements contained in this presentation, whether as a result of new information, future events or otherwise, other than to the extent required by applicable law.

## Website Disclosure

The Company intends to use its websites, [vitacoco.com](http://vitacoco.com) and [investors.thevitacococompany.com](http://investors.thevitacococompany.com), as a means for disclosing material non-public information and for complying with SEC Regulation FD and other disclosure obligations.

# FULL YEAR 2022 PERFORMANCE HIGHLIGHTS

## NET SALES % GROWTH VS. PRIOR YEAR (PY)

### Americas



**+15%**

### International



**-3%**<sup>1,2</sup>

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**Vita Coco Coconut Water:  
+18%**

**NET SALES:**  
\$428MM / +13% vs. PY

**GROSS PROFIT:**  
\$103MM / 24% margin

**ADJUSTED EBITDA:<sup>3</sup>**  
\$20MM / 5% margin

**CASH-ON-HAND:**  
\$20MM

**DEBT LEVERAGE:<sup>4</sup>**  
0x

- Full Year Net Sales growth of +13% driven by strong Vita Coco Coconut Water (VCCW) growth of +18% vs. FY 2021 despite estimated \$4MM of lost sales from out-of-stocks in Q3'22<sup>5</sup> and \$5MM FY impact from FX<sup>2</sup>
- Full Year Gross Margin negatively impacted by ~\$2MM of unexpected domestic transportation costs in Q4'22 related to inventory build, including detention, demurrage and excess warehouse costs
- Absorbed \$31MM increase in transportation costs relative to 2021 on a rate basis (see slide 14)
- Strong cash position and no debt

<sup>1</sup> Case Equivalent ("CE") volumes increased +4%.

<sup>2</sup> Net sales includes approximately \$5MM negative impact related to foreign currency translation year over year, estimated by translating international net sales for the relevant period into US dollars at the average exchange rate in effect during the comparable prior year period (i.e., on a constant currency basis).

<sup>3</sup> For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

<sup>4</sup> Debt Leverage calculated as total debt outstanding over last twelve months Adj. EBITDA.

<sup>5</sup> Estimate of impact from out-of-stock flavored SKUs is the Company's best estimate based on analysis of shipment data, depletion data, and IRI scan data for the quarter.

<sup>6</sup> Estimate of impact from import fees, drayage, per diem and warehousing costs compared to Q4 2022 expectations.

# BUILDING THE BETTER BEVERAGE PLATFORM OF THE FUTURE

A PUBLIC BENEFIT CORPORATION  
COMMITTED TO GIVING BACK



RESPONSIBLE BUSINESS,  
CULTURE & VALUES



PROVEN INNOVATOR –  
TESTING ISOTONICS AND  
ENERGY<sup>2</sup>

COMMERCIAL AND FINANCIAL CAPABILITY  
TO SUPPORT M&A OF COMPLEMENTARY  
BRANDS

COCONUT BASED FUNCTIONAL BEVERAGES	ISOTONICS DAIRY ALT	NATURAL ENERGY
------------------------------------------	------------------------	-------------------

FUTURE  
M&A OPPORTUNITIES<sup>3</sup>



AUTHENTIC CORE BRAND &  
MARKET LEADER

Pioneer: #1 Brand in  
Coconut Water Category

Approximately 50% Market  
Share in the US<sup>1</sup>

DIFFERENTIATED  
ASSET-LITE  
SUPPLY CHAIN

GLOBAL SUPPLY CHAIN – COCONUT WATER  
AT SOURCE – SUPPORTED BY CO-PACK IN  
MARKET



STRATEGIC &  
FLEXIBLE RTM

OMNICHANNEL BUSINESS WITH BLUE-CHIP  
RETAILERS ACROSS CHANNELS

Amazon	Costco
Target	Walmart
	Instacart

STRONG COMMERCIAL  
CAPABILITIES<sup>4</sup>

N. AMERICA TEAM ~110 FTES INCLUDING

NATIONAL & REGIONAL ACCOUNTS ~ 30 FTES  
DSD MANAGEMENT & FIELD EXECUTION ~ 70 FTES  
SALES SUPPORT ~ 10 FTES

EUROPE (LONDON) ~30 FTES

1. Based on custom research by the Vita Coco Company, IRI total US MULO+C L52 weeks ending 12/25/22  
2. PWR LIFT is in test in various channels and markets, to iterate and potentially launch nationally once proven  
3. Potential Categories of Interest  
4. Full Time Employees ("FTEs") are approximate.



## OUR VISION

To be the leading independent, pure play natural beverage portfolio company, and help our consumers...

