



Q3 2024 FINANCIAL RESULTS



zevia

FORWARD-LOOKING STATEMENTS

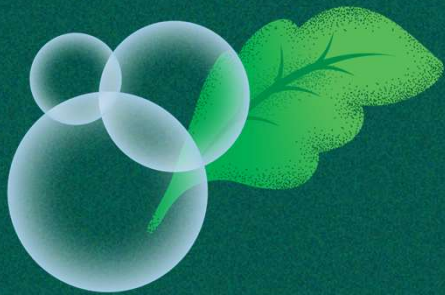
This presentation and the related earnings press release contain “forward-looking statements” within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, 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 Guidance, expected benefits of and annualized cost savings from the Productivity Initiative, long-term growth opportunities, future results of operations or financial condition, strategic direction, and plans and objectives of management for future operations, including marketing, distribution expansion and product innovation. 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, our ability to maintain our listing on the New York Stock Exchange, 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 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 and foreign currency (gains) losses, (2) provision (benefit) for income taxes, (3) depreciation and amortization, (4) equity-based compensation, and (5) restructuring expenses (for 2024, in light of our Productivity Initiative). 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 a comparative measure. See slide 10 for a reconciliation to the most directly comparable GAAP measure. 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.



zevia



THE ZEVIA SOLUTION



GREAT TASTE

Deliciously refreshing with all the flavor you crave.



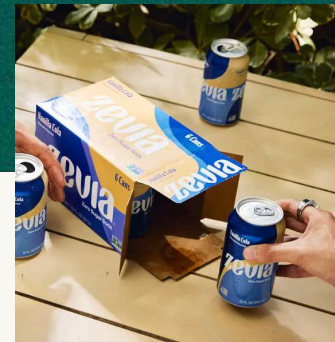
ZERO SUGAR

Guilt-free alternative to sugary sodas and beverages.



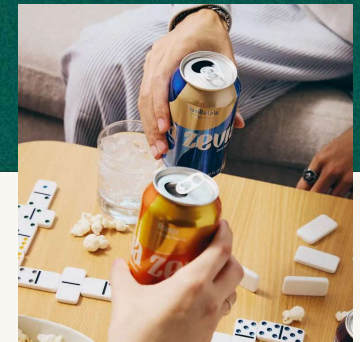
CLEAN LABEL

Only a handful of ingredients that shoppers can easily pronounce.



SUSTAINABLE PACKAGING

Reducing plastic waste by using only aluminum cans.

