Second Quarter 2026 Earnings Results

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Disclaimer

Forward-Looking Statements

This presentation and related conference call contain forward-looking statements that are subject to risks and uncertainties. All statements other than statements of historical fact included in this presentation and related conference call are forward-looking statements. Forward-looking statements give our current expectations and projections relating to our financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as “anticipate,” “estimate,” “expect,” “project,” “plan,” “intend,” “believe,” “may,” “will,” “should,” “can have,” “likely” and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events. For example, all statements we make relating to expected consumer spending, macro-economic and competitive pressures, velocity rates, marketing and distribution initiatives and their expected benefits, growth rates and future financial results and outlook, the potential refinancing of indebtedness, long-term targets, estimated costs, expenditures, cash flows, our plans and objectives for future operations, growth or initiatives, strategies or the expected outcome or impact of pending or threatened litigation are forward-looking statements. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected, including: an overall decline in the health of the economy and other factors impacting consumer spending; a reduction in demand for and sales of our cold-pressed juices, wellness shots and functional sodas or a decrease in consumer demand for such products generally; strong competition in the food and beverage retail industry; the success of our marketing strategies and channels at maintaining consumer awareness of our brands, building brand loyalty and generating interest in our products from existing and new consumers; a reduction or limited availability of organic fruits, vegetables and other raw materials and ingredients for our juice products, or an increase in the price of such materials and ingredients; real or perceived quality or food safety issues with our products, which may diminish our brands and reputation; our ability to refinance our indebtedness; our reliance on distributor and retail customers for a significant portion of our sales, and our ability to maintain or further develop our sales channels; our reliance on our local and regional farming partners and other third-party partners and those third parties’ ability to fulfill their obligations; our reliance on our limited suppliers for materials used to package our products, the costs of which have in the past been, and may continue to be, volatile and subject to price increases; failure by our transportation providers to deliver our products on time, or at all, and problems with our logistics network and arrangements; our ability to manage our future growth effectively; our ability to successfully forecast and manage our inventory at appropriate levels for our demand; the seasonal nature of our business, which may cause our quarterly results to fluctuate and may not be indicative of full-year performance; any damage or disruption at our production facilities in Oceanside, California, where our products are primarily manufactured; our ability to quickly respond to new trends by introducing new products or successfully improving existing products; our ability to develop and maintain our brands and company image ; our success with making acquisitions and integrating newly acquired products or businesses; and the other factors set forth in our filings with the U.S. Securities and Exchange Commission (the “SEC”).

All written and oral forward-looking statements attributable to us, or people acting on our behalf, are expressly qualified in their entirety by these cautionary statements as well as other cautionary statements that are made from time to time in our other SEC filings and public communications. You should evaluate all forward-looking statements made in this presentation and related conference call in the context of these risks and uncertainties. The forward-looking statements included in this presentation and related conference call are made only as of the date hereof. We undertake no obligation to update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.

Non-GAAP Financial Measures

We use certain non-GAAP key performance indicators to evaluate our business operations, including EBITDA, Adjusted EBITDA and Adjusted EBITDA Margin. The non-GAAP financial measures presented in this presentation and related conference call are supplemental measures of our performance that we believe help investors understand our financial condition and operating results and assess our future prospects. We believe that these non-GAAP financial measures provide investors with greater transparency to the information used by management for its operational decision-making. We further believe that providing this information assists our investors in understanding our operating performance and the methodology used by management to evaluate and measure such performance. Management recognizes that these non-GAAP financial measures have limitations, including that they may be calculated differently by other companies or may be used under different circumstances or for different purposes, thereby affecting their comparability from company to company. In order to compensate for these and the other limitations discussed below, management does not consider these measures in isolation from or as alternatives to the comparable financial measures determined in accordance with GAAP. Please review the definitions and reconciliations included in the Appendix.

