



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

2024 THIRD QUARTER 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 tables of U.S. GAAP to non-GAAP information provided at the end of this presentation. 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 presentation. 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, customer and supplier relationships and expected net sales and category share growth.

The forward-looking statements in this presentation 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 and the Investor Relations page of our website at <https://investors.thevitacococompany.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 and investors.thevitacococompany.com, as a means for disclosing material non-public information and for complying with SEC Regulation FD and other disclosure obligations.

2024 THIRD QUARTER PERFORMANCE HIGHLIGHTS VS. Q3 2023



(3.7)%

NET SALES
\$133MM

38.8%

GROSS MARGIN
(190) BPS

\$23MM

**ADJUSTED
EBITDA¹**
17.3% MARGIN
(221) BPS

\$19MM

NET INCOME
\$0.32 PER SHARE

\$157MM

CASH-ON-HAND
\$0MM DEBT

¹ For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

2024 THIRD QUARTER YTD PERFORMANCE HIGHLIGHTS VS. Q3 2023 YTD



+0.3%

NET SALES
\$389MM

40.5%

GROSS MARGIN
+410 BPS

\$76MM

**ADJUSTED
EBITDA¹**

19.7% MARGIN
+420 BPS

\$53MM

NET INCOME
\$0.89 PER SHARE

\$157MM

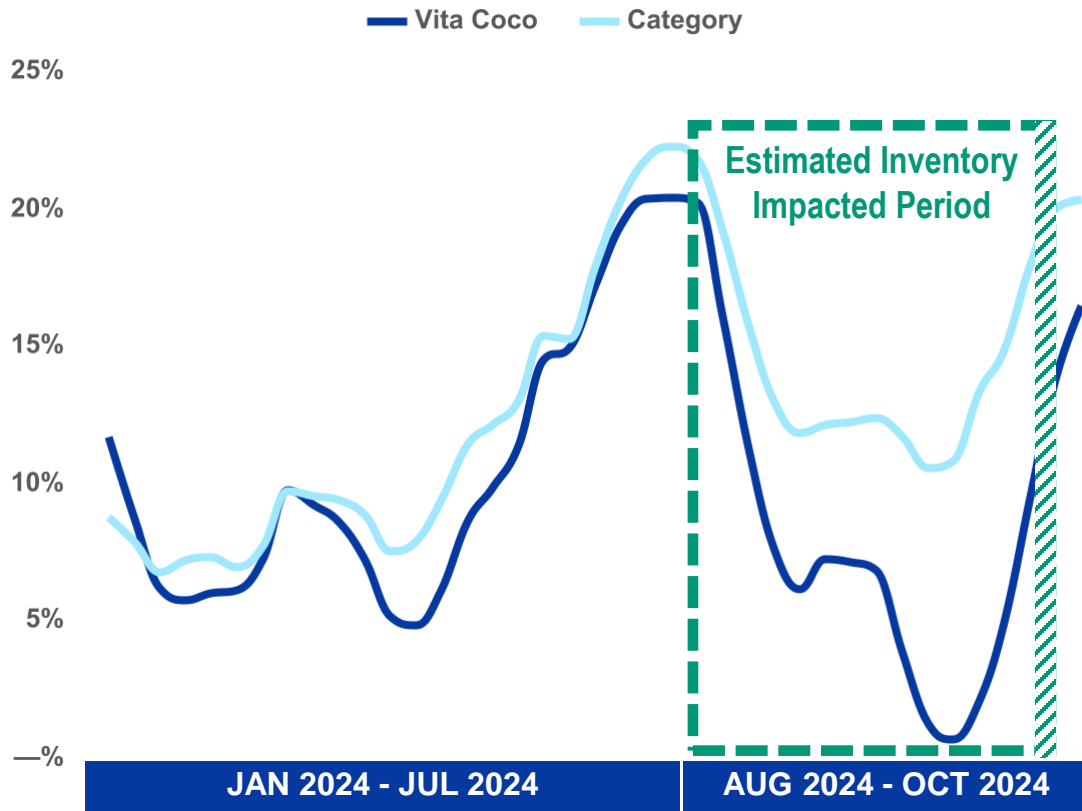
CASH-ON-HAND
\$0MM DEBT

¹ For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