EAT A LITTLE BETTER, DRINK A LITTLE  
BETTER, LIVE A LITTLE BETTER

We believe in democratizing health and wellness, while using business as a force for good to drive positive impact in our communities



<sup>1</sup>Fair trade certification only applies to RUNA.

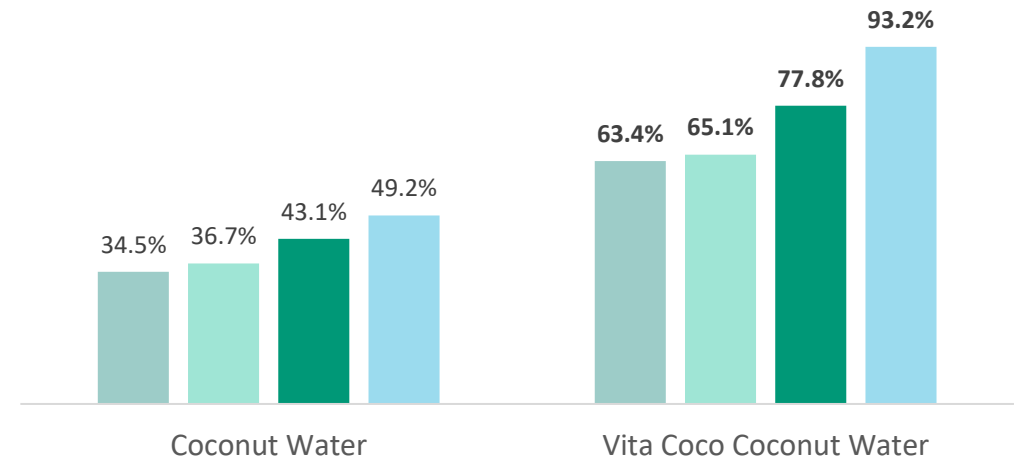
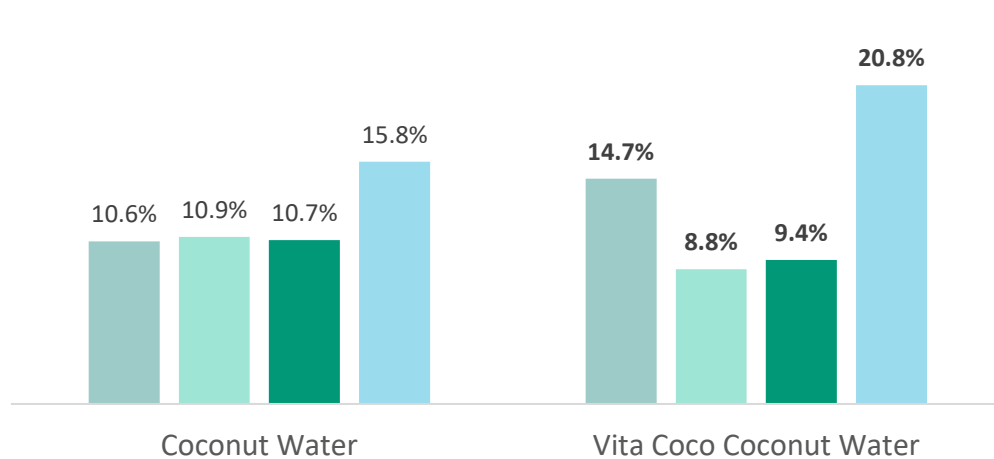
# VITA COCO COCONUT WATER ACCELERATING YTD FOLLOWING STRONG 2022 FY PERFORMANCE; THREE YEAR GROWTH RATE ALSO ACCELERATING

