



Q1 2024 Financial Results

zevia

Forward-Looking Statements

This presentation and the related earnings press release contain “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 with similar meanings. 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 2024 Guidance and anticipated growth and distribution expansion, including expected benefits of direct store delivery, future results of operations or financial condition, strategic direction, plans and objectives of management for future operations, including cost reduction targets, 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, the ability to develop and maintain our brand, our ability to successfully execute on our rebranding strategy, cost reduction initiatives, and to compete effectively, our ability to maintain supply chain service levels and any disruption of our supply chain, product demand, changes in the retail landscape or in sales to any key customer; change in consumer preferences, pricing factors, our ability to manage changes in our workforce, future cyber incidents and other disruptions to our information systems, failure to comply with personal data protection and privacy laws, 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, our reliance on contract manufacturers and service providers, competitive and governmental factors outside of our control, such as pandemics or epidemics, adverse global macroeconomic conditions, including relatively high interest rates, instability in financial institutions and a recessionary environment, any potential shutdown of the U.S. government, and geopolitical events or conflicts, including the military conflicts in Ukraine and the Middle East and trade tensions between the U.S. and China, failure to adequately protect our intellectual property rights or infringement on intellectual property rights of others, potential liabilities and costs from litigation, claims, legal or regulatory proceedings, inquiries or investigations, 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”), 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 that Adjusted EBITDA, when taken together with our financial results presented in accordance with GAAP, provides meaningful supplemental information regarding our operating performance and facilitates internal comparisons of our historical operating performance on a more consistent basis by excluding certain items that may not be indicative of our business, results of operations or outlook. In particular, 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. We calculate Adjusted EBITDA as net income (loss), 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. Adjusted EBITDA is presented for supplemental informational purposes only, has limitations as an analytical tool and should not be considered in isolation or as a substitute for financial information presented in accordance with GAAP. In addition, our use of Adjusted EBITDA may not be comparable to similarly titled measures of other companies because they may not calculate Adjusted EBITDA in the same manner, limiting its usefulness as comparative measures. For additional information regarding the Company’s use of Adjusted EBITDA, including certain other limitations, see the Company’s related earnings press release and 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.

The #1 Natural Soda, also with Energy Drink and Tea options across 32 flavors

Naturally
Delicious
Zero Sugar



Soda



Tea



Energy

Q1 2024 Financial Results

Executive Summary

- **Net sales performance fell within previously communicated guidance**
 - Net sales decreased 10.4% year-over-year to \$38.8 million reflecting slower than planned recovery in points of distribution
 - Despite lower volumes, velocity grew and accelerated period-over-period and latest scan data shows Zevia leading CSD and Diet/Zero CSD category growth
 - Margins remained strong at 45.7%, up +5.0 percentage points from prior quarter
- **Resetting the Foundation for Growth**
 - Launching first phase of direct store delivery partnerships in route-to-market evolution
 - Gaining distribution in select regional convenience chains
 - Launched new digital and in store marketing programs to increase brand awareness
 - Announced productivity initiative to eliminate an estimated \$8 million - \$12 million in expenses
- **2024 Full Year Guidance**
 - Net Sales in the range of \$158 million - \$166 million