Q3 2024 VITA COCO US SCAN GROWTH AND TDPS IMPACTED BY LOW IN-MARKET INVENTORY

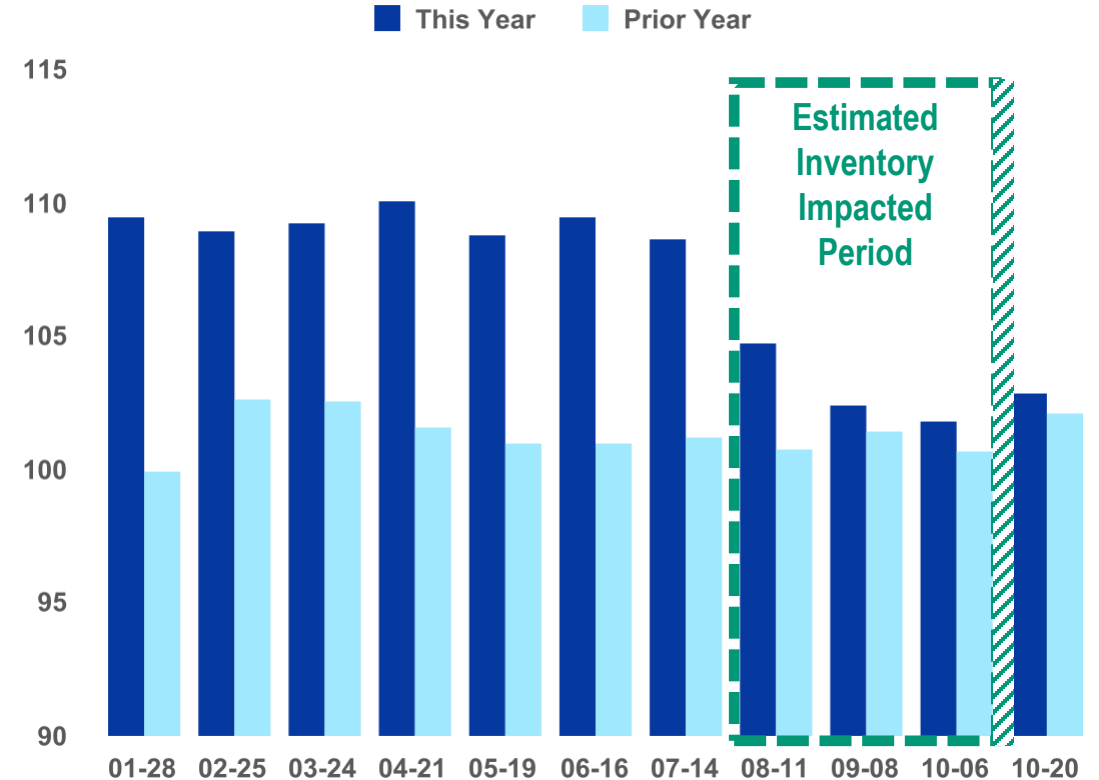
\$ GROWTH VITA COCO AND COCONUT WATER CATEGORY

MULO-C - Rolling 4 Weeks \$ Sales Growth



TDPS INDEX (TOTAL DISTRIBUTION POINTS RELATIVE TO FIRST FOUR WEEKS 2023=100)

Vita Coco TDPs 2024 Index to 2023 at 4 Weeks Ending Dates



Source: Custom Research by The Vita Coco Company, Vita Coco Coconut Water Circana Total US MULO-C rolling 4 weeks \$ sales growth to 10/20/2024. TDPS shown for MULO-C as 4 week periods ending 1/28/24 through 10/20/24. Estimated Inventory Impacted Period is management estimate/illustration – some SKUs remain limited in availability as of 10/20/24



OUR VISION

To be the leading platform for brands in the functional beverage category, 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



STRATEGIC GROWTH PILLARS

EXPAND HOUSEHOLDS AND OCCASIONS

Expand consumption occasions and gain share from retail execution with expanded package offerings

Extend the brand to new occasions with new product formats and premium offerings



INNOVATE OUTSIDE THE CORE

Extend the brand to new occasions with new product formats and premium offerings



GROW INTERNATIONAL

International expansion with focus on growing category in UK and Germany in addition to increasing brand share in Germany



FUTURE M&A

M&A in markets and categories complementary to our portfolio and add capabilities; delivering synergies through growth acceleration and cost optimization



