

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **January 17, 2023**

Monster Beverage Corporation

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-18761
(Commission File Number)

47-1809393
(IRS Employer Identification No.)

1 Monster Way
Corona, California 92879
(Address of principal executive offices and zip code)

(951) 739 - 6200
(Registrant's telephone number, including area code)

N/A
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock	MNST	Nasdaq Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On January 17, 2023, Co-Chief Executive Officers Rodney Sacks and Hilton Schlosberg of Monster Beverage Corporation (the “Company”) will host a virtual investor meeting to provide an update on the Company’s business and operations.

The Company’s presentation will be open to all interested parties as a live webcast at approximately 4:30 p.m. Eastern Time on the “Events & Presentation” section of the Company’s website at www.monsterbevcorp.com. A copy of the slides that will be used in the meeting is furnished as Exhibit 99.1 hereto. For those who are not able to join the live webcast, the event will be archived for approximately one year on the website.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

[Exhibit 99.1 Presentation Slides.](#)

Exhibit 104 The cover page from this Current Report on Form 8-K, formatted in iXBRL (Inline eXtensible Business Reporting Language).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Monster Beverage Corporation

Date: January 17, 2023

/s/ Hilton H. Schlosberg
Hilton H. Schlosberg Vice Chairman of the Board of Directors and
Co-Chief Executive Officer

