

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

## 144: Filer Information

Filer CIK 0001206513  
Filer CCC XXXXXXXXX  
Is this a LIVE or TEST Filing?  LIVE  TEST

### Submission Contact Information

Name  
Phone  
E-Mail Address

## 144: Issuer Information

Name of Issuer Vita Coco Company, Inc.  
SEC File Number 001-40950  
Address of Issuer 250 PARK AVENUE SOUTH  
SEVENTH FLOOR  
NEW YORK  
NEW YORK  
10003  
Phone 212-206-0763  
Name of Person for Whose Account the Securities are To Be Sold ROPER MARTIN F

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

## 144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
common	Wells Fargo Clearing Services 1 North Jefferson Avenue St. Louis MO 63103	150000	5322000.00	56731939	11/20/2024	Nasdaq

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

## 144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from	Is this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
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Transaction	Whom Acquired	a Gift?	Acquired	Acquired
common	09/18/2019 Stock options	Issuer	<input type="checkbox"/>	150000 09/18/2019 cash

\* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

## 144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174846.14
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174870.59
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174828.93
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/04/2024	5000	174812.73
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175687.13
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175712.36
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175692.80
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/05/2024	5000	175682.86
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024	5000	176781.41
C G Roper Exempt Family Trust 250 Park Avenue Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024	5000	176710.93
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024	5000	176702.24

Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/06/2024 5000	176833.27
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175576.50
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175528.60
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175682.97
Marin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/07/2024 5000	175504.15
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178900.29
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178957.21
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178968.95
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/08/2024 5000	178985.37
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	175993.50
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	176111.87
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	176009.12
Martin F Foper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/11/2024 5000	176497.27
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176048.97
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176045.20
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176036.46

Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/12/2024 5000	176057.45
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 500	17515.51
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 398	13934.39
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 300	10493.71
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/13/2024 300	10493.71
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175152.03
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175072.49
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175139.44
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/18/2024 5000	175102.18
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175276.62
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175329.87
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175322.82
Martin F Roper 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/19/2024 5000	175338.10
P S Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/20/2024 5000	176791.95
C G Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/20/2024 5000	176797.01
T L Roper Exempt Family Trust 250 Park Avenue South Seventh Floor New York NY 10003	The Vita Coco Company, Inc.	11/20/2024 5000	176812.82

## 144: Remarks and Signature

Remarks 50,000 shares to be sold under the P S Roper Exempt Family Trust, Richard Kahn and Susan Littlefield as trustees. 50,000 shares to be sold under the C G Roper Exempt Family Trust, Richard Kahn and Susan Littlefield as trustees. 50,000 shares to be sold under the T L Roper Exempt Family Trust, Richard Kahn and Susan Littlefield as trustees. The trusts are for a family member of Martin Roper. Martin Roper is a grantor of the trusts and shares held by the trusts are reported as indirect holdings of Martin Roper.

Date of Notice 11/20/2024

Date of Plan

Adoption or

Giving of

Instruction, If 05/09/2024

Relying on

Rule 10b5-1

### **ATTENTION:**

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature Susan Littlefield as trustee

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**