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Our Purpose

To Change What Beverages Bring to the Table

GREAT TASTE

REAL, FUNCTIONAL NUTRITION

APPROACHABLE & ACCESSIBLE

We Are A Growing Platform In Natural Healthy Beverage

Suja Life operates in some of the **fastest-growing parts of beverage**, in one of the **best positions in the store**, with a platform **retailers trust** and **consumers choose.**

Source: NielsenIQ Scantrack Total US xAOC+Conv 13wk End 06/27/26

The Suja Life Platform

Category-Leading Brands		National Retail Leadership		Vertically-Integrated Manufacturing	
suja ORGANIC	**#1** In Cold-Pressed Juice Retail Sales [1]	**33K+**	Total Retail Stores Nationwide [1]	**100%**	CPJ & Wellness Shots Produced In-House
vive organic	**#1** Wellness Shot Brand in Retail Sales [1]	**383K+**	Points of Distribution [3]	**270K**	Sq. Ft. Multi-Building Campus, Oceanside CA
slice	**28%** Brand Awareness, Year 1 [2]	**30+**	Relationships as Strategic Advisor or Category Captain	**8 days**	From Farm to Bottle

Source: 1) NielsenIQScantrackTotal US xAOC+Conv 13wk End 06/27/26, 2) 2025 Company Survey, 2025
3) Company Estimates based on NielsenIQScantrackTotal US xAOC+Conv 13wk End 06/27/26

Q2 2026 Highlights

$83.9M	46.7%	$14.6M	17.5%
Net Sales	Gross Profit Margin	Adjusted EBITDA[1]	Adj. EBITDA Margin[1]
+11.6% vs. Prior Year	(70bps) vs. Prior Year	+50.0% vs. Prior Year	+450bps vs. Prior Year

Segment Performance

Suja Core

Net Sales: $81.9M | +9.8% vs Q2 2025

Wellness shots saw double-digit growth in Q2; multi-pack formats signaled higher consumer adoption versus prior year. Q2 margin change versus PY primarily from absorption timing

Emerging Brands (Slice)

Net Sales: $3.0M | +61.2% vs Q2 2025

Continued distribution expansion and trial growth in second year on shelf combined with Dirty Soda innovation strength

(1) Adjusted EBITDA and Adjusted EBITDA margin are non-GAAP financial measures. See appendix for a definition and reconciliation to the most closely comparable GAAP measure.

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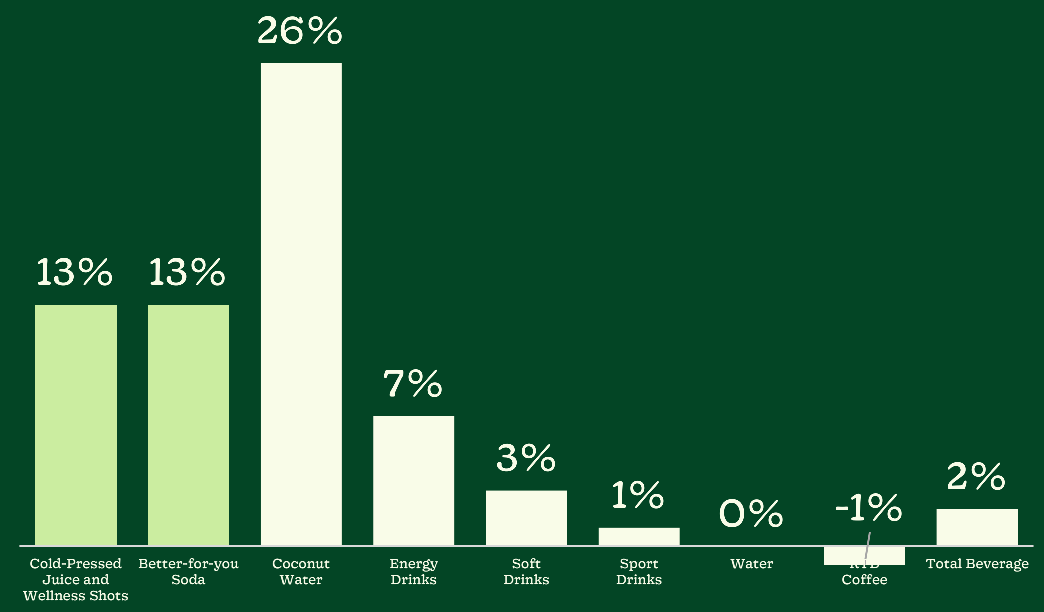
Category Tailwinds and Significant Share Position Suja Life for Continued Growth