CIRCANA DATA (UNLESS NOTED) NOW REFLECTS THE UPDATE TO USING US MULO+

US MULO+ expanded coverage includes: Costco, Amazon 1P, Other Minor Retailers

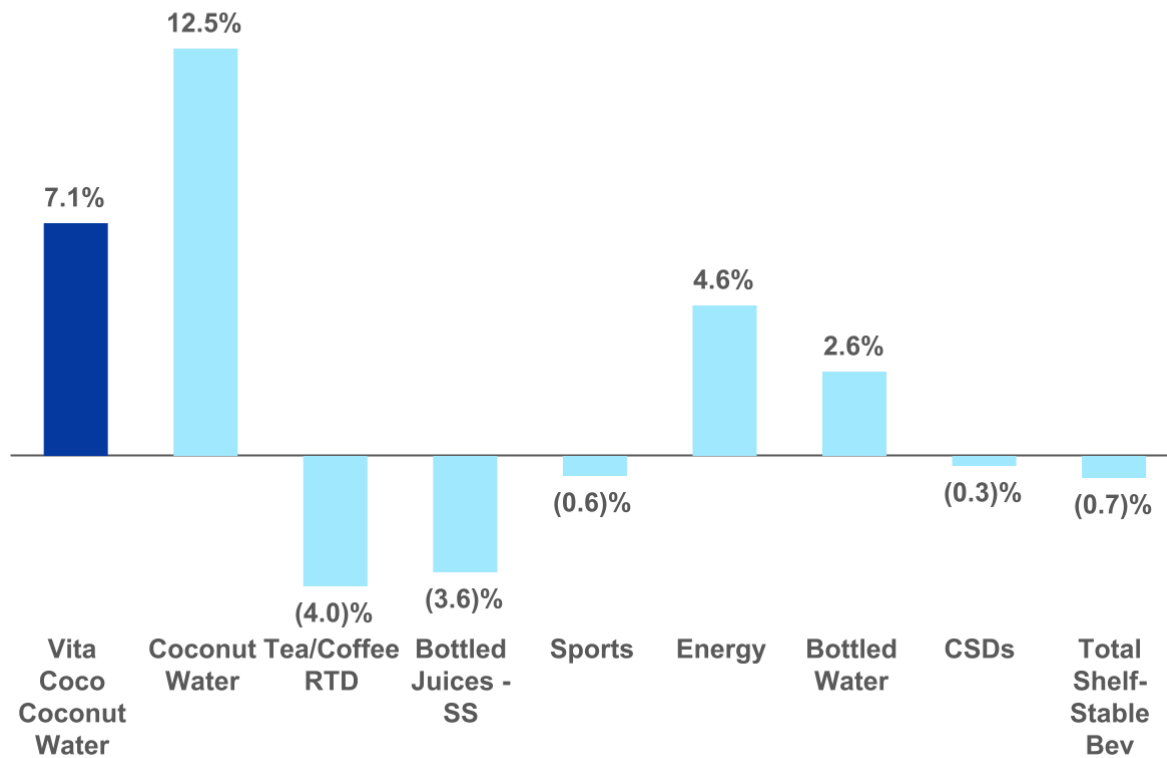
OLD: MULO-C	MEASURES	NEW: MULO+ w/Conv
~60% ¹	% of Our Tracked USA Branded Volume (CE)	~80% ¹
\$0.8B	Category Size (\$B)	\$1.1B
48.7%	Vita Coco Share of Category (L52W)	43.8%
7.8%	Private Label Share of Category (L52W)	18.7%
9.5%	Harmless Harvest Share of Category (L52W)	10.8%
10.3%	Goya Share of Category (L52W)	7.4%

¹ Management analysis of % of Last 52 weeks 9/29/2024 Americas Vita Coco Branded CEs tracked for both MULO-C and MULO+ with Conv
Source: Except for % of Our Tracked Channels, all other data points reflect custom research by The Vita Coco Company, Circana Total US MULO-C and MULO+ with Conv for the Last 52 weeks - 9/29/2024

VITA COCO AND COCONUT WATER OUTPACING OTHER US BEVERAGE CATEGORIES; STRONG VOLUME GROWTH, LESS DEPENDENT ON PRICING VS. OTHER CATEGORIES