Net Sales
\$38.8 Million
-10.4%

Gross Margin
45.7%
+5.0 percentage points
from prior quarter

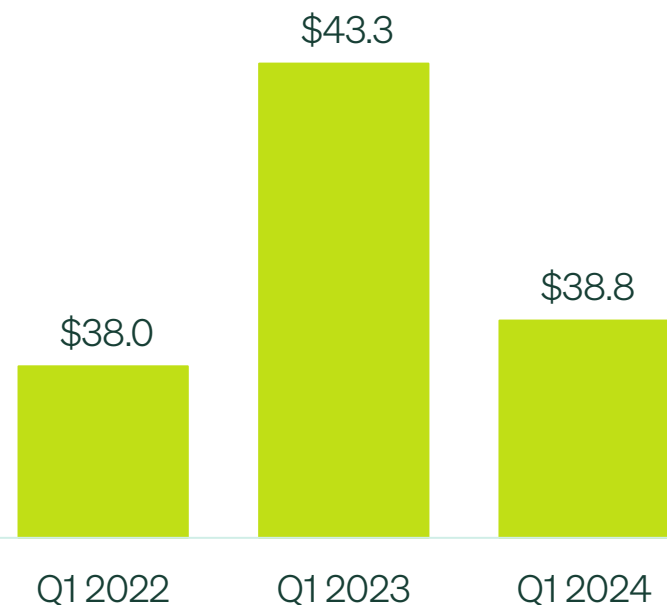
Adjusted EBITDA Loss¹
\$5.5 Million

Q1 2024 Financials Overview – Year Over Year

(\$ in Millions)

Net Sales

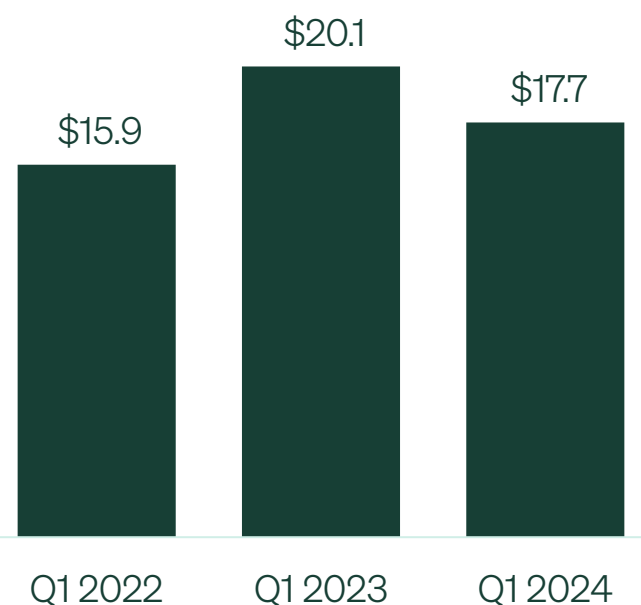
Two Year Growth +2%



% Growth

| Quarter | % Growth |
|---------|----------|
| Q1 2022 | 24% |
| Q1 2023 | 14% |
| Q1 2024 | -10% |

Gross Profit



% of Net Sales

| Quarter | % of Net Sales |
|---------|----------------|
| Q1 2022 | 41.8% |
| Q1 2023 | 46.4% |
| Q1 2024 | 45.7% |

Adjusted EBITDA¹



% of Net Sales

| Quarter | % of Net Sales |
|---------|------------------|
| Q1 2022 | N/A ² |
| Q1 2023 | N/A ² |
| Q1 2024 | N/A ² |

Profit & Loss and Adjusted EBITDA Reconciliation

(\$ in Millions)

