HELL ENERGY DRINK

GIVES YOU POWER LIKE HELL

RENDKÍVÜLI TÁJÉKOZTATÁS

A HELL ENERGY Magyarország Korlátolt Felelősségű Társaság (székhely: 1062 Budapest, Andrássy út 126.; cégjegyzékszám: Cg.01-09-729429; nyilvántartja: Fővárosi Törvényszék Cégbírósága, a továbbiakban: „Kibocsátó”) a Budapesti Értéktőzsde Zrt. XBond Általános Üzletszabályzata, valamint a vonatkozó jogszabályok alapján fennálló rendkívüli tájékoztatási kötelezettségének az alábbiakban tesz eleget:

A Társaság tájékoztatja a tisztelt Befektetőket, hogy a Scope Ratings GmbH (a továbbiakban „Scope”) elvégezte a Kibocsátó és az MNB Növekedési Kötvényprogramja keretében kibocsátott „HELL 2029 Kötvény” (ISIN kód: HU0000359377) és „HELL 2031 Kötvény” (ISIN kód: HU0000360722) elnevezésű kötvények felülvizsgálatát, amelynek eredményeképpen a Scope változatlanul érvényben tartja és megerősítette a Kibocsátóra és a Kibocsátó által kibocsátott kötvényekre vonatkozó B+ minősítését; és a Kibocsátóra vonatkozó stabil kilátást.

A hitelminősítő angol nyelvű jelentése megismerhető a jelen Rendkívüli Tájékoztatás mellékletéből, vagy az alábbi linkre kattintva:

https://www.scoperatings.com/announcements/rating-announcement/EN/180388

Budapest, 2026. május 15.

HELL ENERGY Magyarország Kft.

15/05/2026 -Scope Ratings GmbH

Scope affirms Hell Energy's B+ issuer rating with Stable Outlook

The rating affirmation reflects Hell Energy's moderate regional market position and brand strength but is primarily constrained by high product-level concentration, alongside elevated leverage and negative cash flow during ongoing capex.

The latest information on the rating, including rating reports and related methodologies, is available on this LINK.

Rating action

Scope Ratings GmbH (Scope) has today affirmed its B+/Stable issuer rating on Hell Energy Magyarország Kft (Hell Energy). Scope has also affirmed its B+ rating on senior unsecured debt.

The full list of rating actions and rated entities is at the end of this rating action release.

Key rating drivers

Business Risk Profile: BB (revised from BB+). The revision of the business risk profile reflects a recalibration of sub-factor weightings following the revision of the General Corporate Rating Methodology. In particular, the increased emphasis on regionally focused market positioning and the high product-level concentration in energy drinks has led to a lower assessment.

Hell Energy's stable domestic market share of around two-thirds in the energy drinks segment has been sustained for many years, underscoring its strong competitive position in its home market. The company is a market leader in eight countries and distributes its products in more than 50 markets globally, with the majority of revenues generated in the Central and Eastern Europe (CEE) region. Despite this broad footprint, its overall scale remains modest by global standards, with revenues of approximately EUR 600m and more tempered growth prospects. In addition, its purchasing power is relatively limited given its reliance on commoditised inputs such as aluminium and sugar, which exposes it to input price volatility.

While Hell Energy operates in over 50 countries across five continents, supporting a solid assessment of geographic diversification, revenues remain notably concentrated in CEE. Its customer base is generally well diversified, although some reliance on large retail chains introduces counterparty risk, as these customers can exercise stronger bargaining power. The company's single production site represents an additional operational constraint, limiting flexibility and potentially hindering further international expansion. Its product portfolio is confined to beverages, with a pronounced concentration in energy drinks, which account for around two-thirds of revenues. This concentration weighs on the business risk profile, as the relatively premium positioning of energy drinks can lead to higher volume sensitivity and downtrading during periods of weaker discretionary spending.

Like-for-like EBITDA margin, after adjusting for the dilutive impact of can deposit return system introduced in Hungary in H1 2024, has shown a declining trend, falling from 17.8% in 2023 to 15.3% in 2024 and 14.6% in 2025 (compared to Scope-adjusted EBITDA margin* of 14.6% in 2024 and 13.2% in 2025). Margin compression has been affected by elevated aluminium costs, only partially offset by lower sugar prices. Looking forward, the company intends to prioritise profitability improvements over revenue growth, supported by efficiency gains following the completion of a new warehouse investment. As a result, Scope expects EBITDA margin to recover modestly to around 14% by 2027.

