



Q2 2023 Financial Results

zevia.

Safe Harbor Statement

This presentation and the related earnings press release contains “forward-looking statements” within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or imply future results, performance or achievements, and may contain words such as “anticipate,” “believe,” “consider,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “forecast,” “guidance,” “intend,” “may,” “on track,” “outlook,” “plan,” “potential,” “predict,” “project,” “pursue,” “seek,” “should,” “target,” “will,” “would,” or the negative of these words or other similar words, terms or expressions. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved. Forward-looking statements contained in this presentation and the related earnings press release relate to, among other things, statements regarding 2023 Guidance and anticipated growth, supply chain service levels and our efforts to resolve supply chain logistics challenges, strategic direction, branding, operating environment, distribution, velocity, pricing, and costs. Forward-looking statements are based on current expectations, forecasts and assumptions that involve risks and uncertainties, including, but not limited to, our ability to develop and maintain our brand, our ability to successfully execute on our rebranding strategy and cost reduction initiatives, our ability to restore supply chain service levels on the anticipated timeline, product demand, changes in consumer preferences, pricing factors, the impact of inflation on our sales growth and cost structure such as increased commodity, packaging, transportation and freight, warehouse, labor and other input costs and other economic conditions, competitive and governmental factors outside of our control, such as pandemics or epidemics, and adverse global macroeconomic conditions, including rising interest rates, instability in financial institutions and a recessionary environment, and geopolitical events or conflicts, that may cause our business, strategy or actual results to differ materially from the forward-looking statements. We do not intend and undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable law. Investors are referred to our filings with the U.S. Securities and Exchange Commission (“SEC”), including our Form 10-K, for additional information regarding the risks and uncertainties that may cause actual results to differ materially from those expressed or implied in our forward-looking statements. The Company’s SEC filings are available at no charge at www.sec.gov and at the Company’s website at <https://investors.zevia.com/>.

Non-GAAP Financial Information

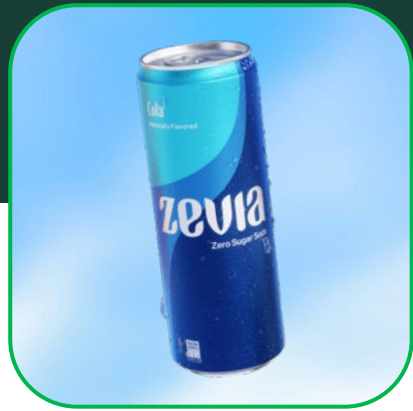
We use Adjusted EBITDA, a financial measure in this presentation and the related earnings press release that is not calculated in accordance with U.S. generally accepted accounting principles (“GAAP”). The Company’s management believes that Adjusted EBITDA can assist investors in evaluating the Company’s operational trends, financial performance, and cash generating capacity. Management believes this non-GAAP financial measure allows investors to evaluate the Company’s financial performance using some of the same measures as management. We calculate Adjusted EBITDA as net income (loss), the most comparable GAAP measurement, adjusted to exclude: (1) other income (expense), net, which includes interest (income) expense, foreign currency (gains) losses, and (gains) losses on disposal of fixed assets, (2) provision (benefit) for income taxes (3) depreciation and amortization and (4) equity-based compensation. Adjusted EBITDA may in the future also be adjusted for amounts impacting net income related to the Tax Receivable Agreement liability and other infrequent and unusual transactions. We believe that the use of Adjusted EBITDA is helpful to our investors as it is a measure used by management in assessing the health of our business, determining incentive compensation and evaluating our operating performance, as well as for internal planning and forecasting purposes. This non-GAAP financial measure is designed to supplement, and not substitute the Company’s financial information presented in accordance with GAAP. The non-GAAP financial measure as defined by the Company may not be comparable to similar non-GAAP financial measures presented by other companies. Reconciliations of the Company’s non-GAAP financial measures to the most directly comparable GAAP financial metrics are available in the Company’s related earnings press release and on the Company’s website at <https://investors.zevia.com/>.

Zevia is...

...creating a world of better-for-you flavor,
better for people and for the planet.