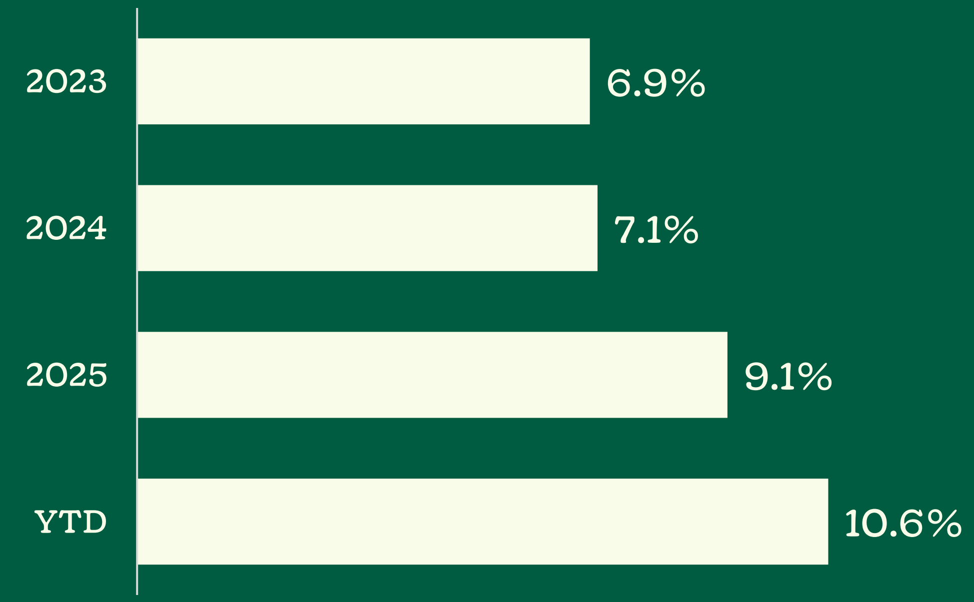
Suja Life's categories are among the fastest growing in beverage...

