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SUMMARY

Celsius Holdings is highlighted as a promising investment opportunity due to its strong market presence in energy drinks, particularly with its Celsius and Alani brands. The company's growth potential is bolstered by international expansion and a partnership with Pepsi, which could revitalize the Rockstar brand. Projections indicate significant revenue and net income growth, making Celsius a compelling long-term investment despite potential volatility.

- *Celsius has generated significant returns, with a projected 15% revenue growth and 25% net income growth.*
- *The brand has successfully tapped into the female demographic with Alani, expanding its market reach.*
- *International expansion is a key growth driver, potentially exceeding domestic opportunities.*
- *The partnership with Pepsi enhances distribution and could lead to revitalization of the Rockstar brand.*
- *Projections suggest a compound annual growth rate of 45-50% under optimistic scenarios.*
- *The stock is expected to experience volatility, similar to past performance of Monster Beverage.*
- *Celsius's diversified brand portfolio reduces reliance on a single product line.*
- *The current stock price presents a buying opportunity compared to its historical highs.*

Celsius Holdings, one of the other best opportunities I can possibly find in the stock market right now. This stock has made me $26,000 so far in the public account. It has a long run ahead. Okay, Celsius owns a Celsius brand of energy drinks. I'm sure you guys know it. You can go into just about any grocery store, any convenience store out there now at this point in time and see Celsius, right? They continue to take market share. The international opportunity for the Celsius brand is unbelievable over the coming years. And that's the thing people miss with energy drink brands. And so I was a early I don't know if I say early monster investor. I was kind of mid-stage monster investor. Okay, back in the day.

Early stage would have been kind of in that 2002 through 2010 frame. I kind of came in around 2011 and uh the stock did me phenomenal. This is back when it was still called Hansen's Natural Beverage. But the thing a lot of people missed on regards to Monster, they thought, okay, the brand is already in all the food stores, already in all the convenience stores. And so, do they really have that much growth? Yes. They can continue to grow consumers. They can go up in price a little bit over time. And the international expansion opportunity is what people always miss with these drink brands. The the international opportunity ends up being even bigger than the the domestic opportunity, right? And so with a company like Celsius, just understand the international opportunity for this company over the next decade is unbelievable.

Unbelievable. Okay. Then they own this brand. It's called Alani. New Alani. This brand is it's really successful in general, but they're able to tap into a female demographic that usually hasn't traditionally been a big buyer of energy drinks, right? And Celsius was, I think, a company that was able to do this as well. It's just Alani took it to another level. And when you think about traditional brands like Rockstar or Yeah. Rockstar, Monster, Red Bull, those brands did very well with males, but they didn't really ever do that great with the female demographic. And then you had somebody like Celsius coming in all a sudden that attracted the female demographic. And then Alani is like a next level as far as that goes. And from what I've heard, their flavors are absolutely amazing. Then they just acquired recently from Pepsi because now they're in tight with Pepsi. Pepsi bought Rockstar many years ago.

They did horrible. Like Coca-Cola and Pepsi have never been able to figure out how to like have successful energy drink brands. They've sucked at it. Just absolutely the worst, right? And so many years ago, Coca-Cola decided we suck at this. Like they and so they bought a bunch of Monster stock and they partnered with Monster, right? And now Pepsi decided to do the same exact thing but with Celsius. And so Celsius is like, "Here you guys go. You can have the Rockstar brand." And so I wouldn't be surprised if Rockstar actually has a revitalization over the next several years. And um Celsius gets growth going back in the right direction. Like you know, Pepsi, Coca-Cola, they understand how to run their current businesses very well of selling Coca-Cola and Pepsi, but man, they just are horrible at energy drinks. And um some companies are great at energy drinks, and Monster is one of those and Celsius is another one. Right.