VITA COCO FINISHED 2022 AT +15%, GROWING SHARE TO 50%

AND LONG-TERM TRENDS CONTINUE TO ACCELERATE

**TOTAL US MULO+C \$ % CHANGE VS PY  
L52W, L26W, AND L13W THROUGH 12/25/2022**

**TOTAL US MULO+C \$ % CHANGE VS 3 YR AGO  
L52W, L26W, AND L13W THROUGH 12/25/2022**



VITA COCO SHARE OF  
COCONUT WATER

L52W L26W L13W YTD 2023  
Ending 12/25/22 Ending 2/26/23

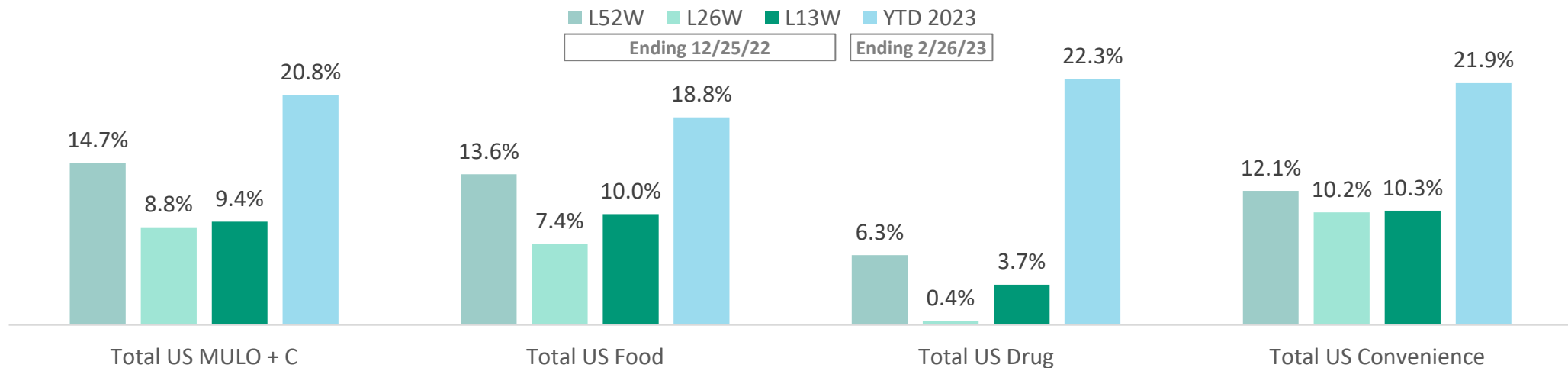
L52W L26W L13W YTD 2023  
Ending 12/25/22 Ending 2/26/23



Source: Custom Research by The Vita Coco Company, Vita Coco Coconut Water IRI Total US MULO+C L52W, L26W, and L13W are through 12/25/22; YTD 2023, L26W 2/26/23, and L13W 2/26/23 are through 2/26/23

# 2022 GROWTH CAME ACROSS IRI REPORTED CHANNELS DRIVEN BY A COMBINATION OF VELOCITY AND DISTRIBUTION GAINS

## VITA COCO COCONUT WATER \$ % CHANGE VS PY L52W, L26W, AND L13W THROUGH 12/25/22



FY'22 VELOCITY  
GROWTH

**+7%**

**+12%**

**+8%**

**+3%**

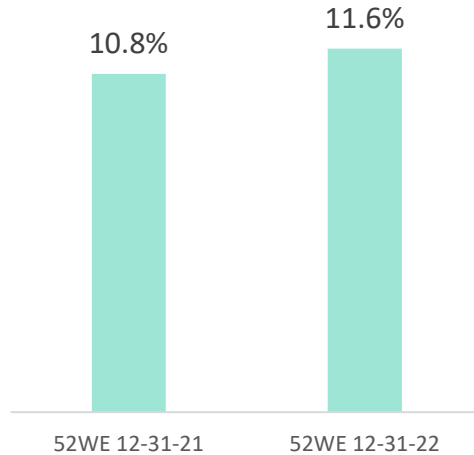
**IN 2022, WE DELIVERED ~28K POINTS OF DISTRIBUTION**