MONSTER

BEVERAGE CORPORATION
JANUARY 17, 2023



ELI TOMAC
2022 SUPERCROSS, MOTOCROSS,
MOTOCROSS OF NATIONS CHAMPION



RAYSSA LEAL
2022 SLS SUPER CROWN
SKATEBOARD WORLD CHAMPION



FILIPE TOLEDO
2022 WSL SURFING
WORLD CHAMPION

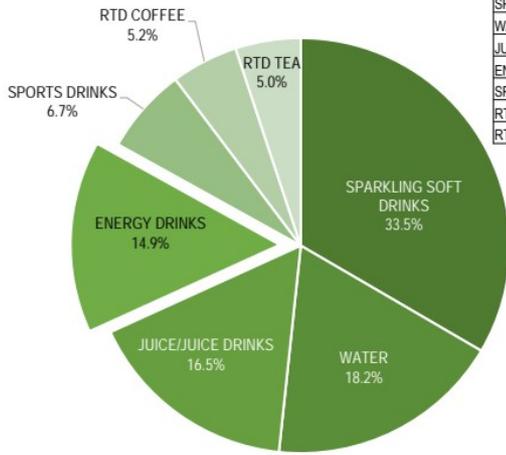


SAFE HARBOR STATEMENT

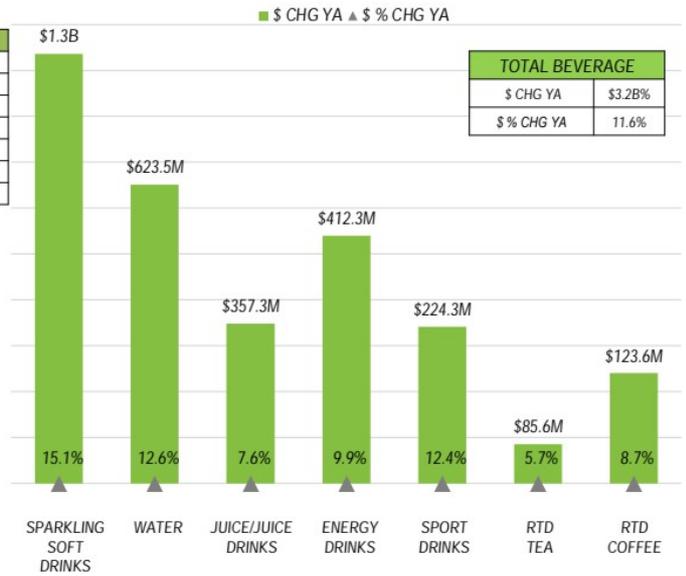
Certain statements made in this presentation may constitute "forward-looking statements" within the meaning of the U.S. federal securities laws, as amended, regarding the expectations of management with respect to our future operating results and other future events including revenues and profitability. The Company cautions that these statements are based on management's current knowledge and expectations and are subject to certain risks and uncertainties, many of which are outside of the control of the Company, that could cause actual results and events to differ materially from the statements made herein. Such risks and uncertainties include, but are not limited to, the following: the impact of rising costs and inflation on the discretionary income of our consumers, particularly the rising cost of gasoline; the impact of the military conflict in Ukraine, including supply chain disruptions, volatility in commodity prices, increased economic uncertainty and escalating geopolitical tensions; the direct and indirect impacts of the human and economic consequences of the COVID-19 pandemic, as well as measures that may be taken in the future by governments, and consequently, businesses (including the Company and its suppliers, bottlers/distributors, co-packers and other service providers), and the public at large to limit the COVID-19 pandemic; our extensive commercial arrangements with The Coca-Cola Company (TCCC) and, as a result, our future performance's substantial dependence on the success of our relationship with TCCC; our ability to implement our growth strategy, including expanding our business in existing and new sectors, such as the alcoholic beverage sector; the inherent operational risks presented by the alcoholic beverage industry that may not be adequately covered by insurance or lead to litigation relating to the abuse or misuse of our products; our ability to successfully integrate CANarchy and other acquired businesses or assets; exposure to significant liabilities due to litigation, legal or regulatory proceedings; intellectual property injunctions; unanticipated litigation concerning the Company's products; the current uncertainty and volatility in the national and global economy; changes in consumer preferences; adverse publicity surrounding obesity and health concerns related to our products, product safety and quality, water usage, environmental impact and sustainability, human rights, our culture, workforce and labor and workplace laws; changes in demand due to both domestic and international economic conditions; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; unanticipated costs incurred in connection with the termination of existing distribution agreements or the transition to new distributors; changes in the price and/or availability of raw materials; other supply issues, including the availability of products and/or suitable production facilities including limitations on co-packing availability including return production; product distribution and placement decisions by retailers; the effects of retailer and/or bottler/distributor consolidation on our business; unilateral decisions by bottlers/distributors, buying groups, convenience chains, grocery chains, mass merchandisers, specialty chain stores, e-commerce retailers, e-commerce websites, club stores and other customers to discontinue carrying all or any of our products that they are carrying at any time, restrict the range of our products they carry, impose restrictions or limitations on the sale of our products and/or the sizes of containers for our products and/or devote less resources to the sale of our products; changes in governmental regulation; the imposition of new and/or increased excise sales and/or other taxes on our products; our ability to adapt to the changing retail landscape with the rapid growth in e-commerce retailers and e-commerce websites; criticism of energy drinks and/or the energy drink market generally; changes in U.S. tax laws as a result of any legislation proposed by the current U.S. presidential administration or U.S. Congress; the impact of proposals to limit or restrict the sale of energy drinks to minors and/or persons below a specified age and/or restrict the venues and/or the size of containers in which energy drinks can be sold; possible recalls of our products and/or the consequences and costs of defective production; or our ability to absorb, reduce or pass on to our bottlers/distributors increases in commodity costs, including freight costs. For a more detailed discussion of these and other risks that could affect our operating results, see the Company's reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K for the year ended December 31, 2021, and our subsequently filed quarterly reports. The Company's actual results could differ materially from those contained in the forward-looking statements. The Company assumes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

ALL MEASURED CHANNELS SNAPSHOT 13WKS

TOTAL NON-ALC BEVERAGE BY CATEGORY
\$ SHARE



\$ SHARE CYA	
SPARKLING SOFT DRINKS	1.0%
WATER	0.2%
JUICE/JUICE DRINKS	-0.6%
ENERGY DRINKS	-0.2%
SPORTS DRINKS	0.0%
RTD COFFEE	-0.3%
RTD TEA	-0.1%