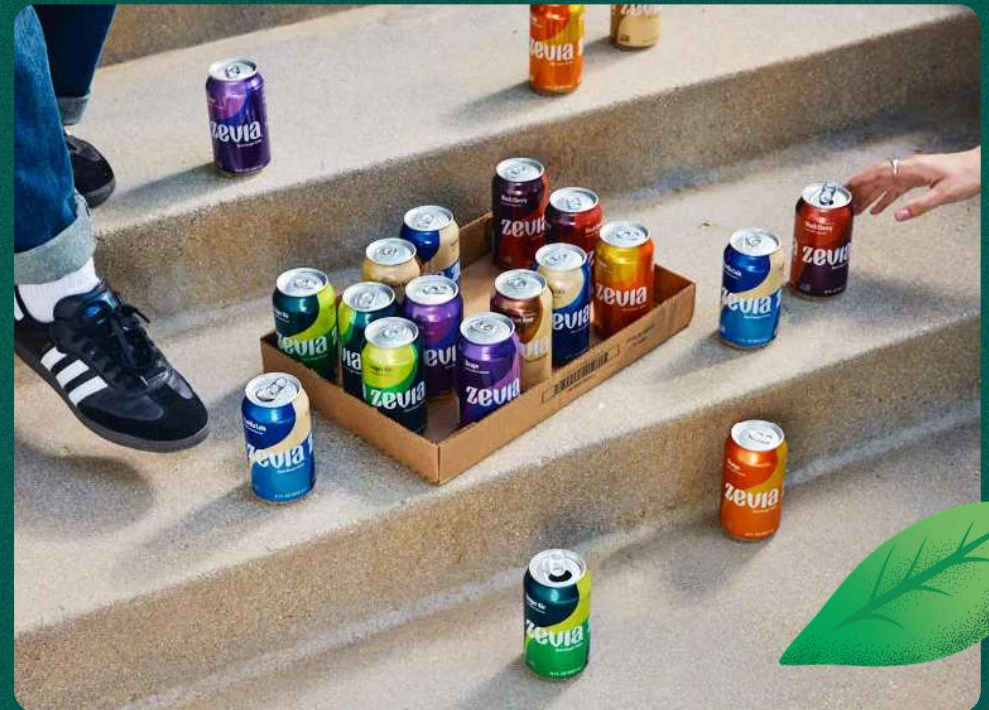


DEMOCRATIZING HEALTH

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

THE #1 NATURAL SODA,*

also with Energy Drink
and Tea options across 34 flavors



*Spins/Circana data for Equalized Can Sales for Latest 52 Weeks Ending 10/06/2024



Q3 2024 FINANCIAL RESULTS

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EXECUTIVE SUMMARY

Financial Performance

- Net sales decreased 15.6% year-over-year to \$36.4 million, largely due to the expected lost distribution in our club channel and one customer in our mass channel, as well as the exit of our Kids and Mixers product categories to focus on soda, resulting in reduced volumes
- Gross profit margin was 49.1%, an improvement of 3.7 percentage points year over year and a record for the Company, primarily driven by lower inventory losses and improved unit economics, partially offset by higher promotion levels
- Net loss was \$2.8 million, an improvement of \$8.4 million year-over year, and Adjusted EBITDA loss was \$1.5 million, an improvement of \$7.6 million year over year, evidencing strong execution of our previously announced Productivity initiative with substantial improvement from the first half of 2024

Resetting the Foundation for Growth

- Expanded distribution into over 4,300 Walmart locations from the 800 we previously served
- Meaningful progress against targets in the previously announced Productivity Initiative, which is now expected to drive annualized cost savings of \$15 million compared to \$12 million in annualized savings previously announced, the majority of such savings expected to be reinvested in growth initiatives
- Continued investment in marketing to drive brand awareness, with early positive qualitative and quantitative metrics indicating that new strategies are resonating and performing well
- Making strides in product development, innovation, and taste evolution, with our Fall limited time offer Salted Caramel as well as exciting new flavors to be rolled out in Spring 2025

Net Sales

\$36.4 Million

Gross Margin

49.1%

Adjusted EBITDA

Loss¹

\$1.5 Million

Q3 2024 FINANCIALS OVERVIEW – YEAR OVER YEAR

(\$ in Millions)

NET SALES



Q3 2022 Q3 2023 Q3 2024

% Growth

14% -3% -16%

GROSS PROFIT



Q3 2022 Q3 2023 Q3 2024

% of Net Sales

43.3% 45.4% 49.1%

ADJUSTED EBITDA¹



Q3 2022 Q3 2023 Q3 2024

% of Net Sales

N/A² N/A² N/A²

Q3 2024 YTD FINANCIALS OVERVIEW – YEAR OVER YEAR

(\$ in Millions)

NET SALES



YTD 2022 YTD 2023 YTD 2024

% Growth

23% 1% -10%

GROSS PROFIT



YTD 2022 YTD 2023 YTD 2024

% of Net Sales

42.5% 46.2% 45.4%

ADJUSTED EBITDA¹



YTD 2022 YTD 2023 YTD 2024

% of Net Sales

N/A² N/A² N/A²

PROFIT & LOSS AND ADJUSTED EBITDA RECONCILIATION

(\$ in Millions)

