

ATTENTION WEST DIVISION LOCATION ASM, TSL, MD, PSR



OFFICIAL ENERGY DRINK PARTNER OF MLS



LIVE. FIT. GO.

**Grow Celsius TM Location Volume
+XX% vs PY during P5-P6 2025 and
earn 300 Rewards Points for cool gear
at yourcelsiusrewards.com**

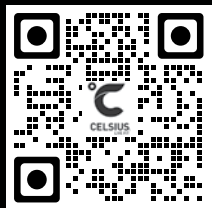
- All Celsius TM in all packages qualify.
- Each location has a target based off PY. See page 2 for chart.
- 300 Reward Points will be awarded to each workgroup if location hits target.



DISPLAY & WIN!

**Earn MORE Rewards Points for qualifying
displays placed during P5-P6.**

- **Eligible Employees:** PSRs only
- Small Format Locations earn 20 Reward Points for every qualifying 20+ case display
- Large Format Locations earn 20 Reward Points for every qualifying 40+ case display
- Plus, earn 10 Reward Points for every qualifying 12 case placement
- Displays must include Sparkling Retro Vibe & Sparkling Playa Vibe
- Limit 1 entry per COF
- **Max Payout:** 200 Reward Points



**Simply scan this QR code to submit qualifying display photos
to pc2209.pcbigdisplay.com**

- Duplicate photo entries will be disqualified.
- All qualifying display photos must be submitted by June 14, 2025 for executions secured during the April 20 through June 14, 2025 incentive timing.
- On-line upload site will be disabled at 11:59p EST on June 14, 2025.



• See your Sales Manager for program details.

This sales incentive is subject to applicable taxes required by law. Employees receiving this award will be taxed within 1-2 pay cycles after the incentive period closes less unforeseeable administrative challenges. Employees who wish to not participate must notify their manager, in writing, prior to the start of the incentive period.

HUNDREDS OF ITEMS TO CHOOSE FROM

Use your reward points now or add them to your existing rewards account along with points you have earned from other Celsius Brand Reward Point Programs and save for higher value rewards!

**With new items added every month,
your reward choices are endless.**

#PC2209/CEGRFR

Location	Target Goal Cases	Target Growth %
Bakersfield CA	34,020	20.26%
Fresno CA	56,020	5.41%
Modesto CA	46,899	19.36%
Mojave CA	19,066	47.76%
Santa Maria CA	27,349	29.17%
Stockton CA	16,469	12.92%
Central California Mkt TOTAL	199,823	17.97%
Buena Park CA	140,480	14.33%
Laguna CA	84,538	10.57%
San Fernando CA	148,192	12.95%
Torrance CA	130,396	11.17%
Ventura CA	35,895	11.78%
Los Angeles Mkt TOTAL	539,500	12.41%
Alamosa CO	3,097	20.54%
Albuquerque NM	30,263	12.35%
Amarillo TX	13,672	20.02%
Aztec NM	12,527	12.50%
Brush CO	4,063	13.88%
Clovis NM	4,307	16.10%
Colorado Springs CO	41,100	12.82%
Craig CO	2,745	29.08%
Denver CO Sales	170,400	15.91%
Gallup NM	5,474	17.58%
Grand Junction CO	8,773	6.13%
Greeley CO	28,376	17.98%
La Junta CO	2,914	7.10%
Lubbock TX	19,163	17.61%
Montrose CO	5,176	32.19%
New Castle CO	9,257	28.39%
Roswell NM	6,878	3.05%
Santa Fe NM	6,710	12.35%
Mountain West Mkt TOTAL	374,896	15.48%
Benicia CA	34,944	18.52%
Eureka CA	6,144	2.82%
Gilroy CA	61,122	34.04%
Hayward CA	120,286	28.09%
Redding CA	14,674	31.67%
Sacramento CA	98,568	18.30%
Santa Rosa CA	33,808	23.72%
Yuba City CA	21,756	21.80%
Northern California Mkt TOTAL	391,300	24.37%
Anchorage AK	23,500	41.40%
Auburn WA	106,948	15.25%
Bremerton WA	12,484	20.73%
Corvallis OR	14,356	6.69%
Everett WA	32,776	16.86%
Fairbanks AK	6,784	29.94%
FOB Juneau AK	5,352	68.57%
Medford OR	17,854	40.07%
Portland OR	82,000	8.32%
Soldotna AK	2,850	35.22%
Spokane WA	49,232	15.58%
Tillamook OR	3,500	22.41%
Pacific Northwest Mkt TOTAL	356,900	16.76%
Boise ID	37,151	23.68%
Elko NV	3,933	18.94%
Hurricane UT	13,836	20.35%
Kingman AZ	10,767	8.23%
Las Vegas NV	116,905	17.44%
Reno NV	38,170	24.93%
Salt Lake City UT	107,693	18.58%
Twin Falls ID	7,233	6.99%
Rockies Mkt TOTAL	335,688	18.84%
Brawley CA	7,500	15.90%
Indio Springs CA	31,000	33.92%
Riverside CA	181,450	15.85%
San Diego CA	200,000	13.96%
Yuma AZ	14,000	52.41%
Southern California Mkt TOTAL	433,950	16.99%
Hilo HI	4,021	36.14%
Honolulu HI	35,461	26.39%
Kauai HI	3,720	25.10%
Kona HI	4,505	31.97%
Maui HI	5,755	19.84%
Hawaii Mkt TOTAL	53,462	26.69%
El Paso TX	36,478	27.03%
Goodyear AZ	115,836	30.85%
Las Cruces NM	12,727	19.42%
Phoenix AZ	134,587	20.59%
Tucson AZ	49,149	26.26%
Southwest Mkt TOTAL	348,777	25.26%