# VITA COCO HOUSEHOLD PENETRATION AND SPEND PER TRIP CONTINUED TO GROW YEAR ON YEAR

## OUR CONSUMER BASE IS GROWING

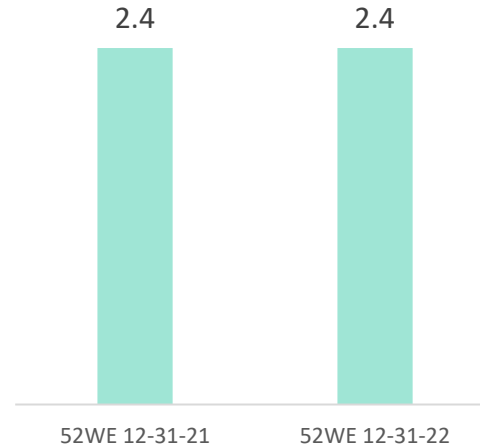
...+7% MORE HOUSEHOLDS

VITA COCO % HH PENETRATION



## PURCHASE FREQUENCY IS STABLE

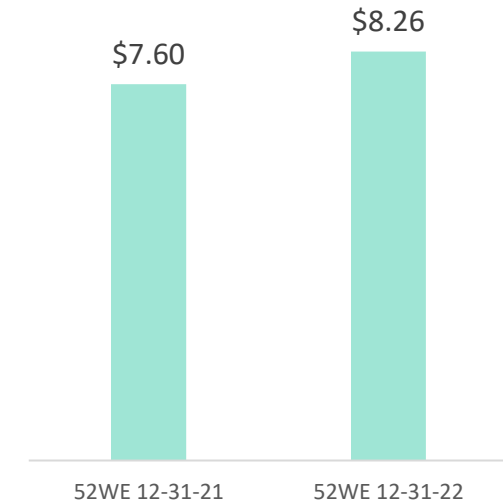
VITA COCO PURCHASE FREQUENCY



## CONSUMERS ARE SPENDING MORE

...+9% MORE PER TRIP

VITA COCO SPEND PER TRIP





# 2023 KEY COMMERCIAL INITIATIVES

## CORE PORTFOLIO



COMMERCIAL  
EXECUTION TO DRIVE  
DISTRIBUTION AND  
GAIN SHARE AT RETAIL



MULTIPACK EXPANSION  
TO TRADE CONSUMERS  
UP AND GAIN SHARE OF  
SHELF

## INNOVATIONS



NEW PACK FORMATS  
AND PRODUCTS TO  
EXPAND OCCASSIONS  
AND PREMIUMIZE



STRATEGIC  
COLLABORATION WITH  
DIAGEO TO ENTER RTD  
SPIRITS (ROYALTY  
MODEL)

# KEY INITIATIVES FOR 2023 BRANDED GROWTH ON TRACK

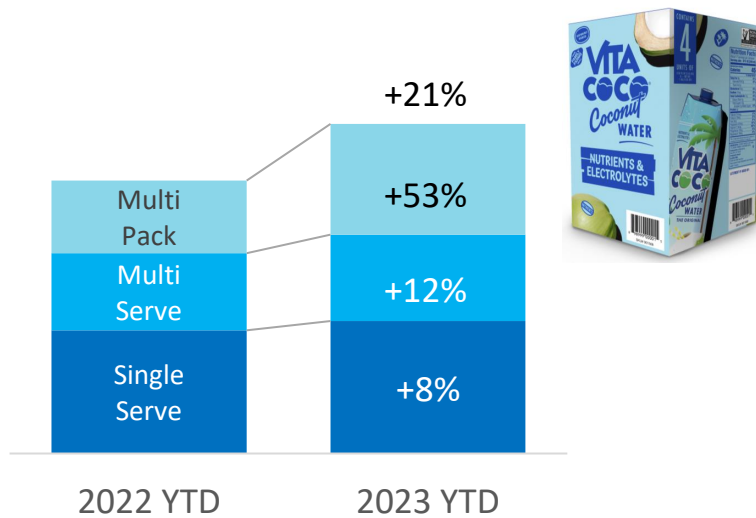
## MULTIPACKS:

Offers convenience to heavy buyers

**OPPORTUNITY:** Multipacks are 34% of Vita Coco's MULO + C business and growing at 53%

VITA COCO IS SEEING AN ACCELERATION FROM MULTIPACK GROWTH IN 2023

Vita Coco Coconut Water  
YTD \$ % Chg Vs. PY Through 2/26/23



Source: Vita Coco Coconut Water IRI Total US MULO+C through 2/26/2023

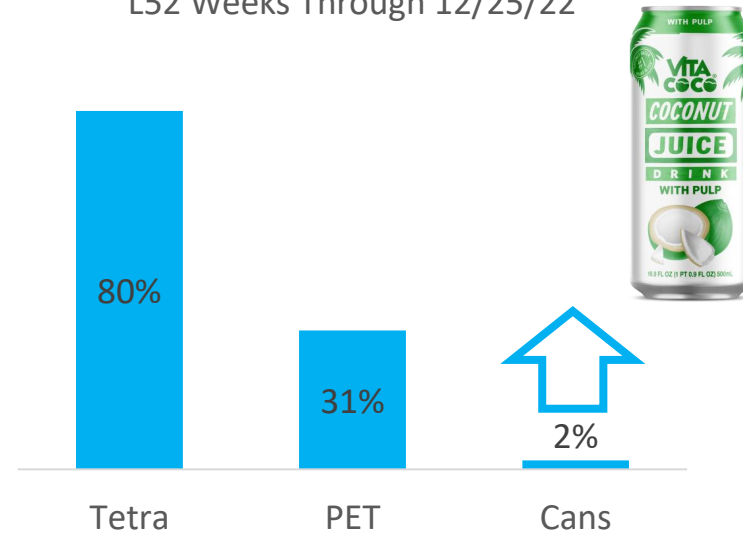
## COCONUT JUICE CANS:

