



**BUILDING THE BETTER BEVERAGE
PLATFORM OF THE FUTURE**

2023 FIRST QUARTER RESULTS

DISCLAIMER

Non-GAAP Financial Measures

In addition to disclosing results determined in accordance with U.S. GAAP, The Vita Coco Company, Inc. (the “Company”) also discloses certain non-GAAP results of operations, including, but not limited to, Adjusted EBITDA, that include certain adjustments or exclude certain charges and gains that are described in the reconciliation table of U.S. GAAP to non-GAAP information provided at the end of this release. These non-GAAP measures are a key metric used by management and our board of directors to assess our financial performance across reporting periods on a consistent basis by excluding items that we do not believe are indicative of our core operating performance and because we believe it is useful for investors to see the measures that management uses to evaluate the Company. In addition, we believe the presentation of these measures is useful to investors for period-to-period comparisons of results as the items described below in the reconciliation tables do not reflect ongoing operating performance.

These measures are not in accordance with, or an alternative to, U.S. GAAP, and may be different from non-GAAP measures used by other companies. In addition, other companies, including companies in our industry, may calculate such measures differently, which reduces its usefulness as a comparative measure. Investors should not rely on any single financial measure when evaluating our business. This information should be considered as supplemental in nature and is not meant as a substitute for our operating results in accordance with U.S. GAAP. We recommend investors review the U.S. GAAP financial measures included in this earnings release. When viewed in conjunction with our U.S. GAAP results and the accompanying reconciliations, we believe these non-GAAP measures provide greater transparency and a more complete understanding of factors affecting our business than U.S. GAAP measures alone.

Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including but not limited to, statements regarding our future financial and operating performance, including our GAAP and non-GAAP guidance, our strategy, projected costs, prospects, expectations, plans, objectives of management, supply chain predictions and expected net sales and category share growth.

The forward-looking statements in this release are only predictions. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond the Company’s control. These factors include, but are not limited to, those discussed under the caption “Risk Factors” in our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and our other filings with the U.S. Securities and Exchange Commission (“SEC”) as such factors may be updated from time to time and which are accessible on the SEC’s website at www.sec.gov and the Investor Relations page of our website at www.vitacoco.com. Any forward-looking statements contained in this presentation speak only as of the date hereof and accordingly undue reliance should not be placed on such statements. We disclaim any obligation or undertaking to update or revise any forward-looking statements contained in this presentation, whether as a result of new information, future events or otherwise, other than to the extent required by applicable law.

Website Disclosure

The Company intends to use its websites, vitacoco.com and investors.thevitacococompany.com, as a means for disclosing material non-public information and for complying with SEC Regulation FD and other disclosure obligations.

2023 FIRST QUARTER PERFORMANCE HIGHLIGHTS

NET SALES % GROWTH VS. PRIOR YEAR (PY)

Americas



+14%

International



+10%

**Vita Coco Coconut Water:
+17%**

NET SALES:

\$110MM / +14% vs. PY

GROSS PROFIT:

\$34MM / 31% margin

ADJUSTED EBITDA:¹

\$9MM / 8% margin

CASH-ON-HAND:

\$29MM / \$0 Debt

NET INCOME:

\$7MM / \$0.12 per share

- Q1 2023 Net Sales growth of +14% driven by strong Vita Coco Coconut Water (VCCW) growth of +17% vs. Q1 2022, with +15% VCCW Volume (CE) growth
- Q1 2023 Gross Margin at 31%, an improvement from 20% in Q1 2022 due to a decrease in Transportation costs
- Net Income of \$7MM improved by \$5MM over Q1 2022
- Strong cash generation and no debt

¹ For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.



OUR VISION

To be the leading independent, pure play natural beverage portfolio company, and help our consumers...

EAT A LITTLE BETTER, DRINK A LITTLE
BETTER, LIVE A LITTLE BETTER

We believe in democratizing health and wellness, while using business as a force for good to drive positive impact in our communities



¹Fair trade certification only applies to RUNA.

BUILDING THE BETTER BEVERAGE PLATFORM OF THE FUTURE

A PUBLIC BENEFIT CORPORATION
COMMITTED TO GIVING BACK



RESPONSIBLE BUSINESS,
CULTURE & VALUES



PROVEN INNOVATOR –
TESTING ISOTONICS AND
ENERGY²

COMMERCIAL AND FINANCIAL CAPABILITY
TO SUPPORT M&A OF COMPLEMENTARY
BRANDS

COCONUT BASED FUNCTIONAL BEVERAGES	ISOTONICS DAIRY ALT	NATURAL ENERGY
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FUTURE
M&A OPPORTUNITIES³



AUTHENTIC CORE BRAND &
MARKET LEADER

Pioneer: #1 Brand in US
and UK Coconut Water
Category

Greater than 50% Market
Share in the US¹

DIFFERENTIATED
ASSET-LITE
SUPPLY CHAIN

GLOBAL SUPPLY CHAIN – COCONUT WATER
AT SOURCE – SUPPORTED BY CO-PACK IN
MARKET



STRATEGIC &
FLEXIBLE RTM

OMNICHANNEL BUSINESS WITH BLUE-CHIP
RETAILERS ACROSS CHANNELS

Amazon	Costco
Target	Walmart
	Instacart

STRONG COMMERCIAL AND
GLOBAL CAPABILITIES⁴

N. AMERICA SALES TEAM ~110 FTES

NATIONAL & REGIONAL ACCOUNTS ~ 25 FTES
DSD MGT & FIELD EXECUTION ~ 75 FTES
SALES SUPPORT ~ 10 FTES

EUROPE TEAM ~35 FTES
SINGAPORE TEAM ~35 FTES

¹Based on custom research by the Vita Coco Company, IRI total US MULO+C L52 weeks ending 4/2/23