$ % Chg vs YA



...and our brands are capturing share of Natural Healthy Beverage

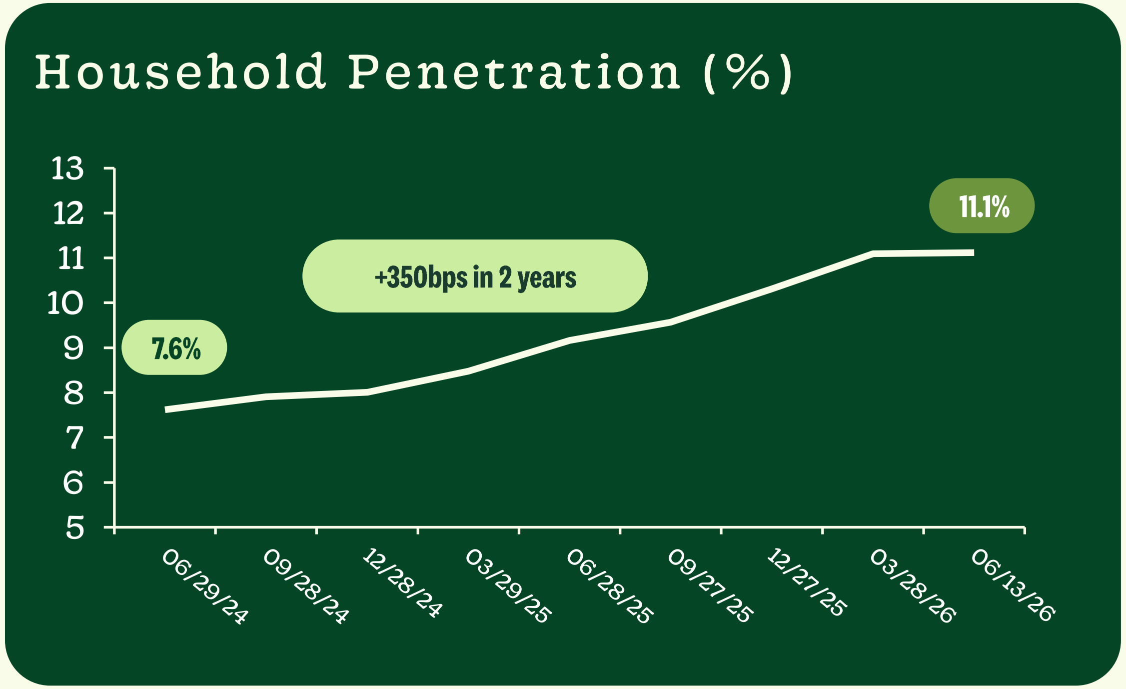
Natural Healthy Beverage $ Shr

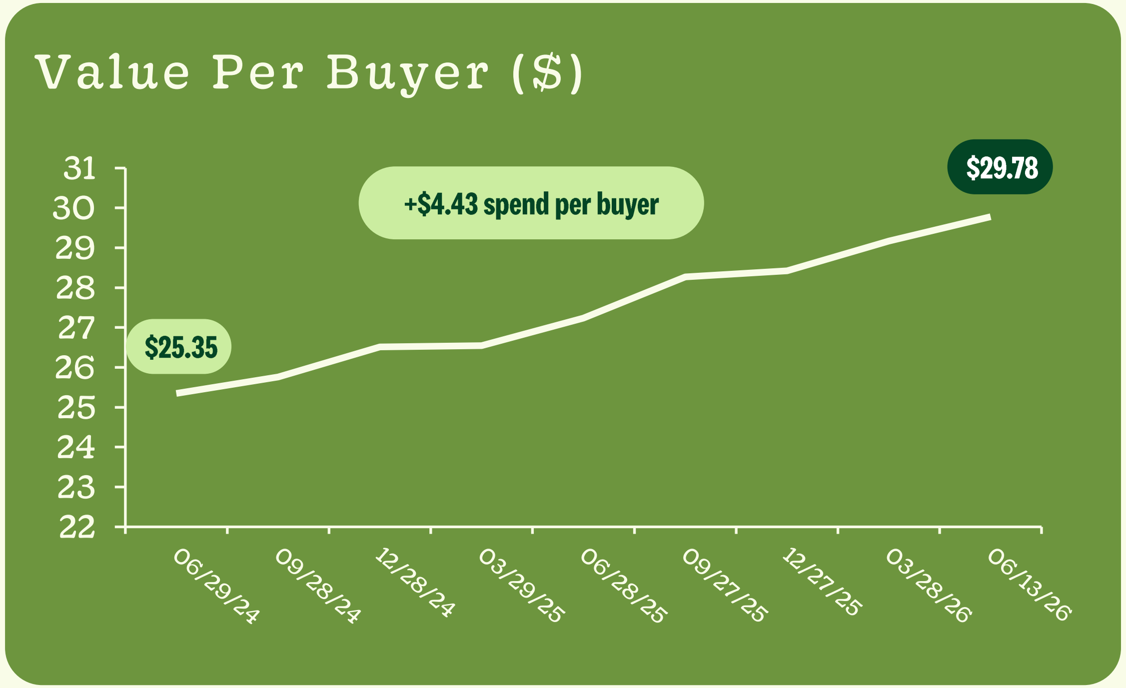


Source: NielsenIQ Scantrack Total US xAOC+Conv 13wk End 06/27/26

Consumer Adoption:
Track Record of Growing Households & Deepening Spend

Suja Life has expanded its consumer base and increased spend per buyer, a dual flywheel for durable revenue growth.





Household penetration up 350bps to **11.1%,** still significant whitespace ahead

Spend per buyer up **$4.43 to $29.78,** loyalty deepening as portfolio expands

Both metrics rising together = acquiring new consumers while retaining existing ones

Source: NielsenIQ Omnishopper Total US Total Outlet, 52 weeks ending 06/13/2026. NielsenIQ Omnishopper Penetration Enhancement (July 7) that strengthened panel quality, representativeness, and reliability by increasing period-to-period panelist continuity across the full Omni history. As part of this enhancement, historical penetration and buyer metrics were recalculated, which can result in shifts when comparing data pulls taken before and after the update.