Source: Nielsen Syndicated db Total US xAOC + Conv 13 weeks ending 12/31/2022

BRAND PERFORMANCE TOTAL U.S. ALL CHANNELS

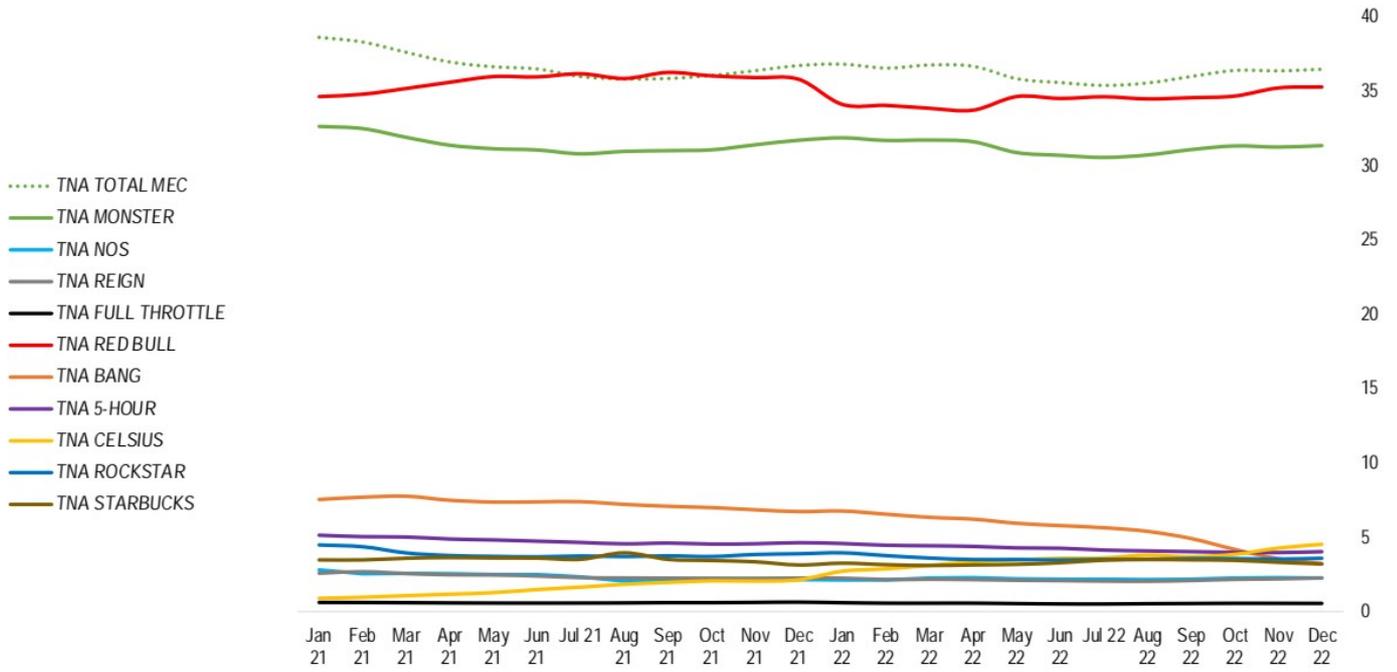
ALL MEASURED CHANNELS SNAPSHOT 13WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$4,753,185,856	10.9%	1,506,395,863	1.9%	100.0	0.0
TNA TOTAL MEC	\$1,730,303,145	11.0%	541,680,491	-1.2%	36.4	0.0
TNA MONSTER	\$1,487,239,921	10.6%	458,723,016	-1.8%	31.3	-0.1
TNA NOS	\$107,818,061	17.3%	35,082,006	4.2%	2.3	0.1
TNA REIGN	\$104,928,604	9.2%	36,585,168	-1.3%	2.2	0.0
TNA FULL THROTTLE	\$26,221,485	-0.6%	9,513,430	-7.6%	0.6	-0.1
TNA RED BULL	\$1,666,018,578	8.3%	482,828,757	2.3%	35.1	-0.8
TNA CELSIUS	\$200,774,117	124.8%	70,350,247	92.0%	4.2	2.1
TNA 5-HOUR	\$189,705,705	-3.3%	42,926,861	-8.6%	4.0	-0.6
TNA BANG	\$172,574,682	-41.1%	63,804,108	-43.5%	3.6	-3.2
TNA ROCKSTAR	\$169,013,536	3.5%	78,171,660	-8.2%	3.6	-0.3
TNA STARBUCKS	\$157,348,032	11.5%	44,368,056	2.4%	3.3	0.0
TNA C4	\$89,605,144	92.6%	32,347,503	90.7%	1.9	0.8
TNA ALANI NU	\$82,895,985	79.0%	25,427,662	61.7%	1.7	0.7
TNA GHOST	\$79,360,325	1084.3%	28,739,397	994.8%	1.7	1.5
TNA MTN DEW	\$39,648,910	-4.7%	17,060,046	-9.4%	0.8	-0.1
TNA ALL OTHER	\$180,032,773	10.0%	80,467,945	1.3%	3.8	0.0