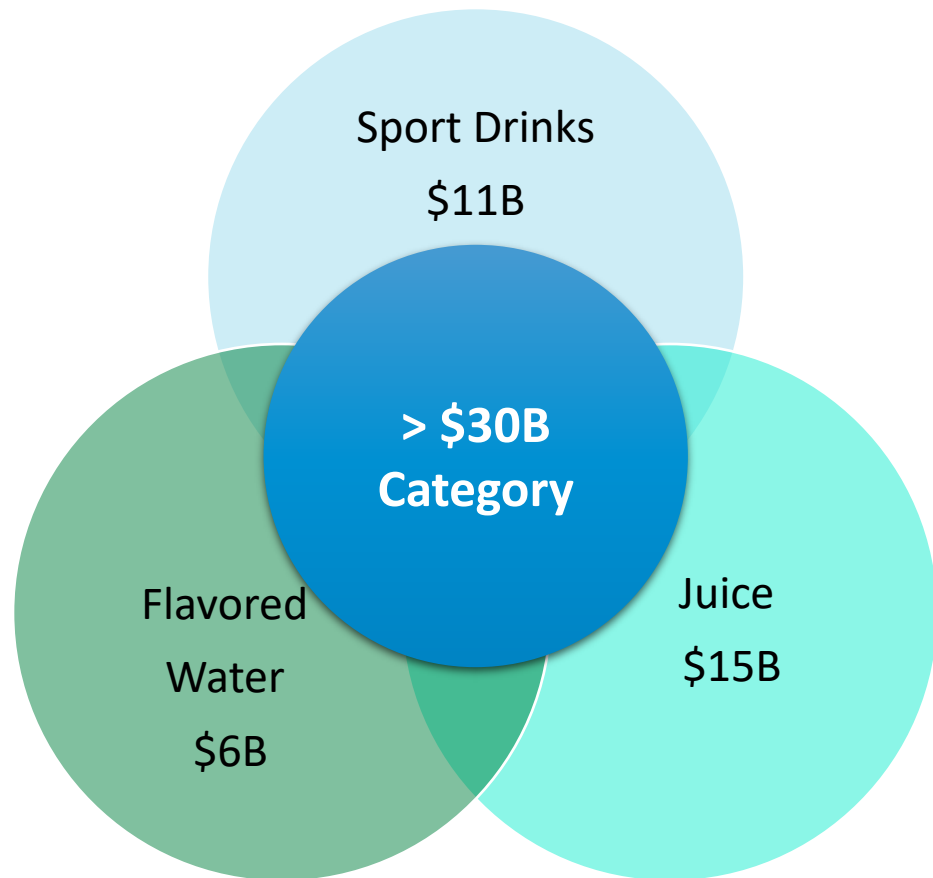
²PWR LIFT is in test in various channels and markets, to iterate and potentially launch nationally once proven

³Potential categories of interest

⁴Full Time Employees ("FTEs") are approximate. Does not include N. America HQ non-sales team. Europe and Singapore include all functions

INVESTING TO EXPAND OCCASIONS FOR OUR BRANDS IN >\$30B BETTER-FOR-YOU FUNCTIONAL HYDRATION CATEGORY

Large Better-For-You Functional Hydration Category



Capturing Opportunities



Expand the core through share gains from retail execution and expanded package offerings



Extend the brand to new occasions with new product formats and premium offerings



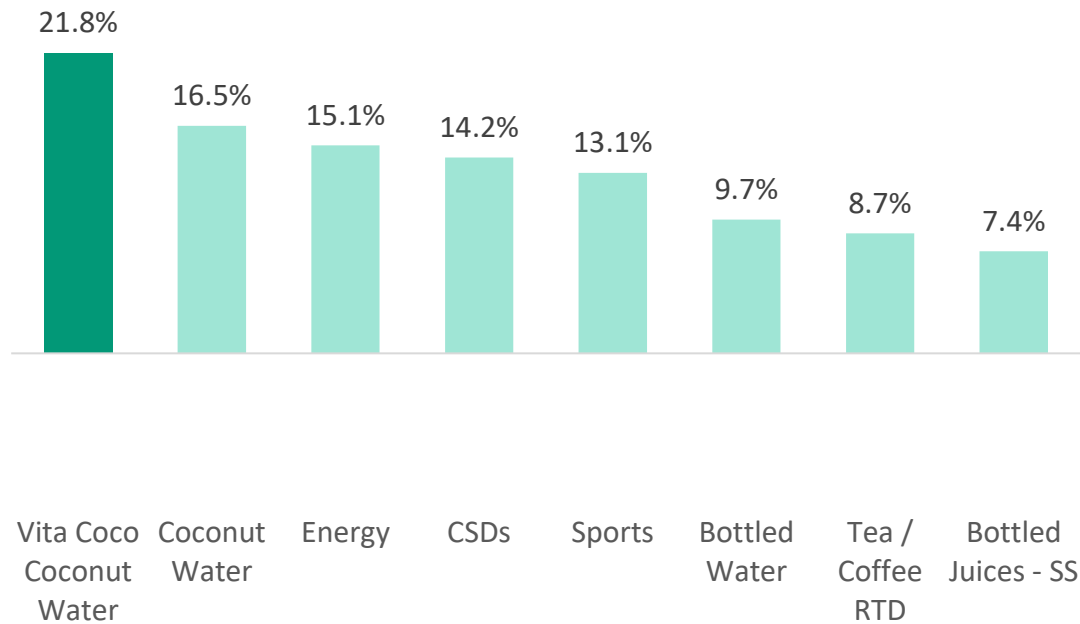
Build new platforms in large growth categories

Note: IRI, from March 7, 2023, is now known as Circana.