	Q3 2024	Q3 2023	Q3 2022	Q3 2024 YTD	Q3 2023 YTD	Q3 2022 YTD	FY 2023	FY 2022	FY 2021
Net Sales	\$36.4	\$43.1	\$44.2	\$115.6	\$128.6	\$127.8	\$166.4	\$163.2	\$138.2
% Growth	-15.6%	-2.6%	13.6%	-10.1%	0.6%	22.9%	2.0%	18.1%	25.6%
Cost of Good Sold	\$18.5	\$23.5	\$25.1	\$63.1	\$69.3	\$73.4	\$91.7	\$93.2	\$74.2
Gross Profit	\$17.9	\$19.6	\$19.2	\$52.5	\$59.4	\$54.4	\$74.8	\$70.0	\$63.9
Gross Margin	49.1%	45.4%	43.3%	45.4%	46.2%	42.5%	44.9%	42.9%	46.3%
Selling and Marketing	\$12.0	\$20.5	\$12.9	\$40.7	\$48.5	\$42.8	\$62.3	\$52.9	\$45.1
General and Administrative	\$7.4	\$8.3	\$8.3	\$23.2	\$23.1	\$28.3	\$31.5	\$36.8	\$27.5
Equity-based Compensation	\$0.1	\$0.0	\$0.0	\$1.0	\$0.0	\$0.0	\$8.3	\$26.9	\$77.7
Depreciation and Amortization	\$1.0	\$1.9	\$6.8	\$3.9	\$6.6	\$23.8	\$1.6	\$1.3	\$1.0
Restructuring	\$0.3	\$0.4	\$0.3	\$1.0	\$1.2	\$1.0	\$0.0	\$0.0	\$0.0
Loss from Operations	(\$3.0)	(\$11.4)	(\$9.2)	(\$17.3)	(\$20.0)	(\$41.5)	(\$28.9)	(\$47.9)	(\$87.4)
Other Income (Expense), Net	\$0.1	\$0.2	\$0.0	\$0.4	\$0.9	\$0.1	\$0.7	\$0.3	(\$0.2)
Provision for Income Taxes	\$0.0	\$0.0	(\$0.0)	(\$0.0)	(\$0.0)	(\$0.0)	(\$0.1)	(\$0.1)	(\$0.0)
Net Loss	(\$2.8)	(\$11.3)	(\$9.2)	(\$17.0)	(\$19.2)	(\$41.5)	(\$28.3)	(\$47.6)	(\$87.7)
Net Loss to Adjusted EBITDA Reconciliation									
Net Loss	(\$2.8)	(\$11.3)	(\$9.2)	(\$17.0)	(\$19.2)	(\$41.5)	(\$28.3)	(\$47.6)	(\$87.7)
Other (Income) Expense, Net ¹	(\$0.1)	(\$0.2)	(\$0.0)	(\$0.4)	(\$0.9)	(\$0.1)	(\$0.7)	(\$0.3)	\$0.2
Provision for Income Taxes	(\$0.0)	(\$0.0)	\$0.0	\$0.0	\$0.0	\$0.0	\$0.1	\$0.1	\$0.0
Depreciation & Amortization	\$0.3	\$0.4	\$0.3	\$1.0	\$1.2	\$1.0	\$1.6	\$1.3	\$1.0
Equity-based Compensation Expense	\$1.0	\$1.9	\$6.8	\$3.9	\$6.6	\$23.8	\$8.3	\$26.9	\$77.7
Restructuring	\$0.1	\$0.0	\$0.0	\$1.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Adjusted EBITDA ²	(\$1.5)	(\$9.1)	(\$2.1)	(\$11.3)	(\$12.2)	(\$16.7)	(\$19.0)	(\$19.6)	(\$8.7)