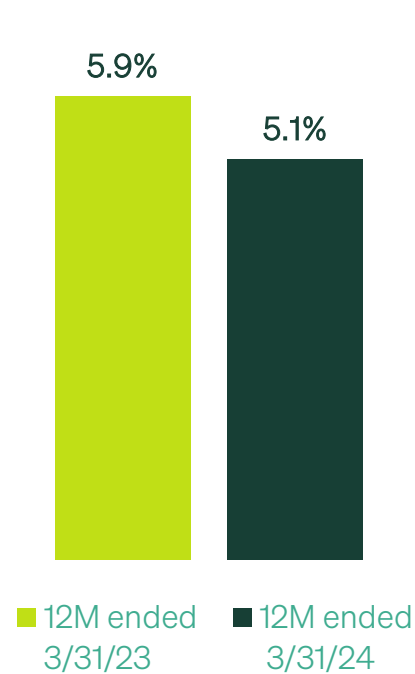
| In | Q1 2024 | Q1 2023 | Q1 2022 | FY 2023 | FY 2022 | FY 2021 |
|---|----------------|----------------|-----------------|-----------------|-----------------|-----------------|
| Net Sales | \$38.8 | \$43.3 | \$38.0 | \$166.4 | \$163.2 | \$138.2 |
| % Growth | -10.4% | 13.8% | 23.9% | 2.0% | 18.1% | 25.6% |
| Cost of Good Sold | \$21.1 | \$23.2 | \$22.2 | \$91.7 | \$93.2 | \$74.2 |
| Gross Profit | \$17.7 | \$20.1 | \$15.9 | \$74.8 | \$70.0 | \$63.9 |
| Gross Margin | 45.7% | 46.4% | 41.8% | 44.9% | 42.9% | 46.3% |
| Selling and Marketing | \$15.1 | \$11.9 | \$14.1 | \$62.3 | \$52.9 | \$45.1 |
| General and Administrative | \$8.1 | \$8.6 | \$10.1 | \$31.5 | \$36.8 | \$27.5 |
| Equity-based Compensation | \$1.5 | \$2.4 | \$8.9 | \$8.3 | \$26.9 | \$77.7 |
| Depreciation and Amortization | \$0.3 | \$0.4 | \$0.4 | \$1.6 | \$1.3 | \$1.0 |
| Loss from Operations | (\$7.3) | (\$3.3) | (\$17.6) | (\$28.9) | (\$47.9) | (\$87.4) |
| Other Income (Expense), Net | \$0.1 | \$0.3 | \$0.1 | \$0.7 | \$0.3 | (\$0.2) |
| Provision for Income Taxes | (\$0.0) | (\$0.0) | (\$0.0) | (\$0.1) | (\$0.1) | (\$0.0) |
| Net Loss | (\$7.2) | (\$2.9) | (\$17.5) | (\$28.3) | (\$47.6) | (\$87.7) |
| Net Loss to Adjusted EBITDA Reconciliation | | | | | | |
| Net Loss | (\$7.2) | (\$2.9) | (\$17.5) | (\$28.3) | (\$47.6) | (\$87.7) |
| Other (Income) Expense, Net ¹ | (\$0.1) | (\$0.3) | (\$0.1) | (\$0.7) | (\$0.3) | \$0.2 |
| Provision for Income Taxes | \$0.0 | \$0.0 | \$0.0 | \$0.1 | \$0.1 | \$0.0 |
| Depreciation & Amortization | \$0.3 | \$0.4 | \$0.4 | \$1.6 | \$1.3 | \$1.0 |
| Equity-based Compensation Expense | \$1.5 | \$2.4 | \$8.9 | \$8.3 | \$26.9 | \$77.7 |
| Adjusted EBITDA² | (\$5.5) | (\$0.5) | (\$8.3) | (\$19.0) | (\$19.6) | (\$8.7) |