The Zevia Solution



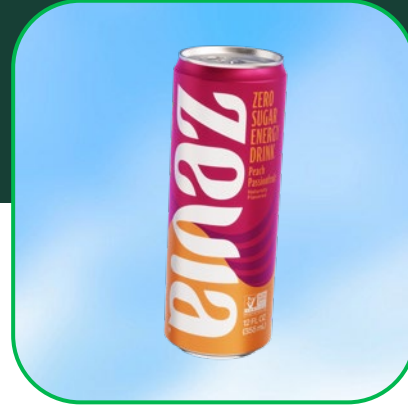
Great Taste

Deliciously refreshing with all the flavor you crave.



Zero Sugar

Guilt-free alternative to sugary sodas and beverages.



Plant-Based Ingredients

Only a handful of ingredients that shoppers can easily pronounce.



Sustainable Packaging

Reducing plastic waste by using only aluminum cans.



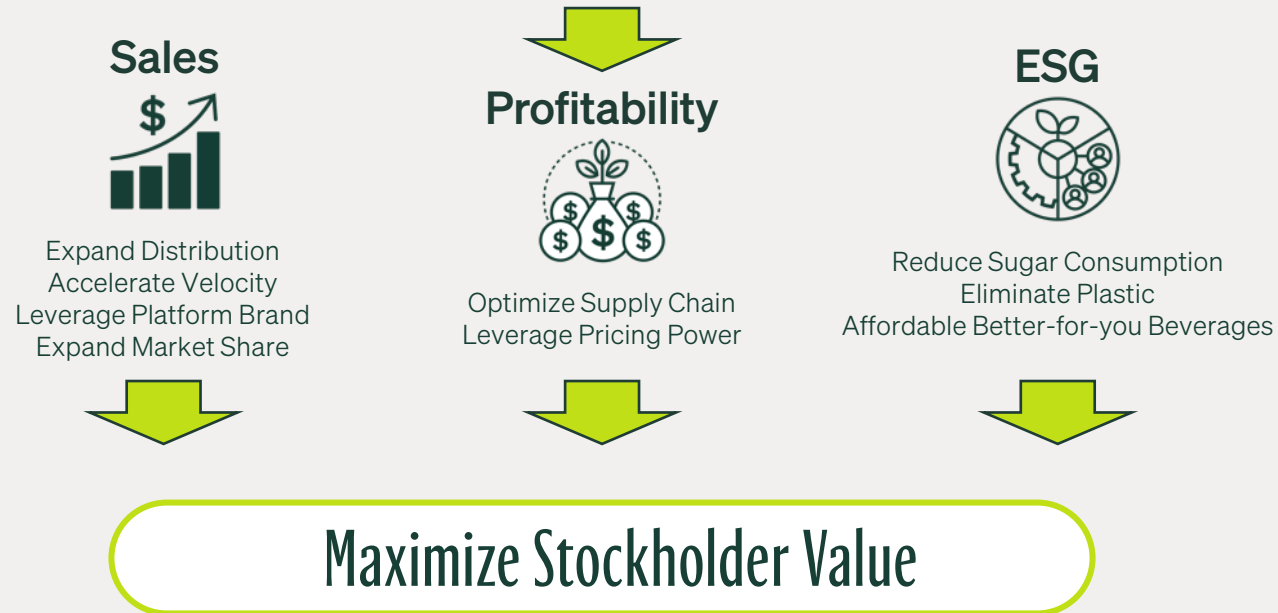
Democratizing Health

Affordable for a broad range of consumers and perfect for all ages.

High-Performing, Globally Disruptive Beverage Company



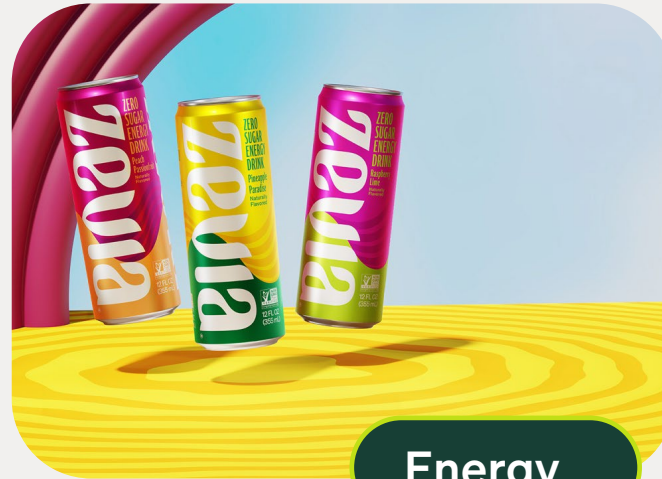
Supporting global public health with great-tasting, zero sugar, plant-based beverages