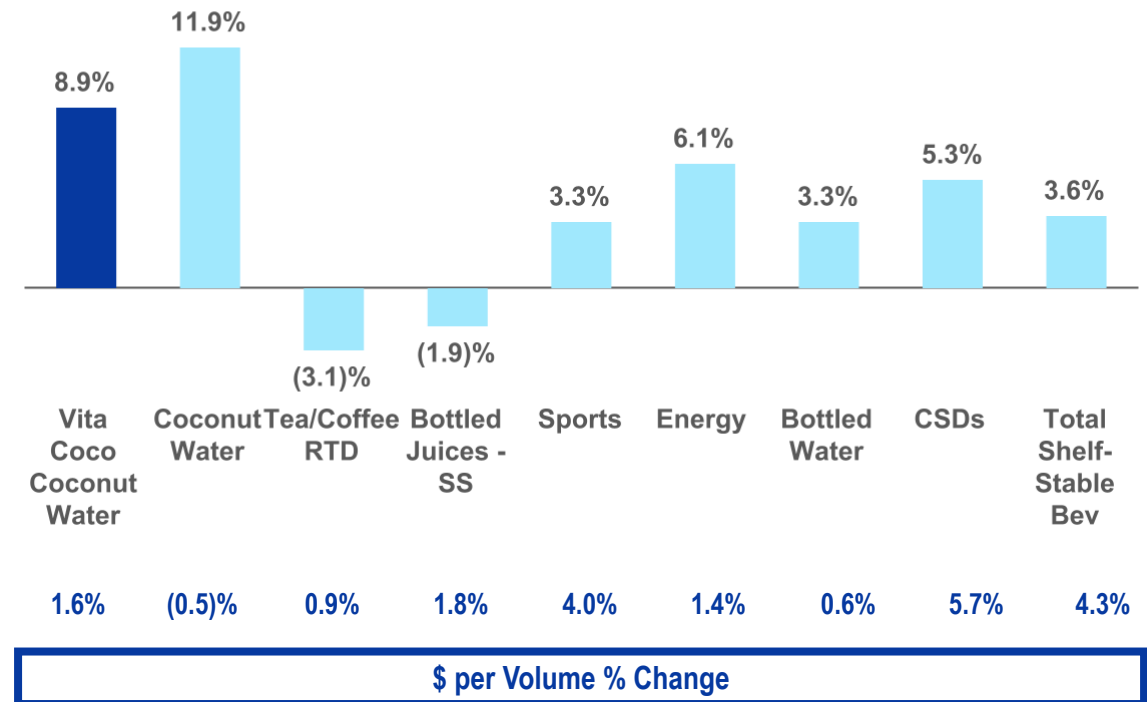
VOLUME SOLD: TOTAL US MULO+ w/C % CHANGE VS. PY
Last 52 weeks - 9/29/2024