Source: Nielsen Total US xAOC + Conv 13 weeks ending 12/31/2022 TNA Energy

ENERGY CATEGORY

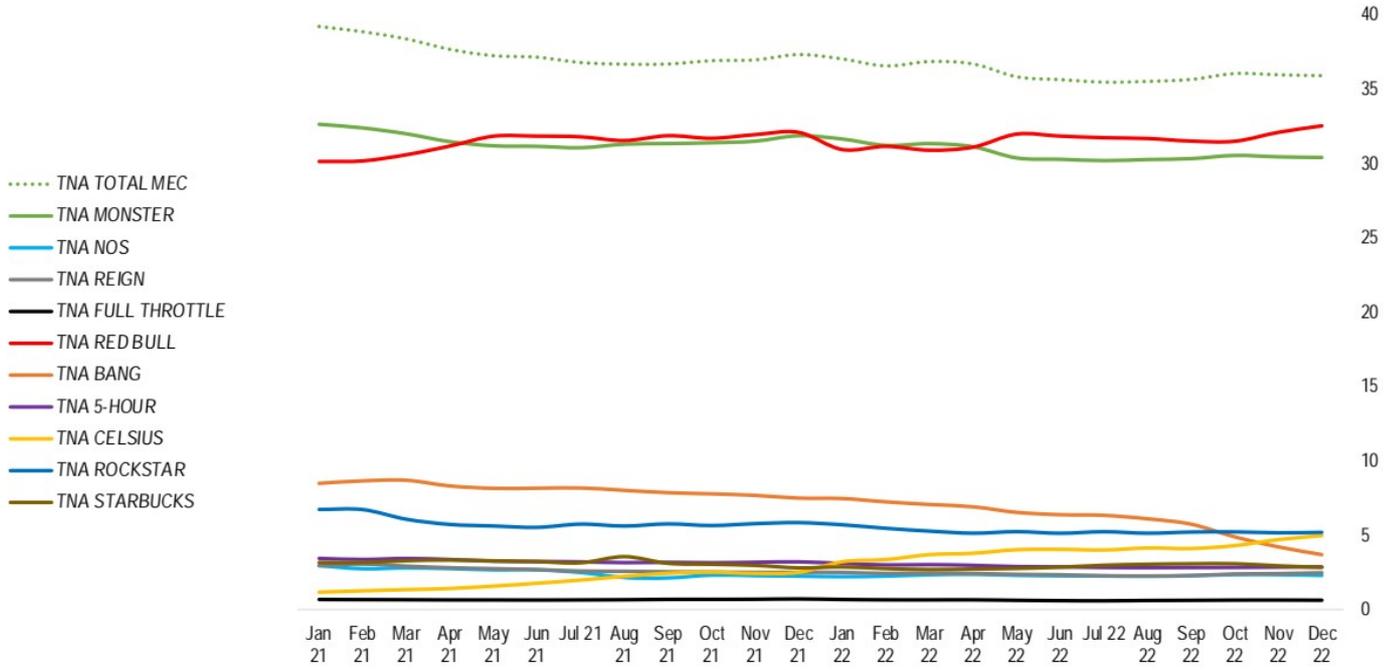
TOTAL U.S. DOLLAR SHARE – ALL MEASURED CHANNELS



Source: Nielsen Total US xAOC + Conv 24 months ending 12/31/2022 TNA Energy

ENERGY CATEGORY

TOTAL U.S. UNIT SHARE - ALL MEASURED CHANNELS



Source: Nielsen Total US xAOC + Conv 24 months ending 12/31/2022 TNA Energy

TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$3,057,170,615	9.5%	1,031,788,945	2.1%	100.0	0.0
TNA TOTAL MEC	\$1,131,054,794	10.4%	388,704,810	-0.2%	37.0	0.3
TNA MONSTER	\$950,494,257	9.5%	325,083,651	-1.0%	31.1	0.0
TNA NOS	\$79,175,704	16.6%	27,132,132	3.8%	2.6	0.2
TNA REIGN	\$76,406,085	14.9%	26,865,939	4.5%	2.5	0.1
TNA FULL THROTTLE	\$22,260,549	2.0%	8,402,244	-8.4%	0.7	-0.1
TNA RED BULL	\$1,110,180,130	6.6%	343,420,597	1.6%	36.3	-1.0
TNA BANG	\$121,738,842	-39.3%	44,928,127	-42.2%	4.0	-3.2
TNA 5-HOUR	\$121,357,667	-3.6%	33,397,267	-8.4%	4.0	-0.5
TNA ROCKSTAR	\$112,498,243	4.0%	50,268,396	-4.3%	3.7	-0.2
TNA STARBUCKS	\$104,849,990	11.2%	28,684,349	3.9%	3.4	0.1
TNA CELSIUS	\$96,221,503	157.9%	36,946,239	140.5%	3.1	1.8
TNA C4	\$69,455,649	98.8%	24,508,469	98.2%	2.3	1.0
TNA GHOST	\$60,707,383	1471.8%	21,428,957	1378.6%	2.0	1.8
TNA MTN DEW	\$26,643,551	-8.7%	10,652,851	-14.5%	0.9	-0.2
TNA ALANI NU	\$19,065,376	212.4%	6,555,941	195.1%	0.6	0.4
TNA ALL OTHER	\$86,115,684	-0.7%	43,513,787	-2.4%	2.8	-0.3