What are my projections for Celsius stock over the next several years? Here it is. Okay, look at this. So, I have Celsius doing 15% revenue growth on average. And this is my bold kids. This isn't anything crazy with those three brands in the international expansion opportunity plus domestic market share and then they'll be able to go up in price slightly. 15% is not a crazy number to assume under a bullcase scenario, right? 15% revenue growth on average, net income growth of 25%, net income margins of 17%. That's decent for the drink category, but that's nothing amazing. If you're a great drink company, you should be able to get net income margins into the 20s. Okay, just something to keep in mind there. If you have 15% topline growth, 25% bottom line growth, they should be able to, let's call it have a c uh a PE of 35 to 40, which then gives me a 45% to 50% compound annual growth rate on Celsius stock. Oh boy. Oh boy. Okay, my base case, just a fancy way of saying what I actually expect. My base case only has 10% revenue growth. I'm going to be honest with you guys, I should bring up my base case to at least 12%. Like 10% would be almost embarrassing if Celsius only grows 10% on average with Celsius, Alani, and Rockstar and the international opportunity for Celsius and Alani over the coming years. Kind of disappointing. Okay, but that that's what I threw in for my base case. And so it just shows you how conservative I'm being with my numbers here. 20% net income growth. Has net income margins get to 17% come 2030.

Right? You have 10% topline, 20% bottom line growth for a company in the drink category. 29 to 34p be very fair. We're talking about a compound annual growth rate with those lame freaking numbers. Those lame numbers. And we're still talking about a compound annual growth rate deep into the 30s. Can you see why Celsius is so exciting? And here's one of the best parts with Celsius. Okay, listen. I don't have to worry about like the economy. I don't have to worry about AI and are we in a uh a bubble. I don't have to worry about any of that. As long as there's humans and humans like caffeine, we're good. That's it. That's it. It's a simple It's It's not complicated in regards to this one. I don't have to worry about perfectly timing it. It's not an AMD or a Micron where it's like, okay, they're so hot right now, but at some point in time, the demand's going to cool big time and it's g I don't have to worry about any of that. And I can still make fortunes of money on the stock over the next many years, right?

And also, they're diversified brand now. So, I'm not just counting on the Celsius brand because they now have Alani and they now have Rockstar as well. So, they have, you know, we call it a three-headed monster here. It's beautiful. Absolutely beautiful. And so, you know, I think there's something to be said about that, right? Now, additionally, you know, people look at the stock price and they're like, listen, the the all-time high for the stock was nearly $100. Today, you can buy it for 30 bucks, right? And Celsius stock will get momentum. They don't give it back. And they look at the stock and they're like, the company, yeah, it's amazing. And the the long-term where the stock is probably going looks amazing, but the stock, what's wrong with the stock? Okay, let me show you something, right? And this is one of the beautiful things about AI and being able to do these sorts of things. So, I didn't have to spend three hours trying to research and time out all the different times.

But I said, how many times was Monster Stock did Monster stock fall basically double digits from its high between 2005 and 2015? So, over that decade roughly, right, the stock fell 29 separate times, 10% plus. So, insanely volatile. So, you might have thought like this must have been a horrible stock. Look, look at how vicious some of these falls were, right? This one here in 2006, almost 38%. This one here in ' 06, 30%. 59% here in ' 07 and '08. This one here, 54%. This one here, 31%. This one here, 25% fall. 31% fall, right? I mean, these are big, big downfalls for the stock. And so you might thought, listen, Monster Stock had all those falls 29 different times over roughly a decade. It fell 10% plus, including so many of these stocks, times where it felt just oh, awful, right?

That must mean it was a horrible stock. Here's what Monster Stock did over that time. It returned you over 3,000%. all that volatility, all that insanity, all those time periods when investors were selling it off because they thought, I don't know, monster growth was done or the energy drink category wasn't going to grow anymore or they're worried about the economy and people aren't going to buy energy drinks or those sorts of things, right? All those times to, you know, have missed out on what, a 3,000 plus percent gain over that time. And so just understand Celsius could be could continue to be a very volatile stock over the coming years, right? It can have some unbelievable moves. Like you're going to in my opinion, here's what you're going to see with Celsius stock. You'll see Celsius stock in six in a six-month span triple.