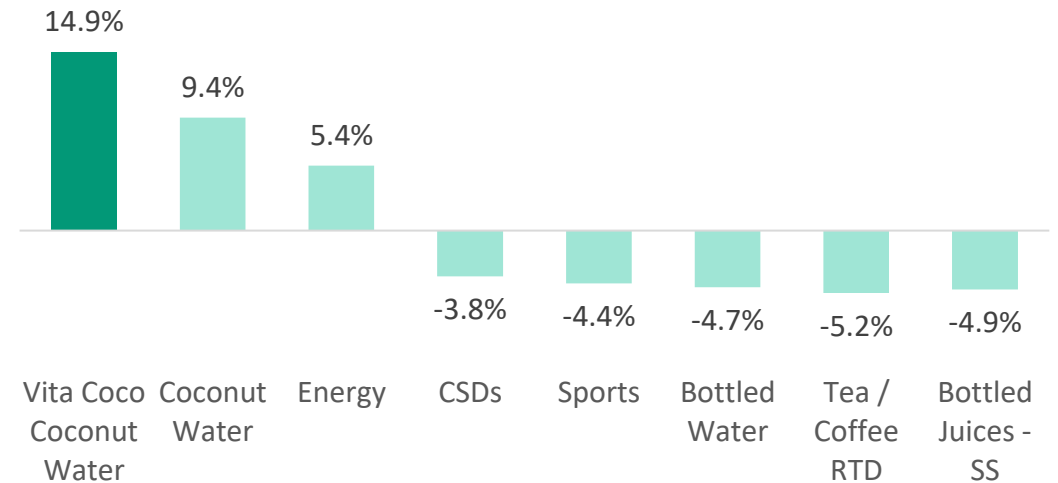
Source: Circana Total US MUL0+C L52W through 4/2/23.

VITA COCO AND COCONUT WATER OUTPACING OTHER BEVERAGE CATEGORIES IN YTD DOLLAR AND VOLUME GROWTH

TOTAL US MULO+C \$ % CHANGE VS PY
L13W THROUGH 04/02/2023



TOTAL US MULO+C VOLUME (OZ) SOLD % CHANGE VS PY
L13W THROUGH 04/02/2023



\$ per Ounce
% Change

Vita Coco Coconut Water	6.0%	6.5%	9.2%	18.7%	18.3%	15.2%	14.7%	12.9%
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Note: IRI, from March 7, 2023, is now known as Circana.

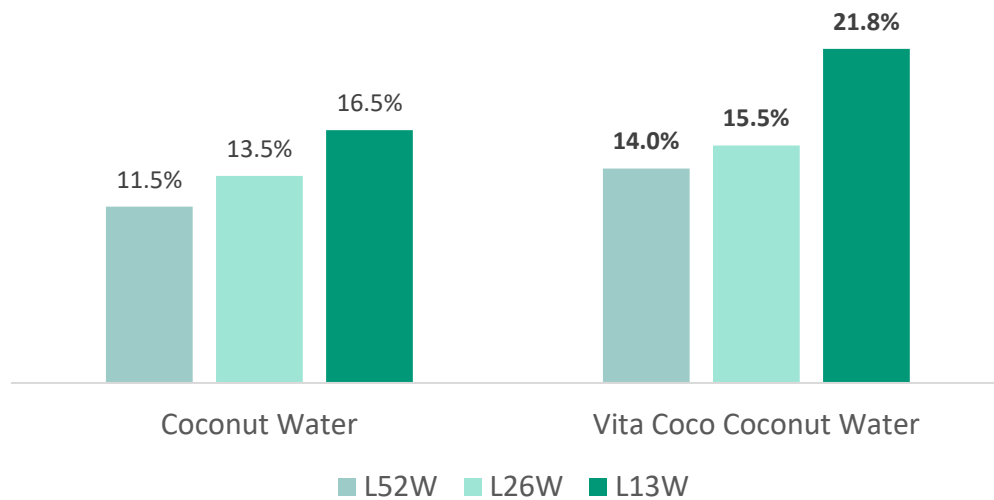
Source: Custom Research by The Vita Coco Company, Vita Coco Coconut Water Circana Total US MULO+C L13W through 4/2/23; Charts above represent major shelf-stable beverage categories

VITA COCO COCONUT WATER ACCELERATING IN Q1 2023 GROWING FASTER THAN CATEGORY; FOUR YEAR GROWTH RATE VERY STRONG AND ACCELERATING

