

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See instruction 10.

1. Name and Address of Reporting Person* <u>Prior Jane</u>  (Last) (First) (Middle) 111 5TH AVENUE 2ND FLOOR  (Street) NEW YORK NY 10003  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Vita Coco Company, Inc. [ COCO ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <b>Chief Marketing Officer</b>
	3. Date of Earliest Transaction (Month/Day/Year) 02/20/2026	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	03/05/2026		F <sup>(1)</sup>		1,458	D	\$55.175	128,104	D	
Common Stock	03/05/2026		F <sup>(1)</sup>		705	D	\$55.175	127,399	D	
Common Stock	03/05/2026		M		3,675	A	\$10.178	131,074	D	
Common Stock	03/05/2026		M		23,750	A	\$10.178	154,824	D	
Common Stock	03/05/2026		M		22,575	A	\$10.178	177,399	D	
Common Stock	03/05/2026		S <sup>(2)</sup>		34,159	D	\$52.73 <sup>(3)</sup>	143,240	D	
Common Stock	03/05/2026		S <sup>(2)</sup>		15,741	D	\$53.32 <sup>(4)</sup>	127,499	D	
Common Stock	03/05/2026		S <sup>(2)</sup>		100	D	\$54.08	127,399	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non-Qualified Stock Option (Right to Buy)	\$16.91	02/20/2026		A		14,025		(5)	03/10/2033	Common Stock	14,025	\$16.91	14,025	D	
Non-Qualified Stock Option (Right to Buy)	\$10.178	03/05/2026		M		3,675		(6)	12/16/2029	Common Stock	3,675	\$0	0	D	
Non-Qualified Stock Option (Right to Buy)	\$10.178	03/05/2026		M		23,750		(6)	02/10/2030	Common Stock	23,750	\$0	0	D	
Non-Qualified Stock Option (Right to Buy)	\$10.178	03/05/2026		M		22,575		(6)	01/11/2031	Common Stock	22,575	\$0	4,725	D	

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned  
(e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non-Qualified Stock Option (Right to Buy)	\$15							(7)	10/21/2031	Common Stock	45,605		45,605	D	
Non-Qualified Stock Option (Right to Buy)	\$15.36							(8)	08/15/2032	Common Stock	42,980		42,980	D	
Non-Qualified Stock Option (Right to Buy)	\$16.91							(9)	03/10/2033	Common Stock	14,205		14,205	D	
Non-Qualified Stock Option (Right to Buy)	\$26.18							(10)	03/04/2034	Common Stock	8,746		8,746	D	
Non-Qualified Stock Option (Right to Buy)	\$33.36							(11)	03/04/2035	Common Stock	13,218		13,218	D	

**Explanation of Responses:**

- The disposition reported on this Form 4 represents shares withheld to cover tax withholding obligations in connection with the vesting and settlement of Restricted Stock Units. The disposition is mandated by the Issuer and does not represent a discretionary transaction by the Reporting Person.
- The sales of shares of common stock reported were effected pursuant to a Rule 10b5-1 trading plan.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$52.07 to \$53.06, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$53.07 to \$53.84, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- The stock option is eligible to vest if certain performance conditions are met by the target date for the applicable performance condition(s) and expire if the performance conditions are not met by the final target date. The performance conditions applicable were timely satisfied, resulting in vesting of the option as to 14,025 shares on February 20, 2026.
- The stock option is fully vested and currently exercisable.
- The stock option vests in four equal annual installments beginning on November 27, 2022.
- The stock option vests in three equal annual installments beginning on August 15, 2025.
- The stock options vest in four annual equal installments beginning on March 10, 2024.
- The stock option vests in four equal annual installments beginning on March 4, 2025.
- The Reporting Person was granted stock options that will vest in four annual equal installments on each anniversary of the grant date provided that the Reporting Person remains in continuous service on each vesting date.

/s/ Alison Klein, attorney-in-fact 03/09/2026  
for Jane Prior

\*\* Signature of Reporting Person      Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**