Bring consumers into brand with a bolder, sweeter taste made with pulp

**OPPORTUNITY:** Juice represents a large white space: Canned coconut water is ~30% of category volume

JUICE IS ROLLING OUT NATIONALLY IN CONVENIENCE IN 2023

Vita Coco \$ Share of Coconut Water By Pack Type  
L52 Weeks Through 12/25/22



Source: IRI Total US MULO+C Calendar Year 2022 through 12/25/22

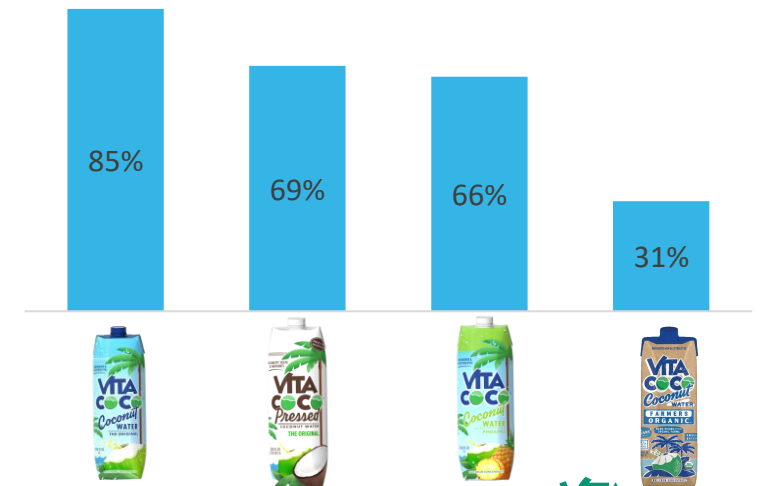
## ORGANIC:

Bring consumers seeking organic offerings into the brand

**OPPORTUNITY:** Premiumize and trade up consumers

SIGNIFICANT DISTRIBUTION UPSIDE ON FARMERS ORGANIC PRODUCTS

ACV By Vita Coco Flavor  
L52 Weeks Through 2/26/23



10 THE VITA COCO COMPANY

Source: Vita Coco Coconut Water IRI Total US MULO+C L52 Weeks through 2/26/2023

# INVESTING IN PROGRAMS AND PLATFORMS TO ADD NEW OCCASIONS FOR CONSUMERS TO ENJOY OUR BRANDS

Leveraging our collaboration with Diageo to extend the brand into the on premise occasion



**Vita Coco Spiked with Captain Morgan** launched in January 2023 in national distribution by Diageo (grocery, mass, liquor & convenience). This new RTD introduces Vita Coco into the canned cocktail space

**Vita Coco** as a mixer is being tested in the on premise channel in 2023, to validate the cocktail occasion and expand brand usage further



Extending the brand and disrupting other plant-based categories with high quality coconut offerings



**Vita Coco Barista MLK** launched in January 2023 exclusively at Alfred, a premium coffee chain in the West. We intend to expand distribution to more coffee locations over the coming months, building credibility in this occasion