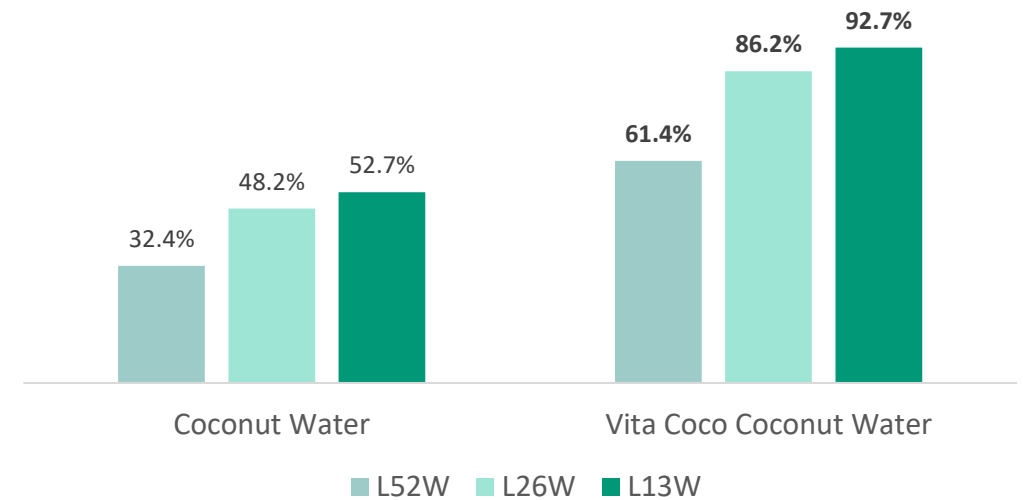
IN Q1 2023, VITA COCO +22% AND GROWING SHARE TO 52%

LONG-TERM TRENDS CONTINUE TO ACCELERATE

TOTAL US MULO+C \$ % CHANGE VS PY
L52W, L26W, AND L13W THROUGH 04/02/2023



TOTAL US MULO+C \$ % CHANGE VS 4 YR AGO
L52W, L26W, AND L13W THROUGH 04/02/2023



VITA COCO SHARE OF
COCONUT WATER

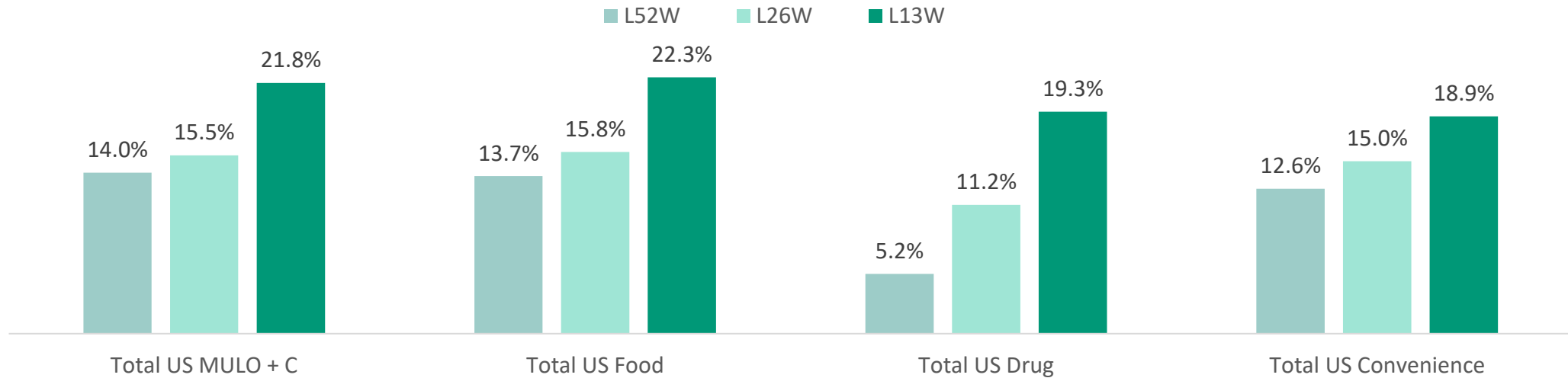


Note: IRI, from March 7, 2023, is now known as Circana.

Source: Custom Research by The Vita Coco Company, Vita Coco Coconut Water Circana Total US MULO+C L52W, L26W, and L13W are through 4/2/23

Q1 2023 GROWTH ACROSS ALL CIRCANA* REPORTED CHANNELS DRIVEN PRIMARILY BY VELOCITY GAINS AND, TO A LESSER EXTENT, BY DISTRIBUTION GROWTH

