

Our Robust Journey . . .

Fueled by Boundless Innovation!

Innovation is Immeasurable . . . Innovation is a Way of Life!

The traditional mind thinks of Limoncello as a lemon-flavored liqueur that originated in Southern Italy. ***We differ!***

Should an energy drink taste like melon? ***Absolutely!***

Can you convert a beverage founded in 1889 to a modern, zero-calorie refresher? ***Why not?***

How can you put fireworks in a bottle? ***Just ask us!***

Is it possible to put Sunshine in a can? ***We say yes!***

Team National is not constrained by the boundaries of conventional thinking. We are committed to thinking ‘*outside the can*’ with incomparable flavors, distinctive packaging, hybrid distribution and unique marketing.

Slightly over three decades ago, we began our journey together as a public company. We have tried profoundly to keep you, our shareholders, at the forefront of everything we do. While the world continues to drastically change, we have never lost sight of our focus and commitments. Our creativity energizes our ***INNOVATION!***

Financial Performance

Our 2023 fiscal year was a year of two distinct halves: a challenging start marked by pricing actions to offset record cost increases, followed by sequential increases in revenues, margins and profits. Gross profit margins increased 450 bps from Q1 to Q4 and we finished the year with Net Sales of \$1.2 billion, our best ever and fifth consecutive year of over a billion dollars. Net Income for the year was \$142 million and EPS of \$1.52, while generating \$162 million of operating cash flow.

Products

One thing that remained constant was the continued creative leadership of Team National. LaCroix’s *Cherry Blossom*, which many of our loyal shareholders sampled last year, was declared 2022 winner of the flavored sparkling water category by *People* magazine. *Cherry Blossom* also joined previous winners *LimonCello*, *Black RazzBerry* and *Guava São Paulo* as a recipient of the prestigious Davey award for creative package design. These, our most recent flavor releases, have stayed true to the LaCroix promise of providing healthy, flavorful and innocent hydration.

Based on a survey of U.S. shoppers, *Newsweek* recently named LaCroix as one of “***The Most Trusted Brands in America.***”

LimonCello, our #1 consumer favorite, is included in your package for your enjoyment. Also included is the reveal of our latest novel flavors: *Mojito* and *Sunshine*! Creativity at our finest!

Shareholder Returns

FIZZ's long-term total return to shareholders is among the highest in the consumer packaged goods segment. Including reinvestment of dividends, returns as of the end of our 2023 fiscal year were:

		S&P500
• One Year	13%	(5%)
• Ten Year	725%	216%
• Twenty Year	3,384%	580%

If you purchased *FIZZ* on its first day of trading as a public company in September 1991, your return would have exceeded 5,000%, or over 150% per year!

Outlook

While some of our customers are currently experiencing a modest decline in store traffic, we believe our health and wellness strategy will continue to offer excellent growth potential. Our Shasta and Faygo brands, which are rolling out *Zero Sugar* options, have posted recent volume increases, and industry research groups are projecting the flavored sparkling water category to grow by over 50% in the next five years*. As the sparkling water market leader with unrivaled consumer loyalty, LaCroix is well positioned to capitalize on this growth. With exciting new product introductions planned, we begin the new fiscal year with resolute enthusiasm and are optimistic that our entrepreneurial philosophy, brand equity and proven innovation will continue to deliver superior returns to our loyal *FIZZ* shareholders.

While refreshing the body with our healthy hydrations, mindfulness must also be nurtured. Be kind and cherish each and every precious moment . . . for they are all we have.

Stay happy, healthy and hydrated.

Team National



INTRODUCING

LaCroix[®]

mojito[™]

TASTE OF PARADISE!

COMING 2023





INTRODUCING

LaCroix[®]

Sunshine[™]

COMING SOON



Curiosity of wonder . . .

NATURALLY *Sunshine*[™] ESSENCED
SPARKLING WATER

LaCroix

12

SPARKLING
CANS

355 mL (4.26L)
12 FLOZ (144 FLOZ)

. . . Curiosity of Wonder !!

0 - CALORIE 0 - SWEETENER 0 - SODIUM = INNOCENT! ©

. . . Excites your taste buds!!