You heard me right. You will see Celsius stock triple in a six month span. And you'd be like, are you flipping my flapjacks? What happened with Celsius that all a sudden they tripled in 6 months? You'll see Celsius stock fell 50%. Like that. And you'll see a bunch of these insane moves. Celsius stock all a sudden will double in two months. People how did Celsius stock just double in two months? Like did something magically change with the company? No. It's going to be remaining a very volatile stock and you're going to look at it and you're going to be like okay. But at the end of the pie, when it all is said and done, when all the dust settles over the next 5 and 10 years, I think the stock will be one of the best performing stocks over the next 5 to 10 years. I could be wrong, but these companies are very good. These drink companies are very good. They some of the best return profiles, especially when they get diversified and they get to scale. That's a magic. You can get diversified, you can get to scale. Now we're talking. And if you can get in with the big distributor, Pepsi is now very invested. They own a substantial portion of Celsius. So they're very incentivized that Celsius has an unbelievable level of success over the next 5 10 years. If Celsius, you know, grow, if this market cap on Celsius goes deep in the tens of billions of dollars over the coming years, that would be great for Pepsi cuz then if they want to sell off their stake and go buy back more shares of stock or whatever, they could. or if they just want to hold it long term, they could like, but Pepsi is very very in with Celsius and needs Celsius to succeed over the coming years. And so they both need each other. Celsius needs them for the distribution for their different brands all around the world, right? And Pepsi really needs them to succeed because that that stake that Pepsi own, Pepsi's got a big stake, last time I checked, I believe they now own double digit percentage of Celsius. So once again, if Celsius becomes, you know, a $50 billion market cap, like PepsiCo's ownership stake could end up being worth $10 billion. I can't remember the specific number exactly how much Pepsi owns, but I'm like is is a possibility that Pepsi's ownership stake becomes many billions of dollars and potentially even 10 or 20 billion over the coming years, right? If Celsius really knocks us out of the ballpark. So both brands are are are there and we'll see what happens. But I think this is one of the best opportunities I can possibly find in the stock market. Right. Number five of these five stocks is, you ready?

So Technologies. SoFi Technologies, the stock that has returned me 123% so far. Now with SoFi Technologies, you got to understand they're on their way to becoming a financial giant in my opinion, right? Clear as day. They're they're somewhere around 15 million members deep now at this point in time. They continue to attract members rapidly. They're doing a phenomenal job attracting especially people under the age of 40. Not to say their whole customer base under 40, but that's very important. You want to attract people when they're younger to these, you know, somebody like a soi because then they're going to be, you know, let's say you attract a a, you know, let's say somebody is just going to start their financial life. Really, they just graduated high school. They're 18 years old. All right? That's the time you want to get them in your banking system. So SoFi can do a great job attracting that 18-year-old. That 18-year-old's going to go to college probably. They're going to get a degree. They might need student loans, right? Um they're going to buy a car. They're going to need a car loan over time. They're going to need home loans. They need credit cards. Like as they build their financial life over the years. And if SoFi got in with that person when they were young, they're going to probably be good for ever, right? And so no different than JP Morgan attracted me back in the day.

They had like some sort of I think it was a $250 bonus. Like if you set up direct deposit with JP Morgan, like boom, you got like a $250 deposit as long as you had checks coming in from your job like for I think three months straight or something like that, right? And guess what? I still do business with JP Morgan all these years later, right? And so, you know, I'm sure JP Morgan's made fortunes of money off me over the years. And so has a chance to be the next generation's and they don't have to worry about all the the if you really think about the old banking companies, right? JP Morgan, Bank of America, Wells Fargo, they can go through a whole list of them, right?

These companies were very branch focused. They needed physical locations. They want to be on every single corner. They need ATMs all over the place. Very expensive. Very expensive. SoFi's asset light and Anthony not trying to keep this company as asset light as possible and trying to just be a middleman taking fees more than taking on loan risk. And so's opportunity long term is is unbelievable. Like you're the way I view every share I buy in SoFi is like I'm be buying the next financial giant. And the main thing Anthony just has to do leading this company is make sure he never gets the company overleveraged. As long as it doesn't get them over leverage, then they won't go under during a recession, which means they can get through the recessions and then capitalize on the great financial cycles in the future. And so, SOFI is, in my opinion, the most well positioned financial company I could possibly see out there. And so, they're really, in my opinion, on their way to becoming a financial giant, right? And I spoke about SoFi immensely in this video here from 5 days ago. It's got 163,000 views so far. This stock will make more millionaires than any stock ever. If you guys haven't got a chance to watch that video yet, you might want to check that one out in the video. I spoke about a lot of subjects other than SoFi stock and some other opportunities I see out there in the market and things like that. But um yeah, check out that video if you want to um learn a little bit more about SoFi and what's going on there and some of the recent news that's happened in regards to SoFi. Okay. Hey, it's Jeremy. I hope you really enjoyed that clip here today. What you're looking at in front of you right there, that's 1,000x.com.