Suja Life's Brands Represent Multiple Levers of Growth

suja ORGANIC

34%	Share of Cold Pressed Juice (1)
$219M	2025 Net Sales
21%+	$Vol (1)
#1	in Cold Pressed Juice Retail Sales (1)

vive organic

44%	Share of Cold Pressed Shots (1)
$63M	2025 Net Sales
4%+	$Vol (1)
#1	in Wellness Shots Retail Sales (1)

slice

NPS 55	(up from 39 in 3 months) (2)
$10M	2025 Net Sales
+67%	$Vol (1)
28%	Brand Awareness for Slice (2)

Source: 1) NielsenIQ Scantrack Total US xAOC+Conv 13wk End 06/27/26, 2) Company Survey as of 9/25

Q2 2026 Financial Results

$ in millions	Q2 2026	Q2 2025	Change
Net Sales	$83.9M	$75.2M	+11.6%
Gross Profit	$39.2M	$35.6M	+9.9%
Gross Margin	46.7%	47.4%	(70)bps
Operating Expenses	$34.6M	$33.8M	+2.6%
Transaction Costs	$25.1M	-	-
OPEX of Net Sales	41.3%	44.9%	+360bps
Net Income (Loss) [(1)]	($27.8M)	($5.7M)	IPO Impacted
Adjusted EBITDA[(2)]	$14.6M	$9.8M	+50.0%
Adj. EBITDA Margin[(2)]	17.5%	13.0%	+450bps

Seasonality Q2 Note

- Net sales are typically weighted heavier in Q1 and Q4 with cold flu season / New Year wellness cycle

Key Growth Drivers

Volume growth
Broad-based across key products and retailers

Distribution gains
New product placements in existing new doors

Promotional effectiveness
Improved consumer takeaway at retail

Mix shift
Higher-margin wellness shots multi-pack formats

Operating leverage
OPEX leveraged 360bps YoY

(1) Includes $25.1M of one time IPO related transaction costs and $2.3M loss on debt extinguishment (2) Adjusted EBITDA and Adjusted EBITDA margin are non-GAAP financial measures. See appendix for a definition and reconciliation to the most closely comparable GAAP measure.

2026 Full Year Outlook

Updates fiscal year 2026 outlook

Metric	FY2025 Actual	Prior FY2026 Guidance as of June 9, 2026	Updated FY2026 Guidance as of August 4, 2026
Net Sales	$326.6M	$367M – $371M (12.4% to 13.6% growth)	$360M – $369M (10.2% to 13.0% growth)
Adjusted EBITDA(1)	$40.5M	$70M – $72M (72.8% to 77.7% growth)	$70M – $72M (72.8% to 77.7% growth)
Adj. EBITDA Margin(1)	12.4%	19.1% – 19.4%	19.4% – 19.5%

Guidance reflects management's expectations as of August 4, 2026. See Forward Looking Statements disclosure. Suja Life does not undertake obligation to update guidance except as required by law.

(1) Adjusted EBITDA and Adjusted EBITDA margin are non-GAAP financial measures. See appendix for a definition and reconciliation to the most closely comparable GAAP measure. Suja is unable to provide a reconciliation for forward-looking outlook of Adjusted EBITDA and Adjusted EBITDA margin to net income (loss) without unreasonable effort, because certain material reconciling items cannot be estimated due to factors outside of Suja's control and could have a material impact on the reported results.

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Why Suja Life – The Investment Thesis

Category Leader in Fast-Growing Segments
01

#1 in cold-pressed juice[1] (34% share [1]). #1 in wellness shots[1]. Competing in some of the fastest growing categories and gaining share of Natural Healthy Beverage

Proven Consumer Flywheel
02

Household penetration up 350bps to 11.1% over two years[2]. Value per buyer up $4.43 to $29.78[2]. Simultaneously acquiring new consumers while deepening customer lifetime value.

Clear Margin Expansion Path
03

48.9% gross margin in H1 2026 (+100bps YoY). Long-term target of ~50% gross margin with Adj. EBITDA margins in the low-20s% range. SG&A leveraging as scale grows.

Durable Competitive Moat
04

Vertically integrated supply chain built over more than a decade. 99%+ fill rates. 270K sq. ft. campus. Coast-to-coast cold-chain. Positioned as the low-cost producer in a high-barrier category.

Multi-Brand Platform with Multiple Growth Levers
05

Distribution Expansion. Consumer Adoption. Ritualization of the Consumer. Innovation. There are many avenues of growth in the Suja Life portfolio.