Hell Energy benefits from a strong and steadily expanding brand presence in both its domestic market and across the broader CEE region. This is underpinned by relatively significant marketing expenditure, amounting to approximately 3.4% of 2025 revenues, including high-profile campaigns featuring internationally recognised film actors. The company maintains a consistent and visible marketing strategy across multiple channels, supporting its comparatively strong brand positioning within its core markets.

Financial Risk Profile: B (unchanged). The financial risk profile remains weak, constrained by elevated leverage and negative cash flow cover.

Leverage remains high, with debt/EBITDA deteriorating to 4.7x in 2025 from 4.4x in the previous year. This increase is primarily driven by elevated capital expenditure, which has required additional debt funding. The company entered a new investment phase in 2025, centred on the construction of a new warehouse that will be integrated with the existing production facility via a conveyor system, enhancing operational efficiency, reducing logistics costs and ultimately creating a fully integrated production setup. While strategically important, the investment contributes to sustained leverage pressure. Looking ahead, Scope expects only modest deleveraging in 2026, with a more meaningful reduction projected from 2027 onwards, when the investment cycle concludes and leverage is expected to improve to around 3.5x.

Interest coverage remains a relative strength within the financial risk profile, with EBITDA interest cover of around 8x in 2025. This reflects the company's still solid operating profitability relative to its financing costs. Going forward, Scope expects coverage metrics to benefit from gradual deleveraging following the completion of the current investment phase. However, the cost of debt remains exposed to broader macroeconomic and geopolitical uncertainties, which could temper improvements in interest coverage over the medium term.

Cash flow coverage has been pressured in recent years by elevated capex, largely debt-financed, and significant working capital outflows associated with strong revenue growth. The company's investment programme has been largely debt-funded, further weighing on free operating cash flow (FOCF). From 2027 onwards, capex requirements are expected to decline significantly following the completion of the current expansion phase. At the same time, moderating revenue growth should reduce working capital intensity. As a result, Scope expects FOCF to improve progressively, with cash flow cover rising from around -4% in 2025 towards 20% by 2027.

Preliminary Credit Assessment: B+. Scope has placed greater weight on the weaker financial risk profile, given its higher susceptibility to adverse developments and its more direct and immediate impact on the issuer's creditworthiness relative to the business risk profile.

Supplementary Rating Drivers: credit-neutral. Scope has made no adjustments to the company's preliminary credit assessment based on supplementary rating drivers.

Liquidity: adequate (unchanged). Liquidity is assessed as adequate. This reflects the expectation that the liquidity ratio will remain above 100% over time, supported by improving FOCF generation and the availability of committed undrawn credit lines. Nevertheless, bond amortisation will begin to intensify from 2027, when Hell Energy is scheduled to repay around HUF 16.2bn of principal annually. While these repayments are currently viewed as manageable, their execution will depend on the company's ability to accumulate sufficient cash reserves. In addition, existing bank covenants are set to tighten from 2026, which will reduce headroom, although Scope expects the company to remain compliant.

Scope notes that Hell Energy’s senior unsecured bonds issued under the Hungarian National Bank’s Bond Funding for Growth Scheme include a covenant requiring accelerated repayment of the outstanding principal if the bond rating remains below B+ for more than two years (grace period) or falls below B-, which would trigger immediate repayment. Such a scenario could materially weaken the company’s liquidity profile. The rating headroom to entering the grace period is currently zero notches, implying that the company must at least maintain its present credit quality to avoid covenant pressure. In addition to this rating-related trigger, the bond documentation also includes standard soft covenants, such as change-of-control provisions and restrictions on dividend distributions.

External Rating Drivers: credit-neutral. Scope has not applied any adjustments with regard to external rating drivers.

Outlook and rating sensitivities

The **Stable Outlook** reflects Scope’s expectation that elevated capex will continue to constrain FOCF, which is expected to remain in the low single digits in 2026 before improving more meaningfully in 2027. At the same time, leverage is expected to stay under control, with debt/EBITDA maintained below 5.0x, supported by stable profitability with EBITDA margins of around 13%–14%.