5 Product Categories, 38 Flavors, New Brand Identity



Soda



Energy



Kids



Tea



Mixers

Q2 2023 Financial Results

Executive Summary

- **Net Sales performance impacted by short-term supply chain logistics challenges for which corrective measures have been made**
 - Net sales decreased 7.2% year-over-year to \$42.2 million driven by short-term supply chain logistics challenges hindering fulfillment while customer demand continued at or above expectations as reflected in our order book
 - We have implemented corrective measures, including the appointment of a new SVP of Operations and Chief Supply Chain Officer, Bill Williamson, and re-phased transition plans for our warehouse network to restore service levels and resolve by or before year-end
- **Financial performance**
 - Strong execution of Q2 price increase
 - Strongest gross margin of any quarterly period to date as a public company of 46.6%
 - Adjusted EBITDA loss of \$2.6 million¹, +59.0% year-over-year despite volume decline
 - Disciplined cash flow management

Net Sales

\$42.2 Million

-7.2%

Gross Margin

46.6%

+4.2 percentage points

Adjusted EBITDA Loss¹

\$2.6 Million

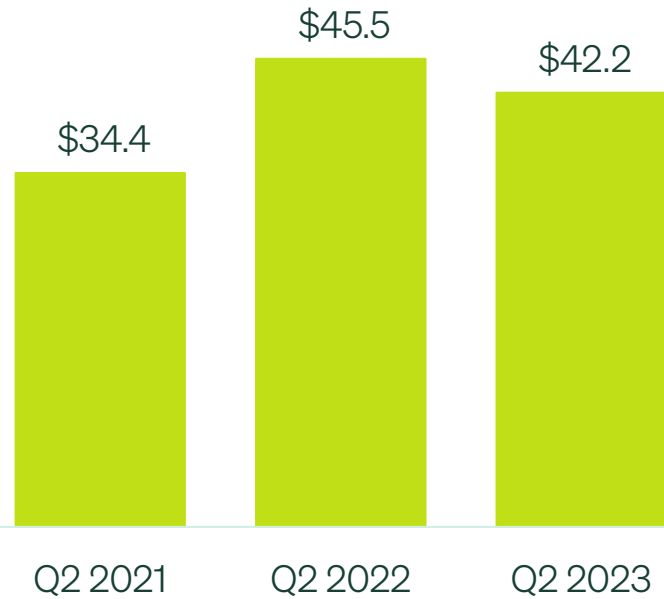
+59.0%

Q2 2023 Financials Overview – Year Over Year

(\$ in Millions)