Solid Second Quarter of 2026
06

+11.6% net sales growth. +50.0% Adj. EBITDA[3] growth. 2026 Net Sales guidance of $360-$369 million; Adjusted EBITDA guidance of $70-$72 million

Source: 1) NielsenIQScantrackTotal US xAOC+Conv13wk End 06/27/26, 2) NielsenIQ Omnishopper Total US Total Outlet, 52 weeks ending 06/13/2026, 3) Adjusted EBITDA is a non-GAAP financial measure. See appendix for a definition and reconciliation to the most closely comparable GAAP measure.


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CELERY JUICE
Slice
Healthy Soda
suja
DIGESTION
vive organic
IMMUNITY BOOST
suja
GINGER LOVE
Lemon Ginger Pineapple
Slice
Grape
Healthy Soda
suja
MIGHTY DOZEN
Apple Celery Cucumber Kale
suja
IMMUNITY
suja
IMMUNITY
Citrus Pineapple
suja
LEMON LOVE
Lemon Cayenne
suja
ENERGIZE
Raspberry Lemon
vive organic
ENERGY + IMMUNITY
suja
UBER GREENS
Cucumber Celery Grapefruit Chard Lettuce Lemon
suja
IMMUNITY
ELDERBERRY APPLE

Appendix

EBITDA, Adjusted EBITDA and Adjusted EBITDA Margin

We define EBITDA as net income (loss) as adjusted to exclude tax expense, net interest expense, and depreciation and amortization. We define Adjusted EBITDA as EBITDA further adjusted to exclude share-based compensation expense, IPO-related costs and adjustments, sponsor fees which will not recur subsequent to the IPO, and other non-recurring expenses. We define Adjusted EBITDA Margin as Adjusted EBITDA divided by net sales. We believe that EBITDA, Adjusted EBITDA and Adjusted EBITDA Margin are important metrics for management and investors in evaluating our operating results, as they exclude the impact of items that we do not consider reflective of our core business operations. These measures also facilitate consistent comparison of our operating performance over time and relative to our peers.

	Three Months Ended		Six Months Ended	
($ in thousands)	**June 29, 2026**	**June 30, 2025**	**June 29, 2026**	**June 30, 2025**
EBITDA and Adjusted EBITDA:				
Net income (loss)	(27,798)	(5,658)	(20,064)	(6,450)
Provision for income taxes	(472)	148	593	1,028
Interest expense	5,423	7,491	12,896	14,937
Depreciation and amortization	7,561	6,909	14,739	13,839
EBITDA	**(15,286)**	**8,890**	**8,164**	**23,354**
Incentive unit compensation	1,114	116	1,254	227
Non-recurring costs [(1)]	167	360	848	491
Sponsor costs [(2)]	1,303	398	2,055	741
Transaction costs [(3)]	25,077	—	25,077	—
Loss on debt extinguishment	2,273	—	2,273	—
Adjusted EBITDA	**14,648**	**9,764**	**39,671**	**24,813**
Net income (loss) margin	(33.2)%	(7.5)%	(10.5)%	(4.0)%
Adjusted EBITDA margin	17.5 %	13.0 %	20.8 %	15.3 %
EBITDA margin	(18.2)%	11.8 %	4.3 %	14.4 %

(1) Non-Recurring Costs - for the three and six months ended June 29, 2026 consists of one-time costs relating to corporate strategy, executive recruiting and consulting relating to the IPO. For the three and six months ended June 30, 2025, it consists of consulting fees related to one-time system improvements, transaction bonuses, and other one-time transition costs.

(2) Sponsor Costs - Includes fees paid in cash to the Company's sponsor which will not recur subsequent to the IPO.

(3) Transaction Costs - Consists of non-recurring costs directly attributable to the Company's IPO, including IPO-related professional fees and expenses, equity-based compensation costs incurred as a result of the acceleration and modification of equity awards in connection with the IPO, one-time IPO-related transaction bonuses, roadshow and investor relation expenses, travel and logistical expenses related to IPO launch activities including NASDAQ listing events. These items are non-recurring in nature and do not reflect the Company's ongoing operating performance.