That is my personal advanced software that I use to make my investment decisions when I go to invest in companies. As somebody that's been in the market 15 years, I got sick and tired of using these different services that folks have out there that are designed for traders in the market. People that are looking to get in and out of stocks. That's not what I'm here to do. I'm here to long-term invest. I need to be able to see all the different ratios and metrics that are very important for me as a long-term investor to judge if I'm getting a great deal on a stock or if I'm getting ripped off on a stock. I need to be able to compare different companies versus each other and be able to do that in a matter of seconds rather than that taking hours like it used to before I created this service. I want the ability to listen to conference calls, see filings all in one service. That is what we've created with thousandx.com.

If you are looking to access this software, go down to the description area of this video. You can click the link down there and apply for access. If you don't want to do that and you want to search a website, go to 1,000xstocks.com. Enjoy it. >> All righty. Next one up here, DN >> that we're going to show you right now, which did get that midday pop. Reacting as if this is a major revenue opportunity. Is it? Look, I think after all the capbacks that they're spending, I mean, this is a I view it as almost a major step in the right direction because it comes down to three and a half billion users, how you going to monetize it? And I think the subscription, they've obviously played around with it. This is what investors want to see. Now, it's about how do you monetize the user base? Look, this is really, this is not the end step. It's just an interim step as they integrate more and more AI into that user base.

That's going to be the monetization. I think that's something where the stock is not reflecting still I think some of the revenue opportunities that we'll see over the coming years. >> Now you got 900 >> meta. So there's two things they got to do here. One is what they're doing talking about new revenue opportunities and these sorts of things. This is monumental for the company, right? So people can start to understand, dude, why are you spending hundred billion dollars plus a year? So we can get shown a better video when we go on Instagram or you go on Facebook. That's why we're spending this much so an advertiser can get a little better ROI. We really need to spend 100 billion plus on that. No, no, no. But if you start understanding all these new potential revenue opportunities, all of a sudden people can go, okay, now we see it, right? The other thing that has got to do, they got to start breaking out their businesses more. They got to start giving more details on where growth is, what the growth rates are, those sorts of things, right? So then investors can understand better where these opportunities are.

Let's say they announce some new business they're going into, right? That's a new stream, some cloud business, let's say, for instance, right? Let's say they're going to move in that direction, whatever direction. Break the numbers out so we can see them. They'll get people very excited because they'll see like the core business is growing at these very substantial rates still, but then they're going to see, oh my gosh, they got this other new business that's growing a,000% quarter over quarter, right? And that's just very very exciting. So, they got to do more breakouts in my opinion as they get into more, you know, revenue streams from different opportunities outperform.

You mentioned investors want to see it. Do users want to see it? Are they going to be willing to pay it? We're only talking about what seems to be according to some of the reporting here three to four dollars a month for a sub for Insta, Facebook, and WhatsApp. >> Yeah. You start to get any sort of adoption, you you start to now look at revenues that could be up 2, three, 4%. And then so on as the adoption curve increases. So I think it's something that investors are not really factoring in that they were going to do something like this. I think from a timing perspective, it's maybe come earlier. It shows a confidence in terms of their ability to roll it out and look this is going to just be a continued narrative whether it's Microsoft whether it's Meta whether it's Apple how you going to monetize AI chip companies have shown how they're going to monetize just like software you're talking you okay that's interesting how you say it it it reflects a confidence on their part to to do this some may look at this and suggest that it it shows there you late a little late to the the game on how they're going to monetize AI beyond their their core ad business and you you just throwing a bunch of stuff at the wall and seeing what sticks because Zuckerberg apparently at the shareholder meeting also said or at least he opened the door for a cloud business. Is that a a moonshot or is that legit? Look, I think cloud obviously that could be maybe a bit more of a moonshot, but to me it's okay, how do you slowly diversify away on the advertising that advertising they're going that's going to continue to be obviously a bread and butter, [clears throat] but you look at what they're doing, it's going to continue be diversification and I I view that as a positive because their install base is unmatched. So as they monetize it, you know, part our bullishness in terms of, you know, where I talk about $900 and ultimately, you know, what could be higher, this is a key proven year for Zuckerberg and Meta.

>> It's a step in the right direction after obviously a quarter where it was all about capex and obviously that was a more of a dog ate the homework type of conference call. Well, let me ask you this cuz as you were talking, I was looking at stock. So, it's down almost, >> you know, an interesting acquisition potential acquisition for um Meta and this stock's fallen a lot recently. Intuitit would be a very interesting buyout from Meta. They've been a long time since they bought out a company. I think they could get it through the government now.