■ Volume Sales % Change vs YA



DOLLAR \$: TOTAL US MULO+ w/C % CHANGE VS. PY
Last 52 weeks - 9/29/2024

■ Dollar Sales % Change vs YA

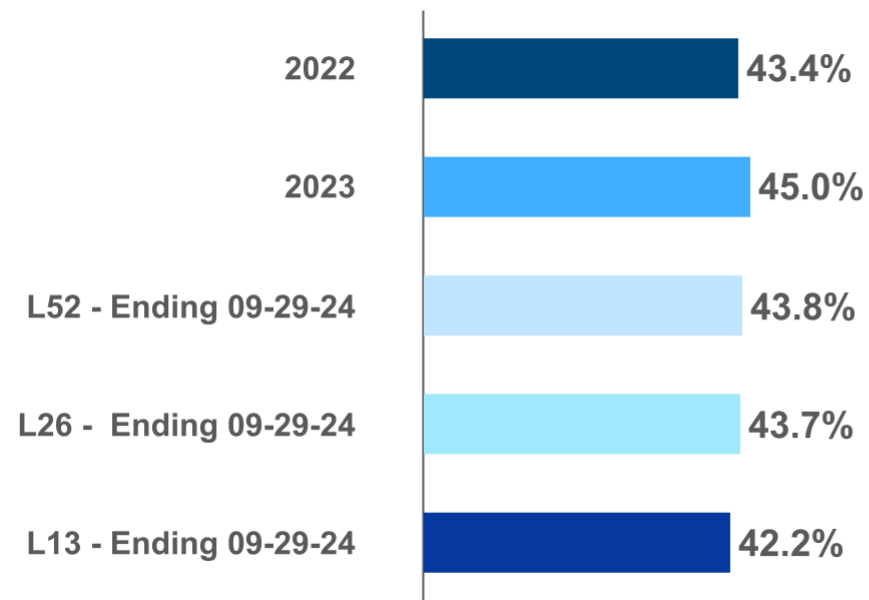
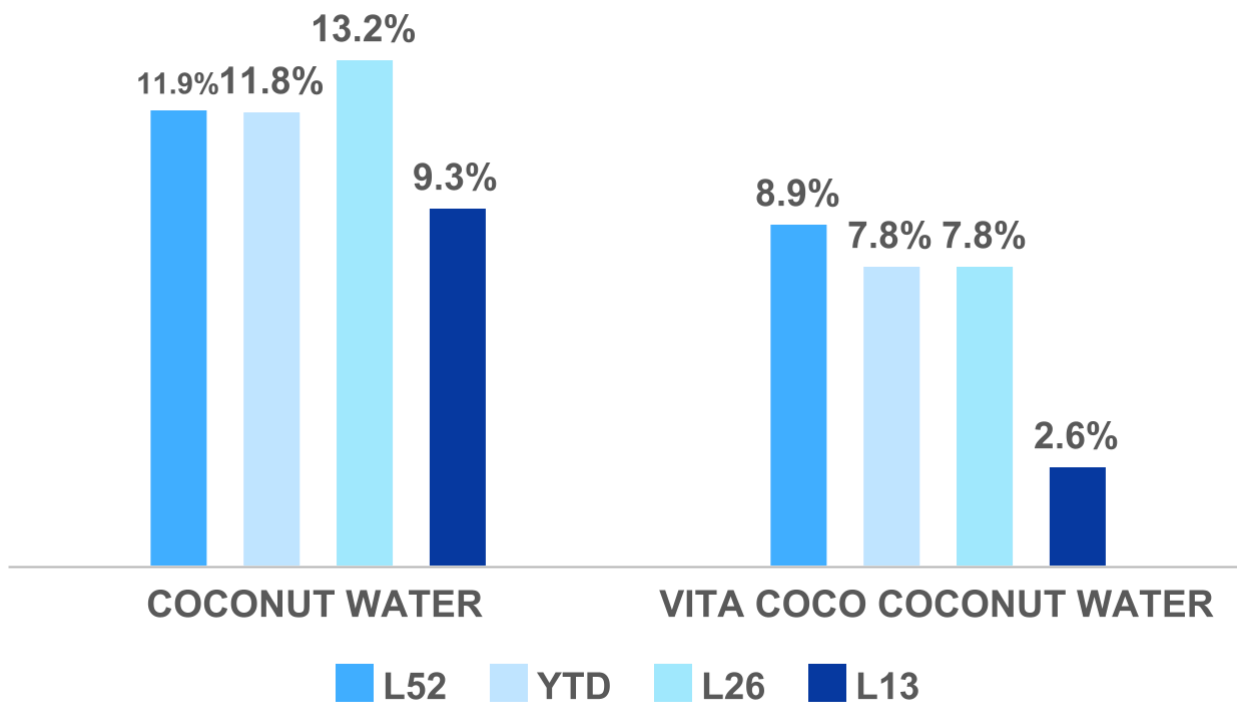


