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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

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**SCHEDULE 14A  
(Rule 14a-101)**

**INFORMATION REQUIRED IN PROXY STATEMENT  
SCHEDULE 14A INFORMATION**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934  
(Amendment No. )**

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Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only** (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12

**The Vita Coco Company, Inc.**  
(Name of Registrant as Specified in its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check all boxes that apply):

- No fee required.
  - Fee paid previously with preliminary materials.
  - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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# Your **Vote** Counts!

THE VITA COCO COMPANY, INC.

2022 Annual Meeting  
Vote by May 31, 2022  
11:59 PM ET



D83270-P70508

## You invested in THE VITA COCO COMPANY, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the shareholder meeting to be held on June 1, 2022.**

### Get informed before you vote

You may view the Form 10-K, Proxy Statement and Notice of Annual Meeting of Shareholders online at [www.ProxyVote.com](http://www.ProxyVote.com) OR you can receive a free paper or email copy of the material(s) by requesting prior to May 18, 2022. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call toll-free at 1-800-579-1639 or (3) send an email to [sendmaterial@proxymail.com](mailto:sendmaterial@proxymail.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy. There is NO charge for requesting a copy.



For complete information and to vote before the meeting, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

### Smartphone users

Point your camera here and vote without entering a control number



### Vote Virtually During the Meeting\*

June 1, 2022  
9:00 AM EDT

Meeting to be Held Virtually at:  
[www.virtualshareholdermeeting.com/COCO2022](http://www.virtualshareholdermeeting.com/COCO2022)

#### Vote Prior to the Meeting:

**Online:** [ProxyVote.com](http://ProxyVote.com)

**By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

\*Please check the meeting materials for any special requirements for meeting attendance.

## THIS IS NOT A VOTABLE BALLOT

You cannot use this notice to vote these shares. This is an overview of the proposals being presented at the upcoming shareholder meeting. You may view more complete proxy materials online at [www.ProxyVote.com](http://www.ProxyVote.com) or request a paper copy (see reverse side). Please follow the instructions on the reverse side to access and review all of the important information contained in the proxy materials before you vote.

Voting Items	Board Recommends
1. Election of Class I Directors <b>Nominees:</b> 01) Aishetu Fatima Dozie 02) Martin Roper 03) John Zupo	✓ For
2. Ratification of the appointment of Deloitte & Touche LLP as the independent registered public accounting firm for the year ending December 31, 2022.	✓ For

**NOTE:** Such other business as may properly come before the meeting or any adjournment thereof.

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".