Uh the whole anti- you know, companies buying other companies, you know, situation that's done now. So I think it would be very intelligent if Meta tried to buy out into it. You know, when you really think about Meta, they're the place companies need to advertise, right? And especially small and mid-size businesses. They also have obviously have large businesses that advertise on them. But you really think about who's in with small businesses, mid-size businesses. It's into it, right? And so if they could acquire into it and kind of seamlessly integrate into it with the advertising side and so they could be able to see what businesses are bringing in for revenue even easier and all those sorts of things because the QuickBooks side of the business and the Turbo side of the business as well, right? I think there's a lot that could happen there. And then if you've got these companies already using you as the platform they advertise and also the platform they're running all their books through, then why not be there for their cloud needs as well, right? So they don't have to do that. But I think that could be actually interesting. And I'm just trying to think about like how they could build out the whole the whole system. And I'm like, dang, that could be pretty >> 4% um year to date.

>> Dude, it's cheap. How much pressure do you think they're feeling inside that building? And how much pressure is he feeling himself, Zuckerberg, to deliver something that's going to wow the market and wow investors back into the name? Because outside of Microsoft, which is is down uh as well uh on the year there everything else seems into its whole market cap now is $88 billion. So Zuckerberg could probably buy the company for 120 to 140.

Big number, but that's not crazy when you consider Meta this year alone is going to probably spend who knows 140 billion on capex or whatever. And Intuitit's a immediately insanely profitable business. That's the thing with Inuit. It's not like this is some company, you know, that's like they're ever going to make money. like intuit it in it will probably clear 8 billion to10 billion in net income this year somewhere around there or let's call it over the next year in it will probably bring in I would say 8 to10 billion of net income over the next year or two it's not a small number so you know even if you didn't have the integration you could make back that spend probably in a decade or so you know because they'll be they'll continue to increase that net income in the short term at least right but then It's all about the integration and like what that could do and then if you can add the cloud side of the business. It's intriguing.

>> Seems like [clears throat] it's a pretty good story to tell. >> How outside of these two >> pressure is definitely building because when you're spending 120 130 billion from from a capback perspective they need to now show and I think that the wakeup call was the last earnings call because when you contrast that with Amazon obviously others for Meta that's kind of putting Meta in the investor penalty box. You got to start to show it. Next 2 3/4 this stock's either at 75,800 or it's where it is or lower. The point is this is kind of a fork in the road period in my opinion for Meta but a step in the right direction in terms of it rolling.

>> But they keep finding themselves. >> This is Listen, if you want to think about owning Meta stock, listen, this is what the stock does. It'll go on an insane run. stock will double up, triple up, quadruple up like that and then it will go through a year, two years, sometimes three years, but usually a year or two of just nothing in downtrending. It's happened several times in its history. And so, we're in one of those time periods with Meta. And once we get done going through this period, which who knows, might last another year, it might last another 18 months. We'll see. It might come out of it soon. Like, we'll see.

But once it comes out, that's going to make a massive move. Like you'll you'll see the stock make a double up type move quick >> in the penalty box. You know what I'm saying? Like it wasn't just after this last quarter. It was like two quarters ago. They were in the penalty box with a major penalty before. Like they can't stay out of the box. How do they stay out of the box? >> Look, and I think for them that's that's the quagmire because they're trying to really turn around a a cargo ship in a river. I mean, they're trying to make a massive transformation while investors are obviously watching every single move. When you think about the hyperscalers or chip companies, they're kind of front and center in terms of ones that are going to benefit from

AI.

Meta, we'll see Apple in a few weeks. You look at Microsoft when it comes to, you know, one where still guilty till proven innocent. These are the names now that now need to show it's not just about talk, it's about execution. Real quick, real quick. Apple new high. You just mentioned WWDC will be there. So, that that stock's up. And how much pressure is on uh Salesforce tonight with with their earnings? >> I mean, if you from a pressure level.

>> Okay, so we already got Salesforce earnings out of the way, but um another interesting potential buy for Meta. I don't like this one as much, but they could buy off PayPal as well. Um a lot of small businesses use PayPal obviously, but I think in two it's the man that's the one. If I was Zuckerberg, I'd try to buy them out, man. You can make some magic there. Okay.