VITA COCO COCONUT WATER AND COCONUT WATER CATEGORY GROWTH SLOWED REFLECTING VITA COCO INVENTORY CONSTRAINTS

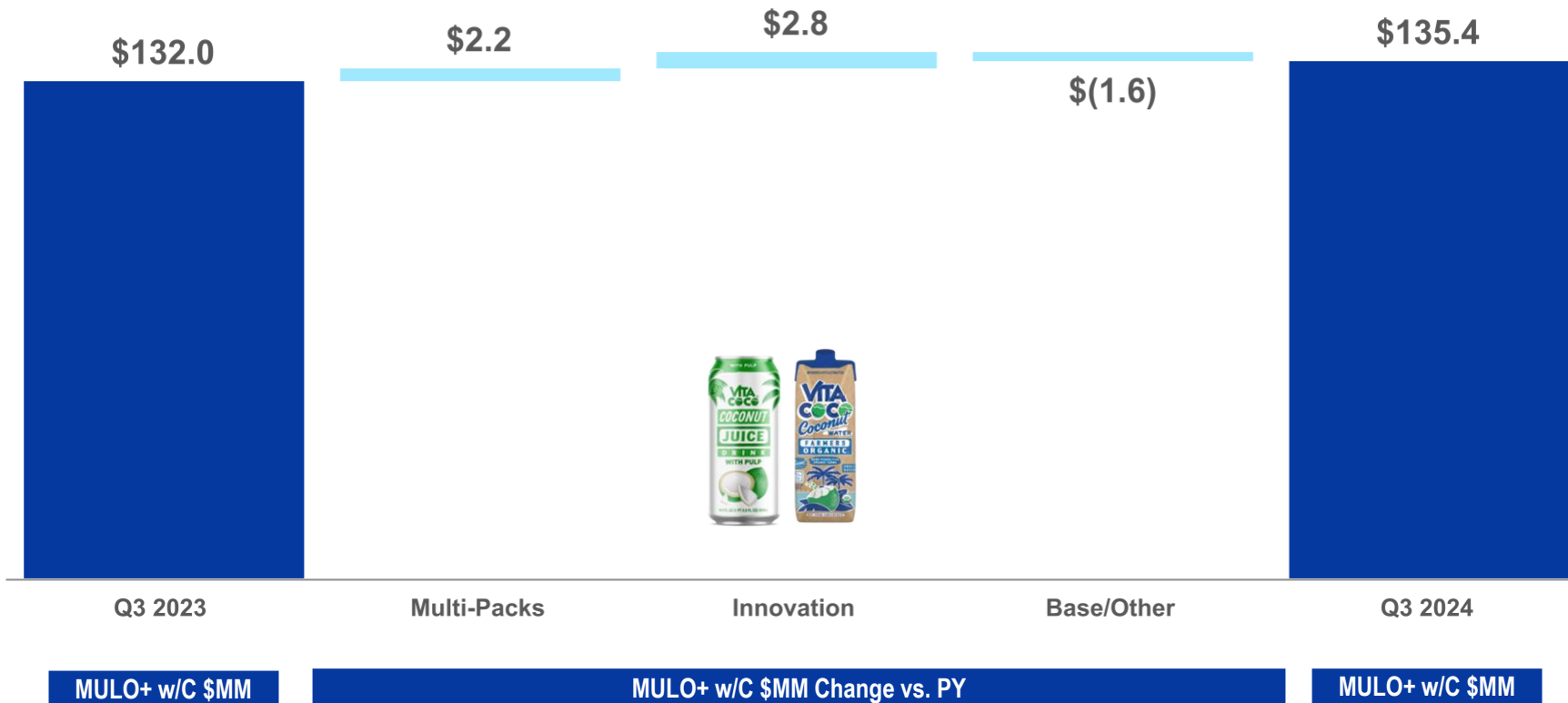
IN Q3 2024, VITA COCO +3% AND SHARE OF 42%

TOTAL US MULO+ w/C \$ % CHANGE VS. PY
L52W, YTD, L26W, AND L13W THROUGH 9/29/2024

VITA COCO US SHARE OF COCONUT WATER



KEY US 2024 VITA COCO COCONUT WATER COMMERCIAL INITIATIVES PRODUCE ACV GROWTH, EVEN WITH INVENTORY CONSTRAINTS DAMPENING SCAN GROWTH



ACV Performance

Total US – MULO+ ACV

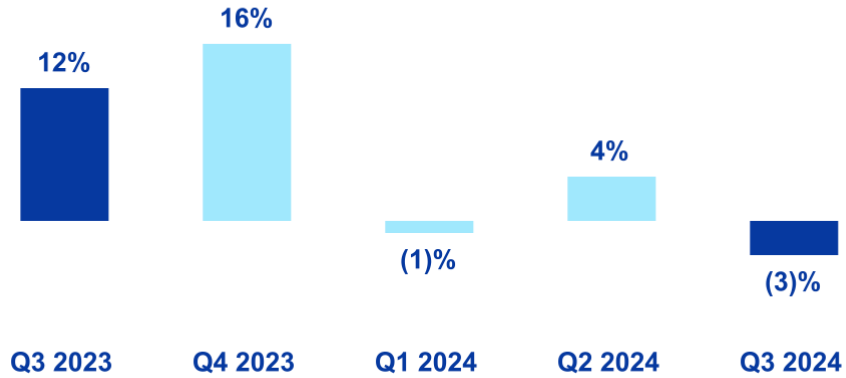
	Q3'23	Q3'24
500mL 1ct Base	73	72
1L Base	69	69
500mL MPs (4pk)	60	62
330mL MPs	56	60
1L MPs	41	40
Farmers 1L	40	44