RECENT DEVELOPMENTS

Syndicated Data & Initiatives



CONSUMER PANEL METRICS

HOUSEHOLD PENETRATION

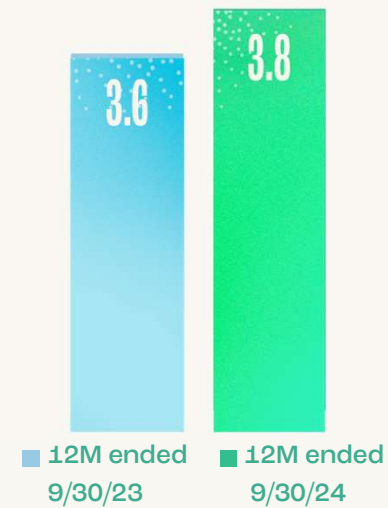


% household penetration¹

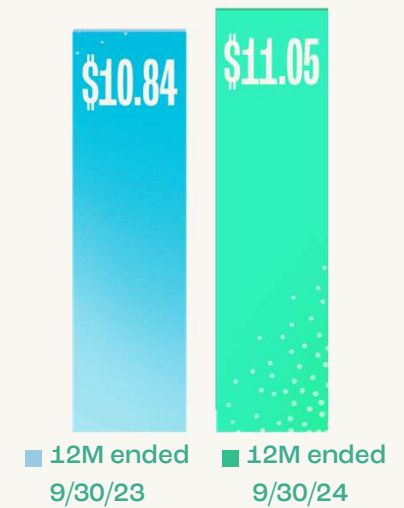
PURCHASE TRENDS



Dollar sales per household



Purchase Frequency



Dollar sales per trip

ZEVIA BUYERS ARE **HIGHLY ENGAGED:** MORE TRIPS AND HIGHER SPEND THAN AVERAGE SHOPPERS

+42%

More spend on
Total Beverages

Latest 12 Month
vs. Average Shoppers¹

+35%

More Total
Beverage Trips

Latest 12 Month
vs. Average Shoppers¹

+57%

More Spend on
Better-for-You Soda

Latest 12 Month
vs. Average Shoppers¹



STEP-CHANGED SOCIAL & INFLUENCERS



Organic Engagement Rate is

55%

increase vs Q2



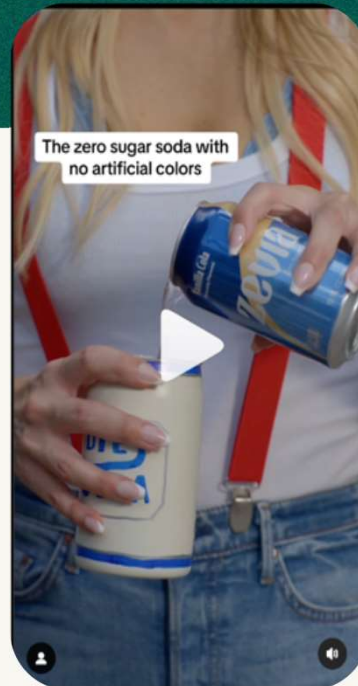
Organic video views are

505%

increase since Salted Caramel launch

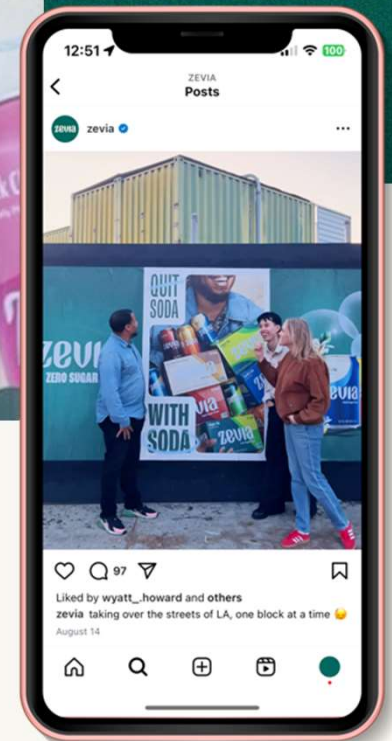


Video view rates **more than double** benchmarks

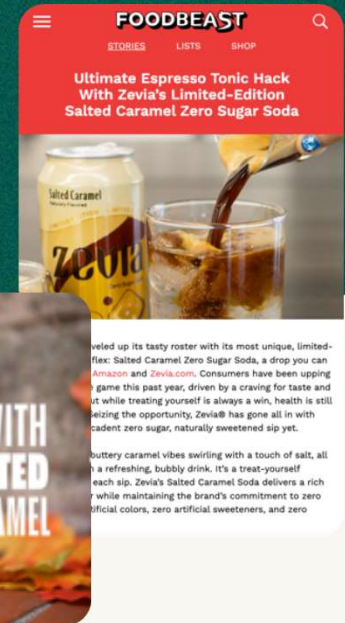
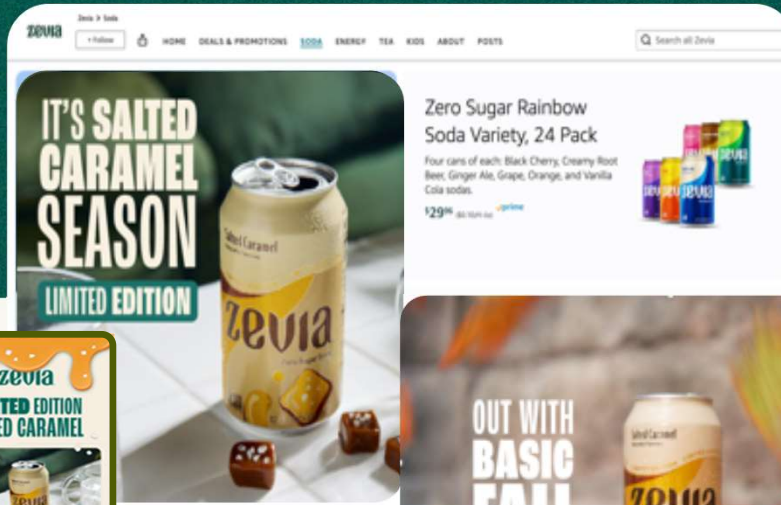
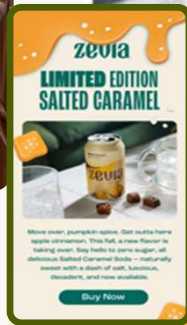


NEW OUT-OF-HOME CAMPAIGN IN L.A. DRIVING REACH

City-wide, starting in October 2024 and complimented by sampling and social media activation



SALTED CARAMEL LIMITED TIME OFFER BRINGING BRAND BUZZ



Limited Edition Salted Caramel (e-commerce only) launched to drive brand buzz and excitement