VITA COCO COCONUT WATER \$ % CHANGE VS PY THROUGH 04/02/2023



**Q1 '23 VELOCITY
GROWTH**

+14%

+20%

+14%

+12%

**Q1 '23
DISTRIBUTION
GROWTH**

+6%

+6%

+7%

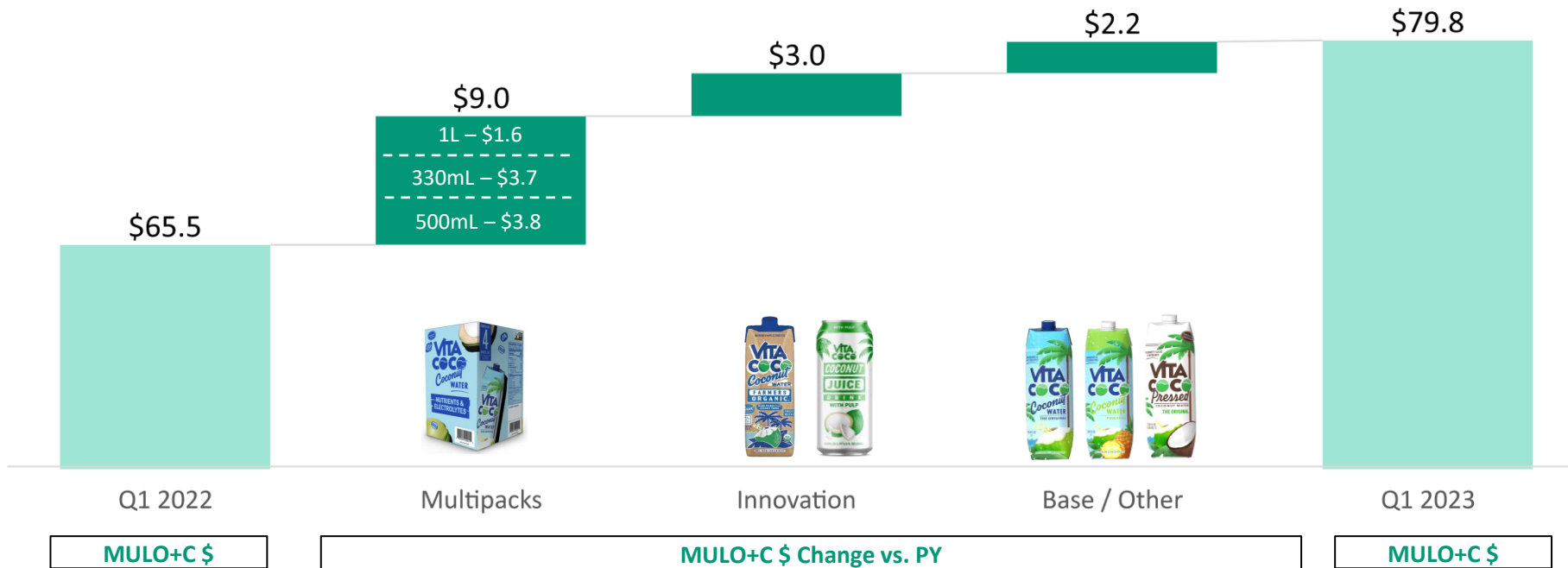
+8%

Note: IRI, from March 7, 2023, is now known as Circana.

Source: Custom Research by The Vita Coco Company, Vita Coco Coconut Water Circana Total US MULO+C through 4/2/23; velocity growth = Circana average weekly \$/store selling % change versus last year through 4/2/23; distribution growth = Circana total points of distribution % change versus last year through 4/2/23

KEY 2023 VITA COCO COMMERCIAL DRIVERS ARE FUELING INCREMENTAL \$ GROWTH WHILE BASE SKUS REMAIN STRONG; ACV OPPORTUNITIES REMAIN

VITA COCO COCONUT WATER TOTAL US MULO+C \$ (IN MILLIONS) THROUGH 04/02/2023



ACV Performance

Total US – MULO ACV		
	Q1 '22	Q1 '23
500mL 1ct Base	82	83
500mL MPs	61	67
330mL MPs	9	45
1L MPs	5	40
Farmers 1L	3	45

Total US – Conv ACV		
	Q1 '22	Q1 '23
500mL 1ct Base	52	54
Juice 1ct	1	17

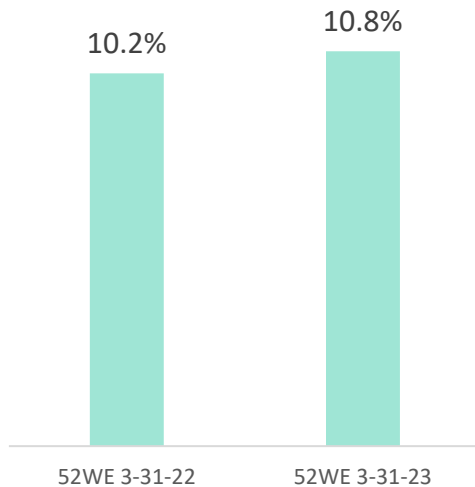
Note: IRI, from March 7, 2023, is now known as Circana.

Source: Custom Research by The Vita Coco Company, Vita Coco Coconut Water Circana Total US MULO+C, MULO, Conv L13W through 4/2/23; ACV Performance represents Vita Coco weighted distribution in a given geography (e.g. Total US – Multi Outlet, Total US – Conv)

VITA COCO HOUSEHOLD PENETRATION AND SPEND PER TRIP HAS GROWN; VITA COCO OVERINDEXING TO YOUNGER HOUSEHOLDS AND KEY ETHNIC GROUPS

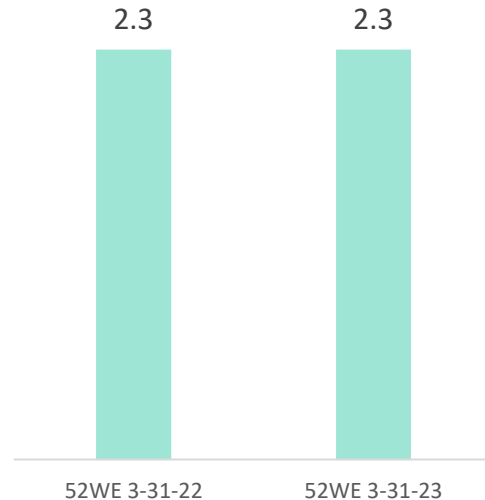
OUR CONSUMER BASE HAS GROWN
...+5% MORE HOUSEHOLDS