**Vita Coco Coconut MLK** will continue to expand distribution in the shelf stable non-dairy aisle



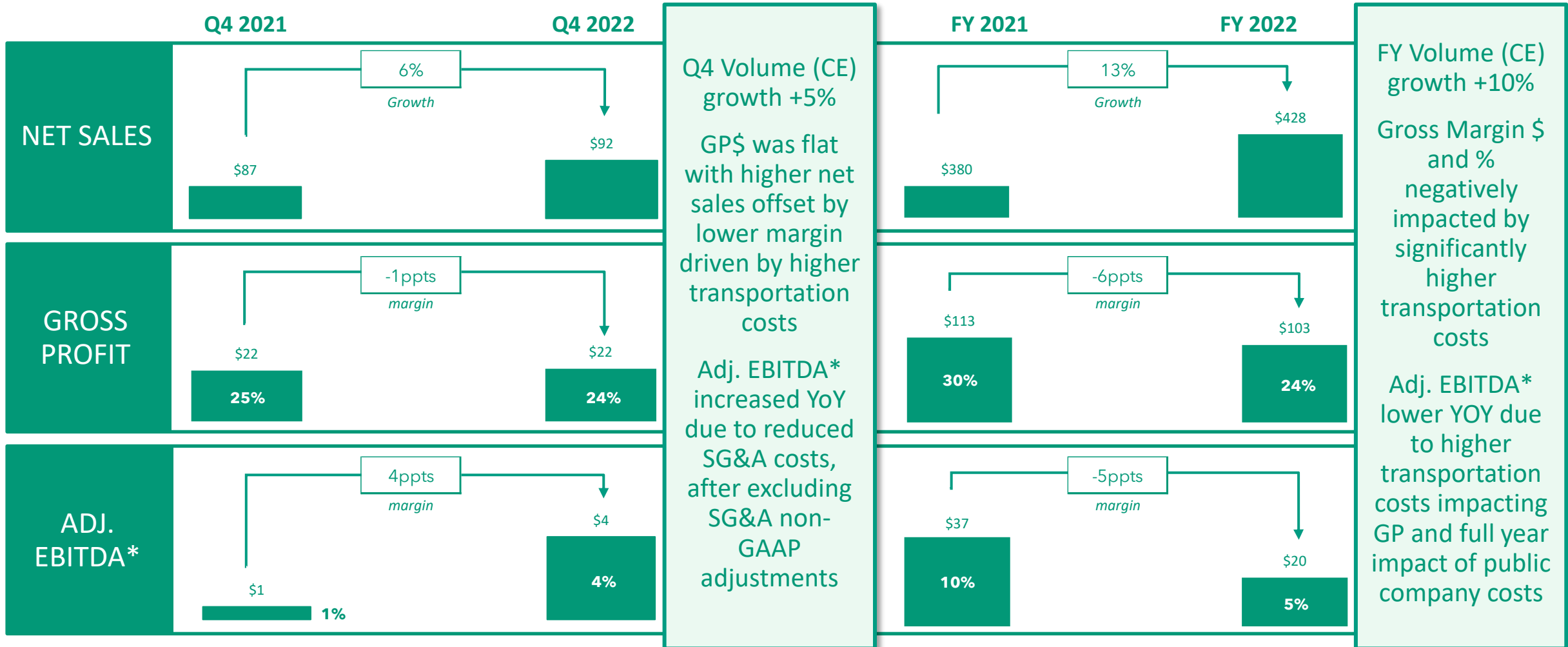
Building new platforms in high growth categories

PWR LIFT offers harder working hydration infused with protein in the functional fitness segment.

We are testing PWR LIFT in South Texas with dedicated sales execution and strong field marketing, and sampling support. This test kicked off in January 23.



# FOURTH QUARTER AND FULL YEAR FINANCIAL HIGHLIGHTS

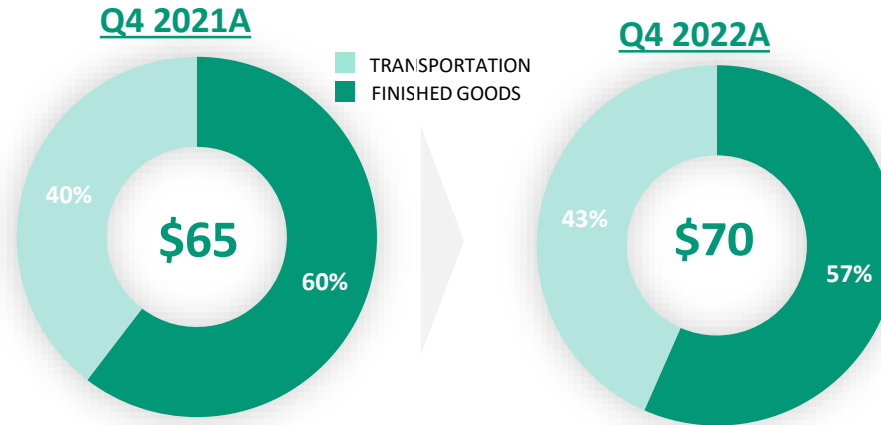


Note: Figures in USD millions.

\*For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

# COST OF GOODS \$0.10 PER CE HIGHER THAN Q4 2021, WITH 11% INCREASE IN TRANSPORTATION COSTS OFFSET BY FINISHED GOODS MIX IMPACTS

## COGS BREAKDOWN (\$ USD IN MILLIONS)



	Q4 2021A	Q4 2022 Growth	Q4 2022A
<b>Volume (CE)</b>	9.4	5%	9.9
<b>Finished Goods</b>	\$4.19	(5%)	\$3.99
<b>Transportation</b>	\$2.75	11%	\$3.06
<b>Total COGS</b>	\$6.94	1%	\$7.04

ESTIMATED Q4 YOY RATE IMPACT OF OCEAN FREIGHT & DOMESTIC LOGISTICS:

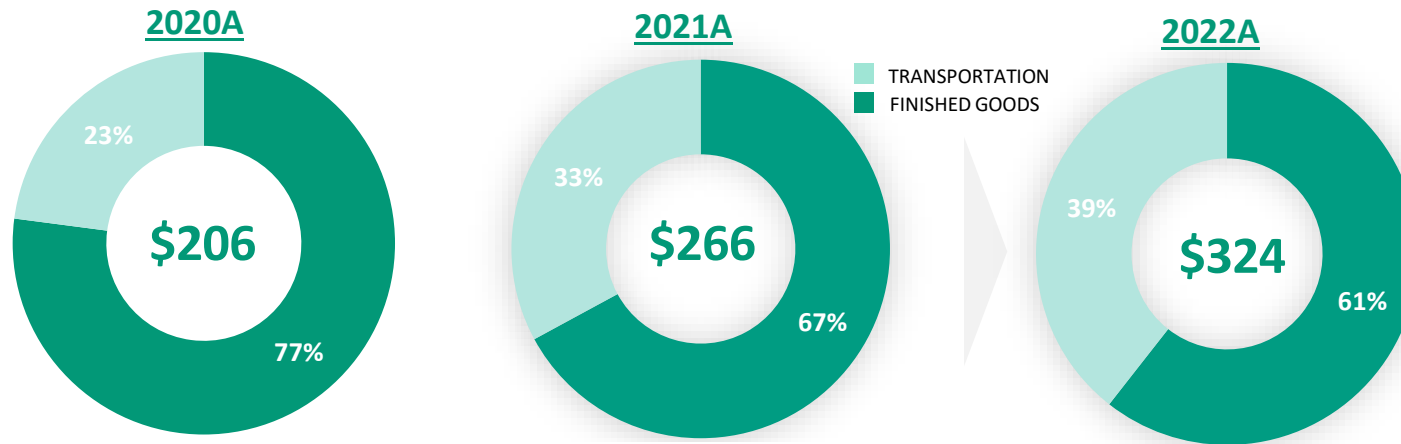
~\$3.1MM ON GROSS PROFIT AND ~300BPS OF GROSS PROFIT MARGIN

YOY FINISHED GOODS DECREASE PRIMARILY RELATES TO MIX IMPACTS

Note: Q4 2022 Impact of total COGS on a Rate/Mix basis was (\$1MM).

# FY 2022 ABSORBED \$31MM VS. 2021 AND \$67MM VS. 2020 DUE TO INCREASES IN TRANSPORTATION COSTS ON A RATE BASIS

## COGS BREAKDOWN (\$ USD IN MILLIONS)



ESTIMATED 2022 VS. 2021 RATE IMPACT OF OCEAN FREIGHT & DOMESTIC LOGISTICS:

~\$31MM ON GROSS PROFIT AND ~700BPS OF GROSS PROFIT MARGIN

	2020A	2021A	2021-22 YOY Growth	2022A
	<b>TOTAL CE VOLUME (MM)</b>			
Volume (CE)	36.3	42.8	10%	47.2
	<b>COGS \$ / CE</b>			
Finished Goods	\$4.37	\$4.18	(0%)	\$4.16
Transportation	\$1.30	\$2.05	32%	\$2.71
Total COGS	\$5.68	\$6.23	10%	\$6.87

Note: Full Year 2022 Impact of total COGS on a Rate/Mix basis was (\$30MM).

# 2023 FULL YEAR GUIDANCE

**NET SALES  
GROWTH**

**9-11%<sup>1</sup>**

**ADJUSTED  
EBITDA\***

**\$52-58MM**

## KEY HIGHLIGHTS

- Net Sales guidance reflects mid teens growth for VCCW and approximately flat Private Label Net Sales
- Gross Margin anticipated to improve over first three quarters as transportation rates ease with FY gross margin between 32-34%
- SG&A growing faster than net sales over 2022 GAAP SG&A, increasing investments in marketing, sales execution and execution of innovation in test markets
- Expected inventory reduction to more historical days on hand levels
- Expected strong year end balance sheet and ample liquidity

<sup>1</sup>As compared to Net Sales in 2022.

\*GAAP Net Income 2023 outlook is not provided due to the inherent difficulty in quantifying certain amounts due to a variety of factors including the unpredictability in the movement in foreign currency rates, as well as future charges or reversals outside of the normal course of business.

# LONG-TERM GROWTH ALGORITHM

## LONG-TERM TARGET RANGE<sup>1</sup>

**NET SALES  
GROWTH**

**MID  
TEENS**

**ADJ. EBITDA  
MARGIN**

**MID TO HIGH  
TEENS**

## KEY INVESTMENT THEMES

- Established beverage platform with strong balance sheet, built for long term growth
- Net Sales growth primarily driven by Vita Coco Coconut Water with potential additional upsides from innovation and M&A
- Potential for Adjusted EBITDA to return to mid-teens level with gross margins benefiting from normalizing ocean freight, pricing, other cost efficiencies and improved sales mix
- Asset-lite model allows for strong cash flow generation / low leverage profile with ample liquidity to fuel future growth

Source: The Vita Coco Company.