Total US – Conv ACV

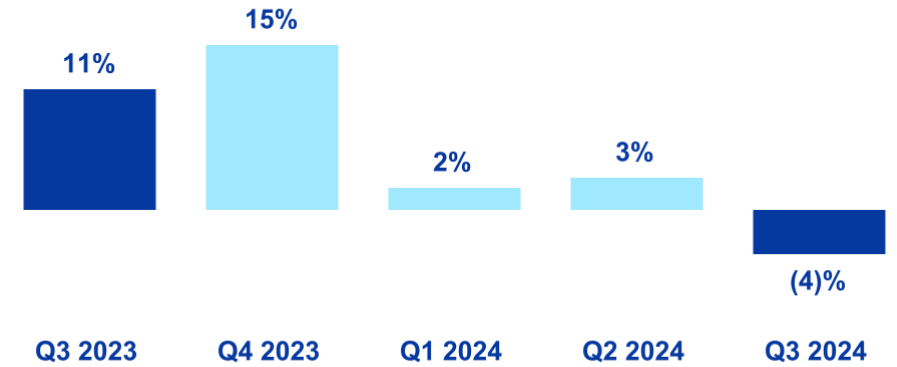
	Q3'23	Q3'24
500mL 1ct Base	53	52
Juice 1ct	18	21

2024 THIRD QUARTER FINANCIAL HIGHLIGHTS

VOLUME (CE) GROWTH VS. PRIOR YEAR



NET SALES GROWTH VS. PRIOR YEAR



Q3 2024 Versus Q3 2023:

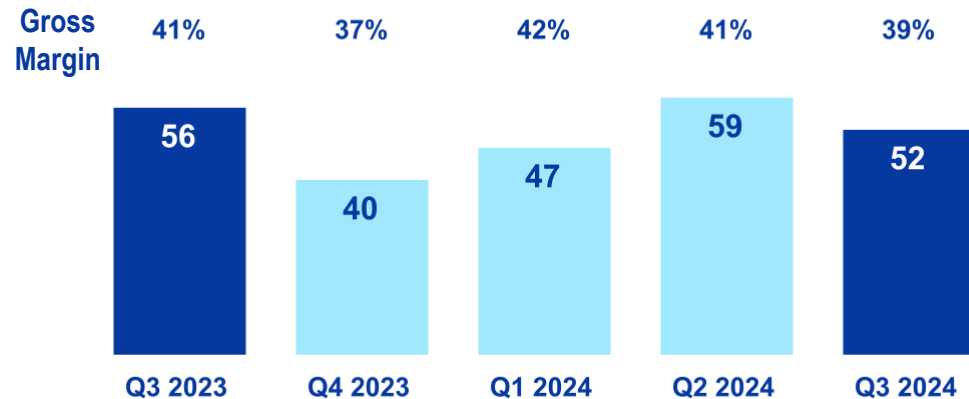
Volume (CE) decline of (3)%

Net Sales decrease of (4)%

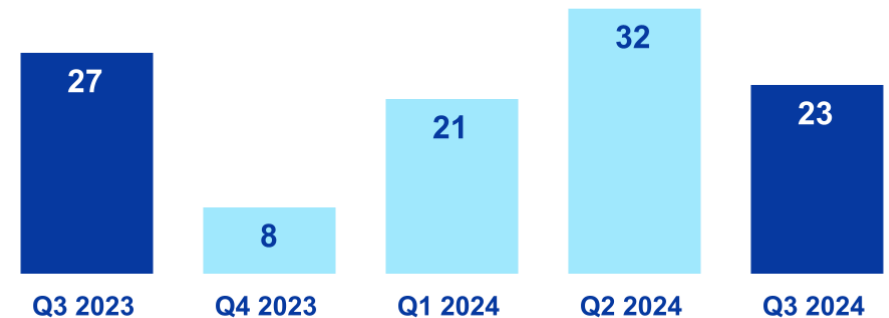
Gross Margin decrease of (190)bps

Adj. EBITDA* decrease of \$(4)MM

GROSS PROFIT (\$MM) AND GROSS MARGIN



ADJUSTED EBITDA* (\$MM)



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

RAISING 2024 FULL YEAR GUIDANCE

NET SALES

\$505-\$515MM

**ADJUSTED
EBITDA¹**

\$80-\$84MM

LONG-TERM GROWTH ALGORITHM²

**BRANDED
NET SALES³
GROWTH**

**MID
TEENS**

**ADJ. EBITDA
MARGIN**

HIGH TEENS

Source: The Vita Coco Company.