VITA COCO % HH PENETRATION



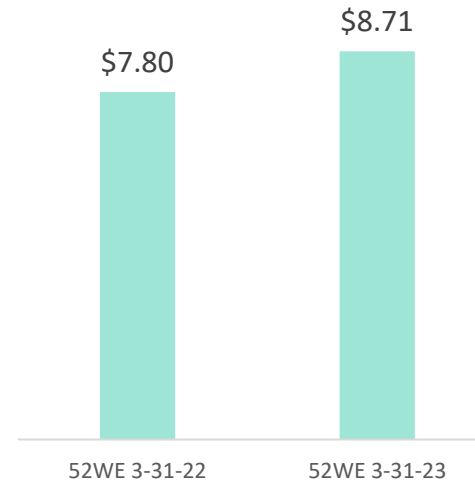
PURCHASE FREQUENCY IS STABLE

VITA COCO PURCHASE FREQUENCY



CONSUMERS ARE SPENDING MORE
...+12% MORE PER TRIP

VITA COCO SPEND PER TRIP



OUR SHOPPER IS YOUNG AND MULTI-CULTURAL

% of Vita Coco Shoppers vs. % of All Shoppers

Millennials – 134 Index

Gen Z – 121 Index

Asian – 237 Index

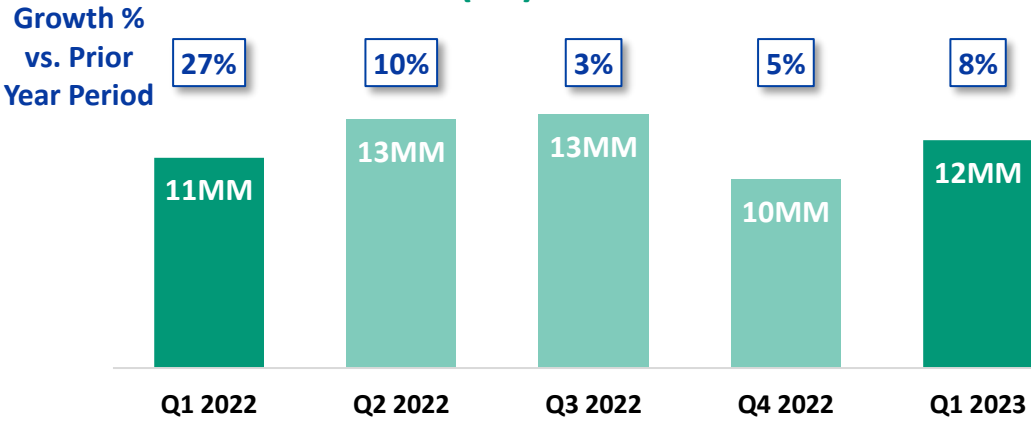
Hispanic / Latino – 165 Index

Black or African American – 125 Index

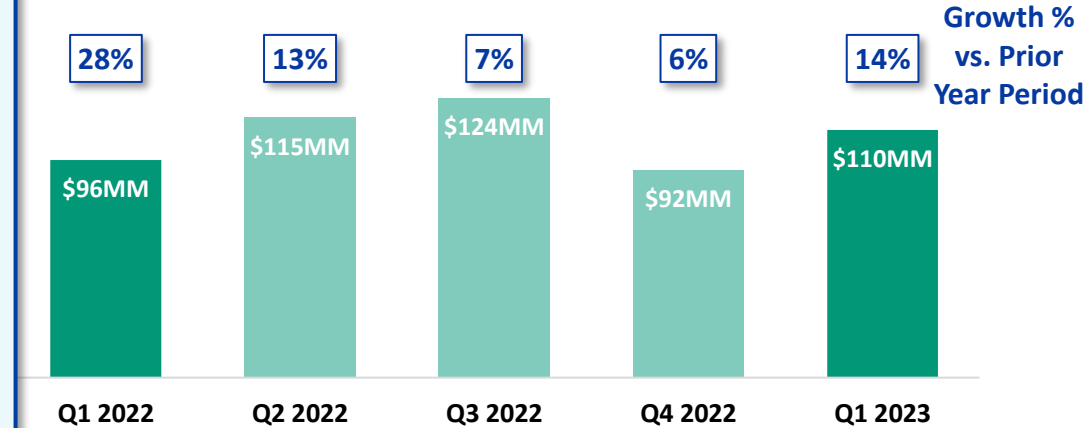
Note: HH Penetration, Purchase Frequency, and Spend per Trip reflect recent restatement of Numerator Panel Data