Net Sales

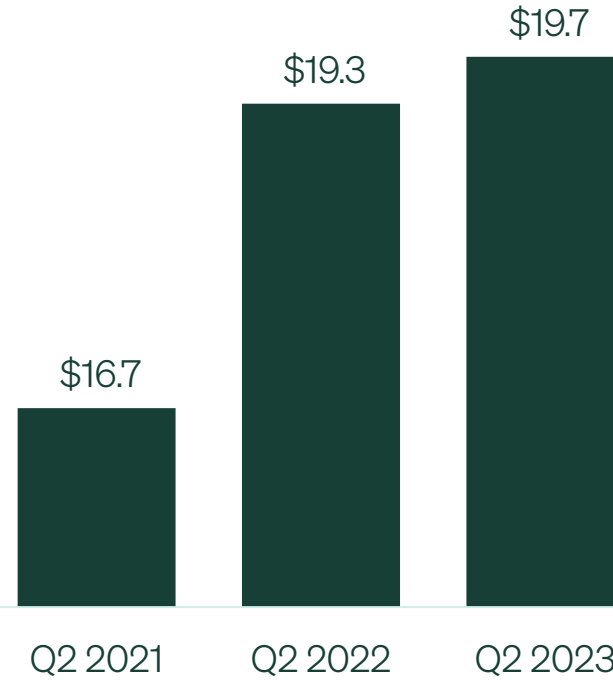
Two Year Growth - 23%



% Growth

24% 32% -7%

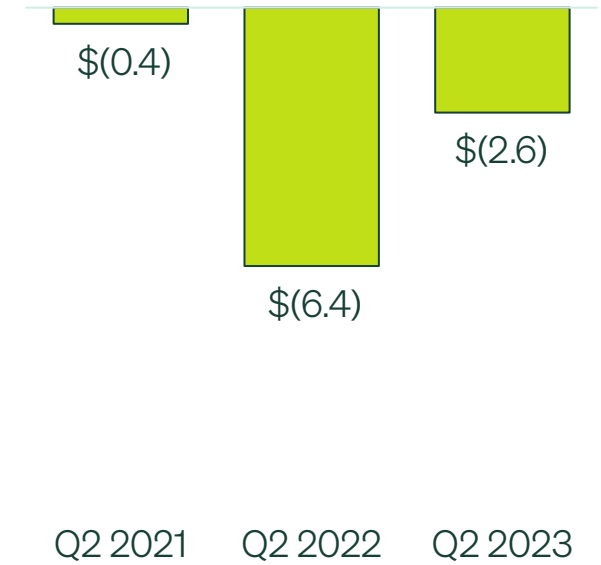
Gross Profit¹



% of Net Sales

48.5% 42.4% 46.6%

Adjusted EBITDA²



% of Net Sales

N/A³ N/A³ N/A³

YTD 2023 Financials Overview – Year Over Year

(\$ in Millions)