The **upside scenarios** for the ratings and Outlook are (collectively):

1. Debt/EBITDA sustainably below 4.0x

2. Improving FOCF to break-even on a sustainable basis

The **downside scenario** for the ratings and Outlook is:

1. Debt/EBITDA deteriorating above 6.0x on a sustained basis

Debt rating

Scope’s recovery assessment for Hell Energy’s senior unsecured bonds is based on a hypothetical default scenario in 2027 and assumes a liquidation of the company’s assets. The asset base has expanded materially in recent years, reflecting significant capital expenditure related to the development of the company’s warehouse and manufacturing facilities. Overall, Scope expects an “above average” recovery, however, no rating uplift has been applied due to the potential volatility in the capital structure leading up to a default scenario, including the possible introduction of additional secured debt. Moreover, in a downside scenario of weaker operating performance, the market value of assets could decline, resulting in a lower recovery rate.

Environmental, social and governance (ESG) factors

Overall, ESG factors have no impact on this credit rating action.

All rating actions and rated entities

Hell Energy Magyarország Kft.

Issuer rating: B+/Stable, affirmation

Senior unsecured debt rating: B+, affirmation

** All credit metrics refer to Scope-adjusted figures.*

Stress testing & cash flow analysis
No stress testing was performed. Scope Ratings performed its standard cash flow forecasting for the company.

Methodology
The methodologies used for these Credit Ratings and/or Outlook, (General Corporate Rating Methodology, 24 April 2026; Consumer Products Rating Methodology, 24 April 2026), are available on scoperatings.com/governance-and-policies/rating-governance/methodologies.
Information on the meaning of each Credit Rating category, including definitions of default, recoveries, Outlooks and Under Review, can be viewed in 'Rating Definitions – Credit Ratings, Ancillary and Other Services', published on scoperatings.com/governance-and-policies/rating-governance/definitions-and-scales. Historical default rates of the entities rated by Scope Ratings can be viewed in the Credit Rating performance report at scoperatings.com/governance-and-policies/regulatory/eu-regulation. Also refer to the central platform (CEREP) of the European Securities and Markets Authority (ESMA): registers.esma.europa.eu/cerep-publication. A comprehensive clarification of Scope Ratings' definitions of default and Credit Rating notations can be found at scoperatings.com/governance-and-policies/rating-governance/definitions-and-scales. Guidance and information on how environmental, social or governance factors (ESG factors) are incorporated into the Credit Rating can be found in the respective sections of the methodologies or guidance documents provided on scoperatings.com/governance-and-policies/rating-governance/methodologies.
The Outlook indicates the most likely direction of the Credit Ratings if the Credit Ratings were to change within the next 12 to 18 months.

Solicitation, key sources and quality of information
The Credit Ratings were not requested by the Rated Entity or its Related Third Parties. The Credit Rating process was conducted:
With the Rated Entity or Related Third Party participation YES
With access to internal documents YES
With access to management YES
The following substantially material sources of information were used to prepare the Credit Ratings: public domain, the Rated Entity and Scope Ratings' internal sources.
Scope Ratings considers the quality of information available to Scope Ratings on the Rated Entity or instrument to be satisfactory. The information and data supporting these Credit Ratings originate from sources Scope Ratings considers to be reliable and accurate. Scope Ratings does not, however, independently verify the reliability and accuracy of the information and data.
Prior to the issuance of the Credit Rating action, the Rated Entity was given the opportunity to review the Credit Ratings and/or Outlook and the principal grounds on which the Credit Ratings and/or Outlook are based. Following that review, the Credit Ratings and/or Outlook were not amended before being issued.

Regulatory disclosures
These Credit Ratings and/or Outlook are issued by Scope Ratings GmbH, Lennéstraße 5, D-10785 Berlin, Tel +49 30 27891-0. The Credit Ratings and/or Outlook are UK-endorsed.
Lead analyst: Dániel Szebényi, Director
Person responsible for approval of the Credit Ratings: Philipp Wass, Managing Director
The Credit Ratings/Outlook were first released by Scope Ratings on 8 November 2019. The Credit Ratings/Outlook were last updated on 22 May 2025.

Potential conflicts
See scoperatings.com under Governance & Policies/Regulatory for a list of potential conflicts of interest disclosures related to the issuance of Credit Ratings, as well as a list of Ancillary Services and certain non-Credit Rating Agency services provided to Rated Entities and/or Related Third Parties.

Conditions of use / exclusion of liability

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ISSUERS1

INSTRUMENTS2