Recent Developments

Syndicated Data & Initiatives

Consumer Panel Metrics

Household Penetration

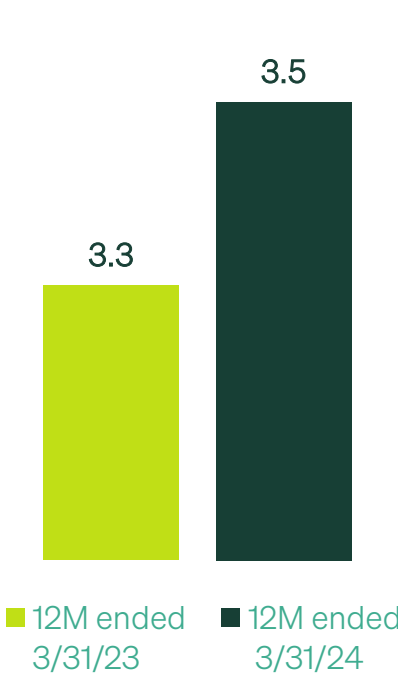


% household penetration

Purchase Trends



Dollar sales per household



Purchase Frequency



Dollar sales per trip

Zevia Buyers Bring Incremental Growth to Beverage Sales

Zevia buyers are beverage engaged and spend more

+41%

More spend on
Total Beverages
Latest 12 Month
vs. Average Shoppers¹

+32%

More Total
Beverage Trips
Latest 12 Month
vs. Average Shoppers¹

+7%

Total Beverage
Basket Spend
Latest 12 Month
vs. Average Shoppers¹

+11%

Zevia Soda Dollar
Sales Velocity
L52WK²



360 Marketing Plans Are Underway and Scaling

Paid Media

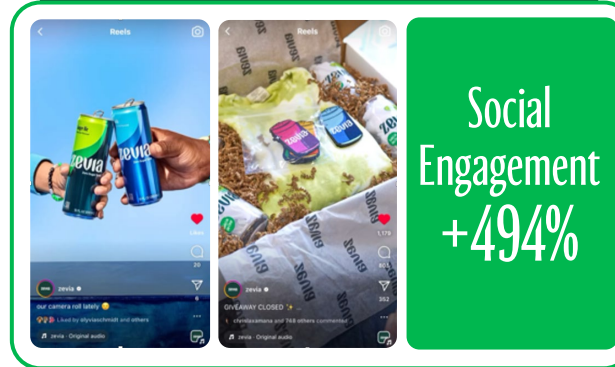
Digitally Focused Awareness & Consideration with Prospective Consumers



880+
Million
IMPRESSIONS
SINCE MARCH

Social Media

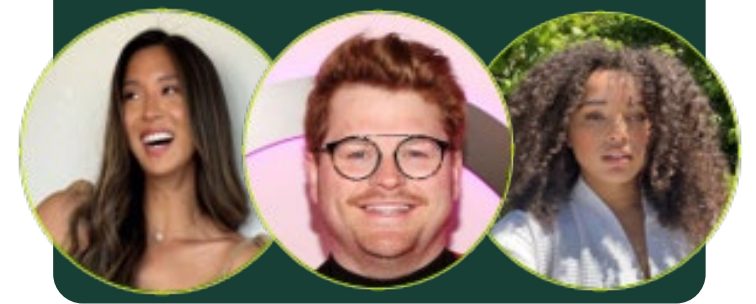
Strategies Delivering Increased Engagement



Social
Engagement
+494%

Influencer Marketing

Credentialing Zevia with Authentic Content Reaching New Relevant Audiences



Retail Marketing

Driving Increased Visibility of Zevia in Store



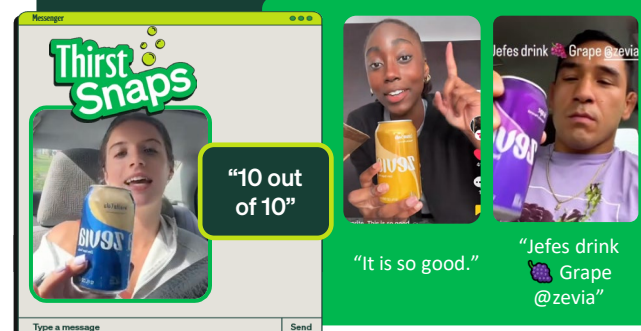
Sampling

Trial Driving Experiential Marketing



Brand Ambassadors

Zevia Fans Sharing Their Love With Their Followers



Ecommerce Acceleration

Revamped Ads, Content + Portfolio



Direct Store Delivery ('DSD') Launching -- Pacific Northwest in May

DSD enables distribution and display expansion in existing footprint, and launch into new channels



Solves velocity-driven out-of-stocks in primary shelf placements
Increases volume impact of promotions and programming
Enables new distribution in convenience store channel



Productivity Initiative

Focused on building a foundation for growth by driving \$8M - \$12M in annualized savings across three pillars:

Evolving our Route To Market

Accelerating our adoption of DSD

Investing in digital channels

Increasing the frequency and efficacy of our product innovation pipeline

Margin Enhancement

Accelerating cost savings including optimizing our contract manufacturing strategies, reducing shipping and logistic and product costs

Operational Discipline

Building a culture that emphasizes returns across growth drivers, including marketing, trade promotion, and innovation.

Managing working capital including the reduction of inventory.



Q1 2024 Progress on the Mission



Sugar Reduction

Eliminated 2.8K metric tons of sugar from our consumers' diets in the Q



Plastic Reduction

Eliminated 42 million plastic bottles from littering roadways, waterways and communities in the Q



Affordability Index

Zevia remains more affordable than 64% of all non-alcoholic beverages in North America