FIRST QUARTER 2023 FINANCIAL HIGHLIGHTS

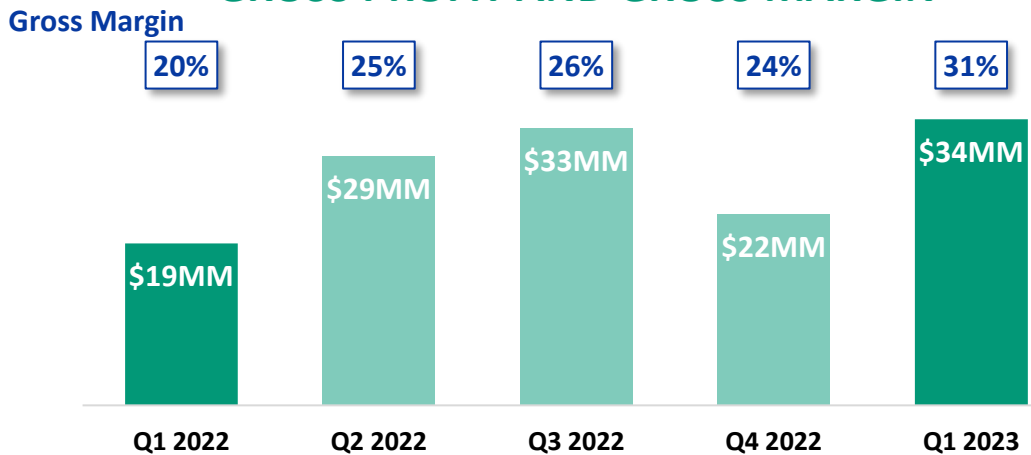
VOLUME (CE) AND GROWTH %



NET SALES AND NET SALES GROWTH



GROSS PROFIT AND GROSS MARGIN



Q1 2023
Versus Q1 2022:

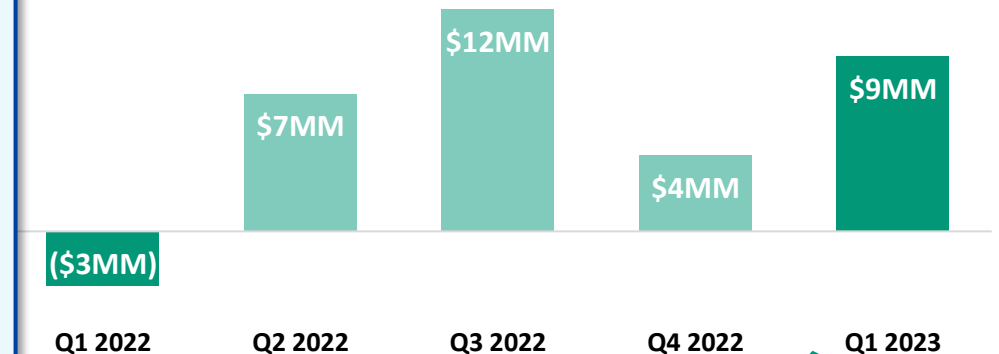
Volume (CE) Growth of +8%

Net Sales Growth of +14%

Gross Margin improvement of 1100bps

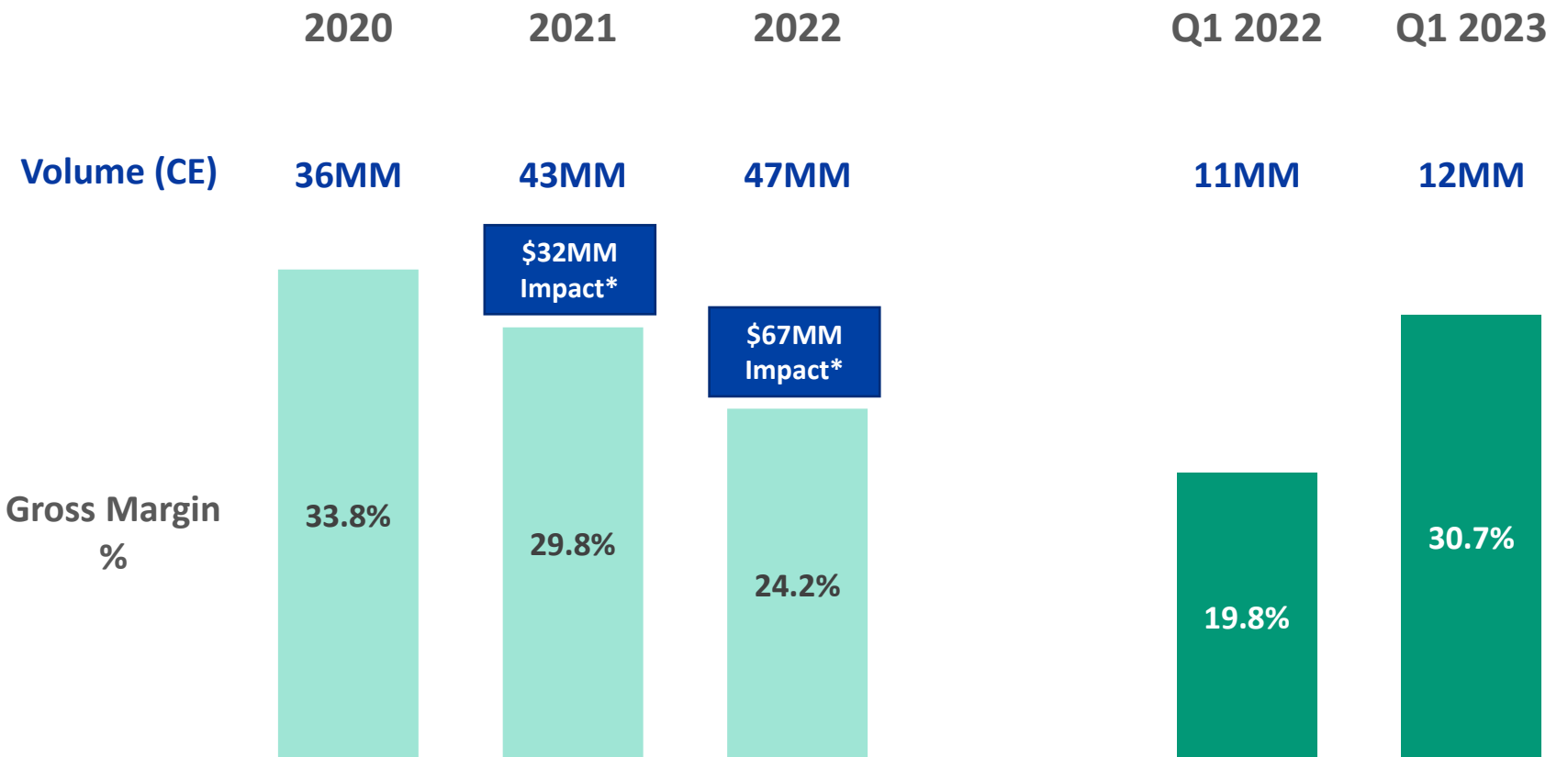
Adj. EBITDA* increase of \$12MM

ADJ. EBITDA*



*For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

GROSS MARGIN RECOVERING - ON PATHWAY TO HISTORICAL LEVELS



Q1 2023 Versus Q1 2022:

Gross Margin % increase driven largely by improvements in Ocean Freight rates which have eased from the significant inflationary pressure experienced during 2022, as well as 2022 brand pricing increases, and improvement in product mix (branded vs. private label)

Full Year Guidance 2023:

Gross Margin 32-34%

* Transportation rate/mix impact on COGS relative to 2020 rates

UPDATED 2023 FULL YEAR GUIDANCE

**NET SALES
GROWTH¹**

+9-12%

**ADJUSTED
EBITDA***

\$54-59MM

KEY HIGHLIGHTS

- Net Sales guidance reflects mid teens growth for VCCW and Private Label Net Sales slightly positive
- Gross Margin anticipated to increase through balance of year, benefiting from the easing of transportation costs and improved brand/private label mix, with FY gross margin between 32-34%
- SG&A growing faster than net sales over 2022 GAAP SG&A, increasing investments in marketing, sales execution and execution of innovation in test markets
- End of year Inventory finishing at more historical days on hand levels resulting in strong year end balance sheet and ample liquidity

¹As compared to Net Sales in 2022.

*GAAP Net Income 2023 outlook is not provided due to the inherent difficulty in quantifying certain amounts due to a variety of factors including the unpredictability in the movement in foreign currency rates, as well as future charges or reversals outside of the normal course of business.

LONG-TERM GROWTH ALGORITHM

LONG-TERM TARGET RANGE¹

**NET SALES
GROWTH**

**MID
TEENS**

**ADJ. EBITDA
MARGIN**

**MID TO HIGH
TEENS**

KEY INVESTMENT THEMES

- Established beverage platform with strong balance sheet, built for long term growth
- Estimated Net Sales growth primarily driven by Vita Coco Coconut Water with potential additional upsides from innovation and M&A
- Potential for Adjusted EBITDA margin* to return to mid-teens level with gross margins benefiting from normalizing ocean freight, pricing, other cost efficiencies and improved sales mix
- Asset-lite model allows for strong cash flow generation / low leverage profile with ample liquidity to fuel future growth

Source: The Vita Coco Company.

¹ These are not projections; they are goals/targets and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. Nothing in this presentation should be regarded as a representation by any person that these goals/targets will be achieved, and the Company undertakes no duty to update its goals/targets.

APPENDIX

Q1 2023 P&L SUMMARY

\$ & CE UNITS IN MM	Q1 2023	Q1 2022	VS. PY	
VOLUME (CE) / % gr.	11.9	11.0	8%	0.9
NET SALES / % gr.	109.8	96.4	14%	13.3
GROSS PROFIT / % marg.	33.7 / 30.7%	19.1 / 19.8%	77%	14.6
SG&A	27.0	24.8	9%	2.2
INCOME FROM OPERATIONS	6.7	(5.7)	218%	12.4
NET INCOME / % marg.	6.7 / 6.1%	2.2 / 2.3%	201%	4.5
EPS - DILUTED	\$0.12	\$0.04		
<u>NON-GAAP MEASURES</u>				
EBITDA / % MARGIN	8.7 / 7.9%	3.3 / 3.5%	161%	5.4
ADJUSTMENTS	0.3	(6.2)	105%	6.5
ADJUSTED EBITDA* / % MARGIN	9.0 / 8.2%	(2.9) / -3.0%	411%	11.9

Note: Amounts rounded.

* For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.

Q1 2023 NET INCOME TO ADJUSTED EBITDA RECONCILIATION

THREE MONTHS ENDED MAR 31		
\$MM	Q1 2023	Q1 2022
Net Income	\$6.7	\$2.2
Depreciation & Amortization	0.2	0.5
Interest Income / Expense	0.0	0.0
Income Tax Expense	1.8	0.6
EBITDA	\$8.7	\$3.3
Stock-Based Compensation	2.2	2.4
Unrealized (Gain) / Loss on Derivative Instrument	(1.2)	(8.7)
FX (Gain) / Loss	(0.6)	0.1
Adjusted EBITDA	\$9.0	(\$2.9)
% Margin	8.2%	-3.0%

Source: Management.
Note: Amounts rounded.

* For all non-GAAP information throughout this presentation, the U.S. GAAP to non-GAAP reconciliations may be found in the Appendix.