¹GAAP Net Income 2024 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.

²These 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.

³Branded Net Sales Growth defined as Consolidated Net Sales minus Private Label Net Sales

APPENDIX

Q3 2024 P&L SUMMARY

\$ & CE UNITS IN MM	Q3 2024	Q3 2023	VS. PY	
NET SALES	132.9	138.1	(4)%	-5.2
GROSS PROFIT / % MARGIN	51.6 / 39%	56.2 / 41%	(8)%	-4.6
SG&A	31.0	32.6	(5)%	(1.7)
INCOME FROM OPERATIONS	20.6	23.5	(12)%	-2.9
NET INCOME / % MARGIN	19.3 / 14%	15.2 / 11%	27%	4.1
EPS - DILUTED	\$0.32	\$0.26		
<u>NON-GAAP MEASURES</u>				
EBITDA / % MARGIN	23.9 / 18%	18.5 / 13%	29%	5.4
ADJUSTMENTS	(1.0)	8.4	(112)%	(9.4)
ADJUSTED EBITDA* / % MARGIN	22.9 / 17%	26.9 / 19%	(15)%	(3.9)

Note: Amounts rounded.

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2024 YTD P&L SUMMARY

\$ & CE UNITS IN MM	2024 YTD	2023 YTD	VS. PY	
NET SALES	388.7	387.5	—%	1.3
GROSS PROFIT / % MARGIN	157.5 / 41%	140.9 / 36%	12%	16.6
SG&A	87.9	89.9	(2)%	(1.9)
INCOME FROM OPERATIONS	69.5	51.1	36%	18.5
NET INCOME / % MARGIN	52.6 / 14%	39.9 / 10%	32%	12.7
EPS - DILUTED	\$0.89	\$0.68		
<u>NON-GAAP MEASURES</u>				
EBITDA / % MARGIN	64.7 / 17%	49.4 / 13%	31%	15.3
ADJUSTMENTS	11.7	10.5	11%	1.3
ADJUSTED EBITDA* / % MARGIN	76.4 / 20%	59.9 / 15%	28%	16.5

Note: Amounts rounded.

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Q1-Q3 2024 AND Q1-Q4 2023

NET INCOME TO ADJUSTED EBITDA RECONCILIATION

\$MM	Three Months Ended						
	September 30, 2024	June 30, 2024	March 31, 2024	December 31, 2023	September 30, 2023	June 30, 2023	March 31, 2023
NET INCOME	\$19.3	\$19.1	\$14.2	\$6.8	\$15.2	\$18.0	\$6.7
Depreciation & Amortization	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Interest Income / Expense	(1.9)	(1.6)	(1.5)	(1.5)	(0.8)	(0.3)	—
Income Tax Expense	6.4	6.4	3.8	1.2	4.0	4.3	1.8
EBITDA	23.9	24.1	16.7	6.6	18.5	22.2	8.7
Stock-Based Compensation	2.1	2.4	2.1	2.0	2.9	2.1	2.2
Unrealized (Gain) / Loss on Derivative Instrument	(2.6)	6.0	2.5	(0.9)	4.0	(1.0)	(1.2)
FX (Gain) / Loss	(0.6)	0.1	(0.1)	(0.2)	1.2	(0.2)	(0.6)
Secondary Offering Costs	—	(0.3)	—	0.7	—	0.9	—
Other Adjustments	—	—	—	—	0.3	—	—
ADJUSTED EBITDA	22.9	32.2	21.2	8.3	26.9	24.0	9.0

Note: Amounts rounded.

SEPTEMBER YTD 2024 AND 2023

NET INCOME TO ADJUSTED EBITDA RECONCILIATION

	Nine Months Ended	
\$MM	September 30, 2024	September 30, 2023
NET INCOME	\$52.6	\$39.9
Depreciation & Amortization	0.5	0.5
Interest Income / Expense	(5.0)	(1.1)
Income Tax Expense	16.6	10.1
EBITDA	64.7	49.4
Stock-Based Compensation	6.6	7.1
Unrealized (Gain) / Loss on Derivative Instrument	5.9	1.8
FX (Gain) / Loss	(0.5)	0.4
Secondary Offering Costs	(0.3)	0.9
Other Adjustments	—	0.3
ADJUSTED EBITDA	76.4	59.9