Net Sales

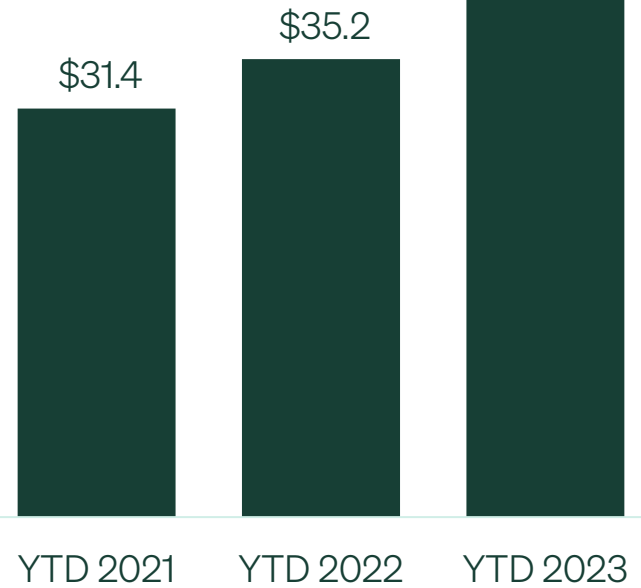
Two Year Growth - 32%



% Growth

30% 28% 2%

Gross Profit¹



% of Net Sales

48.2% 42.1% 46.5%

Adjusted EBITDA²



% of Net Sales

0.1% N/A³ N/A³

Profit & Loss and Adjusted EBITDA Reconciliation

| | Q2 2023 | Q2 2022 | Q2 2021 | Q2 2023 YTD | Q2 2022 YTD | Q2 2021 YTD | YE 2022 | YE 2021 | YE 2020 |
|---|----------------|-----------------|----------------|----------------|-----------------|----------------|-----------------|-----------------|----------------|
| Net Sales | \$42.2 | \$45.5 | \$34.4 | \$85.5 | \$83.6 | \$65.0 | \$163.2 | \$138.2 | \$110.0 |
| % Growth | -7.2% | 32.6% | 24.1% | 2.4% | 28.5% | 29.7% | 18.1% | 25.6% | 28.6% |
| Cost of Good Sold | \$22.5 | \$26.2 | \$17.7 | \$45.7 | \$48.4 | \$33.7 | \$93.2 | \$74.2 | \$58.7 |
| Gross Profit | \$19.7 | \$19.3 | \$16.7 | \$39.8 | \$35.2 | \$31.4 | \$70.0 | \$63.9 | \$51.3 |
| Gross Margin | 46.6% | 42.4% | 48.5% | 46.5% | 42.1% | 48.2% | 42.9% | 46.3% | 46.7% |
| Selling and Marketing | \$16.1 | \$15.9 | \$11.1 | \$28.0 | \$29.9 | \$19.6 | \$52.9 | \$45.1 | \$29.1 |
| General and Administrative | \$6.2 | \$9.8 | \$6.0 | \$14.9 | \$19.9 | \$11.7 | \$36.8 | \$27.5 | \$18.8 |
| Equity-based Compensation | \$2.4 | \$8.0 | \$0.0 | \$4.7 | \$16.9 | \$0.1 | \$26.9 | \$77.7 | \$7.9 |
| Depreciation and Amortization | \$0.4 | \$0.3 | \$0.2 | \$0.8 | \$0.7 | \$0.5 | \$1.3 | \$1.0 | \$0.9 |
| Income (Loss) from Operations | (\$5.4) | (\$14.7) | (\$0.7) | (\$8.6) | (\$32.3) | (\$0.5) | (\$47.9) | (\$87.4) | (\$5.5) |
| Other Income (Expense), Net | \$0.4 | (\$0.0) | (\$0.0) | \$0.7 | \$0.0 | (\$0.0) | \$0.3 | (\$0.2) | (\$0.6) |
| Provision for Income Taxes | (\$0.0) | (\$0.0) | \$0.0 | (\$0.0) | (\$0.0) | \$0.0 | (\$0.1) | (\$0.0) | \$0.0 |
| Net Income (Loss) | (\$5.0) | (\$14.8) | (\$0.7) | (\$7.9) | (\$32.3) | (\$0.5) | (\$47.6) | (\$87.7) | (\$6.1) |
| Net Loss to Adjusted EBITDA Reconciliation | | | | | | | | | |
| Net Loss | (\$5.0) | (\$14.8) | (\$0.7) | (\$7.9) | (\$32.3) | (\$0.5) | (\$47.6) | (\$87.7) | (\$6.1) |
| Other (Income) Expense, Net ¹ | (\$0.4) | \$0.0 | \$0.0 | (\$0.7) | (\$0.0) | \$0.0 | (\$0.3) | \$0.2 | \$0.6 |
| Provision for Income Taxes | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.1 | \$0.0 | \$0.0 |
| Depreciation & Amortization | \$0.4 | \$0.3 | \$0.2 | \$0.8 | \$0.7 | \$0.5 | \$1.3 | \$1.0 | \$0.9 |
| Equity-based Compensation Expense | \$2.4 | \$8.0 | \$0.0 | \$4.7 | \$16.9 | \$0.1 | \$26.9 | \$77.7 | \$7.9 |
| Adjusted EBITDA² | (\$2.6) | (\$6.4) | (\$0.4) | (\$3.1) | (\$14.7) | \$0.1 | (\$19.6) | (\$8.7) | \$3.3 |

Recent Developments

Syndicated Data & Initiatives

Consumer Panel Metrics

Household Penetration



■ YA ■ L12M

% household penetration

Purchase Trends



■ YA ■ L12M

Dollar sales per household



■ YA ■ L12M

Purchase Frequency



■ YA ■ L12M

Dollar sales per trip

Success in Key Channels Highlights the Opportunity for Growth

#1 CSD Brand on Amazon

#1 CSD Brand In Natural Channel

Significant Growth Opportunity*

*6.1% HHP



Zevia Buyers Bring Incremental Growth to Beverage Sales

Zevia buyers are beverage engaged and spend more

+40%

More 12 Month
Total Beverage
Spend
vs. Average
Shoppers¹

+32%

More Total
Beverage Trips¹

+8%

Higher Total
Basket Spend¹

+21.3%

Velocity L12WK²



Q2 2023 Progress on the Mission



Sugar Reduction

Eliminated 3.1K metric tons of sugar from our consumers' diets in the Q



Affordability Index

Zevia remains more affordable than 65% of all non-alcoholic beverages in North America



Plastic Reduction

Eliminated 47 million plastic bottles from littering roadways, waterways and communities in the Q



Company Culture

Recognized for multiple Company awards from Comparably, among small and mid-sized companies, as measured by anonymous employee surveys