<sup>1</sup> These are not projections; they are goals/targets and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these goals/targets will be achieved, and the Company undertakes no duty to update its goals/targets.



# APPENDIX

# Q4 P&L SUMMARY

\$ & CE UNITS IN MM	Q4'22	Q4'21	VS. PY	
VOLUME (CE) / % gr.	9.9	9.4	5%	0.5
NET SALES / % gr.	92.0	86.6	6%	5.4
GROSS PROFIT / % marg.	22.4 / 24.4%	21.6 / 24.9%	4%	0.8
SG&A	27.3	26.7	2%	0.6
INCOME FROM OPERATIONS	(4.8)	(5.1)	-5%	0.3
NET INCOME / % marg.	(2.8) / -3%	(3.4) / -4%	-19%	0.6
EPS - DILUTED	(\$0.05)	(\$0.06)		
<u>NON-GAAP MEASURES</u>				
EBITDA / % MARGIN	(2.3) / -2.5%	(3.9) / -4.5%	-42%	1.7
ADJUSTMENTS	6.3	4.5	40%	1.8
ADJUSTED EBITDA* / % MARGIN	4.0 / 4.4%	0.6 / 0.7%	575%	3.4

Note: Amounts rounded.

\* For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

# 2022 P&L SUMMARY

\$ & CE UNITS IN MM	FY 22	FY 21	VS. PY	
VOLUME (CE) / % gr.	47.2	42.8	10%	4.5
NET SALES / % gr.	427.8	379.5	13%	48.3
GROSS PROFIT / % marg.	103.4 / 24.2%	113.1 / 29.8%	-9%	(9.8)
SG&A	100.3	88.6	13%	11.7
INCOME FROM OPERATIONS	3.1	24.6	-87%	(21.5)
NET INCOME / % marg.	7.9 / 1.8%	19.0 / 5.0%	-59%	(11.2)
EPS - DILUTED	\$0.14	\$0.35		
<u>NON-GAAP MEASURES</u>				
EBITDA / % MARGIN	13.0 / 3.0%	26.5 / 7.0%	-51%	(13.5)
ADJUSTMENTS	7.3	10.3	-29%	(3.0)
ADJUSTED EBITDA* / % MARGIN	20.3 / 4.7%	36.9 / 9.7%	-45%	(16.6)

Note: Amounts rounded.

\* For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

# Q4 2022 NET INCOME TO ADJUSTED EBITDA RECONCILIATION

THREE MONTHS ENDED DEC 31		
	<u>2022</u>	<u>2021</u>
<b>Net Income</b>	<b>(\$2.8)</b>	<b>(\$3.4)</b>
Depreciation & Amortization	.5	.5
Interest Income / Expense	0	0
Income Tax Expense	0	(1.0)
<b>EBITDA</b>	<b>(\$2.3)</b>	<b>(\$3.9)</b>
Stock-Based Compensation	1.7	1.7
Unrealized (Gain) / Loss on Derivative Instrument	(.2)	(.8)
FX (Gain) / Loss	(1.9)	.1
Impairment of Intangible Assets	6.7	0
Other Adjustments	0	3.6
<b>Adjusted EBITDA</b>	<b>\$4.0</b>	<b>\$0.6</b>
<b>% Margin</b>	<b>4.4%</b>	<b>0.7%</b>

Source: Management. Note: Figures in USD millions. Amounts rounded – refer to the U.S. GAAP to non-GAAP reconciliations found in our Q4'22 earnings press release.

# FULL YEAR 2022 NET INCOME TO ADJUSTED EBITDA RECONCILIATION

TWELVE MONTHS ENDED DEC 31		
	<u>2022</u>	<u>2021</u>
<b>Net Income</b>	<b>\$7.9</b>	<b>\$19.0</b>
Depreciation & Amortization	1.9	2.1
Interest Income / Expense	.2	.2
Income Tax Expense	3.0	5.2
<b>EBITDA</b>	<b>\$13.0</b>	<b>\$26.5</b>
Stock-Based Compensation	7.4	3.4
Unrealized (Gain) / Loss on Derivative Instrument	(6.6)	(2.1)
FX (Gain) / Loss	(1.4)	2.1
Impairment of Intangible Assets	6.7	0
Other Adjustments	1.2	7.0
<b>Adjusted EBITDA</b>	<b>\$20.3</b>	<b>\$36.9</b>
<b>% Margin</b>	<b>4.7%</b>	<b>9.7%</b>

Source: Management. Note: Figures in USD millions. Amounts rounded – refer to the U.S. GAAP to non-GAAP reconciliations found in our Q4'22 earnings press release.