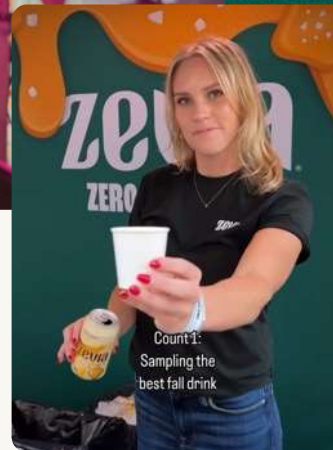
video series

brand ambassadors kits

influencer content

editorial media coverage

ACTIVATIONS & SPONSORSHIPS REACHING NEW CONSUMERS



100 THIEVES
gaming culture

LA TIMES FOOD BOWL
foodies



I'm trusting you Mr. Pate @JoshPateCFB. With the respect I have for you, I highly doubt you would lead me astray. Will follow up with updates.



JOSH PATE'S COLLEGE FOOTBALL SHOW #1
College Football podcast year-long partnership

PRODUCTIVITY INITIATIVE



Focused on building a foundation for growth by driving an estimated \$15M in annualized savings across three pillars:

EVOLVING OUR ROUTE TO MARKET

Accelerating our adoption of DSD, seeing positive indicators

Investing in digital channels, showing promising improvements in revenues vs. control markets

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, reducing inventory by over \$13 million since year-end



Q3 2024 PROGRESS ON THE MISSION



Sugar Reduction

Eliminated **2.7K metric tons of sugar** from our consumers' diets in the Q



Plastic Reduction

Kept **41 million plastic bottles** from littering roadways, waterways and communities in the Q



Affordability Index

Zevia remains **more affordable than 67%** of all non-alcoholic beverages in North America