Source: Nielsen Total US Convenience 13 weeks ending 12/31/2022 TNA Energy

TOTAL U.S. CONVENIENCE SNAPSHOT 5WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$1,124,726,555	9.0%	380,559,442	2.1%	100.0	0.0
TNA TOTAL MEC	\$416,854,427	9.2%	142,729,645	-1.2%	37.1	0.1
TNA MONSTER	\$349,824,161	8.1%	119,300,318	-2.1%	31.1	-0.3
TNA NOS	\$29,015,591	16.1%	9,838,330	2.8%	2.6	0.2
TNA REIGN	\$28,971,205	17.0%	10,119,414	6.0%	2.6	0.2
TNA FULL THROTTLE	\$8,190,844	-1.9%	3,078,604	-11.7%	0.7	-0.1
TNA RED BULL	\$409,565,879	6.9%	128,400,501	2.9%	36.4	-0.7
TNA 5-HOUR	\$44,992,280	-4.0%	12,408,052	-8.6%	4.0	-0.5
TNA ROCKSTAR	\$41,789,991	2.7%	18,571,885	-5.8%	3.7	-0.2
TNA BANG	\$39,090,250	-46.3%	14,120,906	-50.0%	3.5	-3.6
TNA CELSIUS	\$38,720,986	169.7%	14,668,628	152.7%	3.4	2.1
TNA STARBUCKS	\$37,132,451	10.9%	10,123,146	4.1%	3.3	0.1
TNA C4	\$26,110,084	90.4%	9,169,438	88.6%	2.3	1.0
TNA GHOST	\$23,203,024	1403.1%	8,152,193	1318.3%	2.1	1.9
TNA MTN DEW	\$9,466,895	0.5%	3,786,607	-6.1%	0.8	-0.1
TNA ALANI NU	\$6,857,995	192.8%	2,352,690	178.2%	0.6	0.4
TNA ALL OTHER	\$31,794,920	0.9%	16,468,729	1.6%	2.8	-0.2

Source: Nielsen Total US Convenience 5 weeks ending 12/31/2022 TNA Energy

BRAND PERFORMANCE AMAZON

AMAZON SNAPSHOT 13 WKS (STACKLINE)

	\$ Vol	\$ Vol % Chg	U Vol	U Vol % Chg	\$ Shr	\$ Shr Chg
TOTALS	\$165,970,087	36.5%	6,715,960	41.7%	100.0	0.0
MEC	\$54,828,720	49.7%	1,675,076	35.4%	33.0	2.7
MONSTER	\$47,809,152	55.4%	1,342,529	43.4%	28.8	3.4
REIGN	\$7,019,567	19.6%	332,547	10.5%	4.2	-0.7
CELSIUS	\$28,765,575	31.6%	1,240,807	31.5%	17.3	-0.8
RED BULL	\$19,919,240	19.9%	606,470	41.8%	12.0	-1.8
VPX	\$7,852,700	70.2%	321,887	78.4%	4.7	0.9
ROCKSTAR	\$7,767,542	0.0%	334,956	10.6%	4.7	-1.8
C4	\$7,434,482	17.8%	489,130	20.8%	4.5	-0.8
ALANI NU	\$5,613,928	101.6%	232,142	110.5%	3.4	1.1
ZOA	\$5,340,361	473.5%	190,300	656.8%	3.2	2.5
V8	\$4,251,922	24.2%	268,472	21.7%	2.6	-0.3
GHOST ENERGY	\$3,720,501	12701.7%	119,521	9810.5%	2.2	1.4
MOUNTAIN DEW	\$1,937,570	-0.7%	85,512	-1.7%	1.2	-0.5
HIBALL ENERGY	\$1,905,810	70.9%	221,509	129.5%	1.1	0.2
GUAYAKI	\$1,502,445	128.3%	47,069	158.3%	0.9	0.4
OPTIMUM NUTRITION	\$1,239,597	-16.6%	53,568	-14.9%	0.7	-0.5
UPTIME	\$1,237,235	5.7%	37,625	-1.2%	0.7	-0.2
A/O	\$12,652,458	20.0%	791,916	69.6%	7.6	-1.1

Source: Stackline Total Amazon 13W/E 12/31/22 Energy Drinks

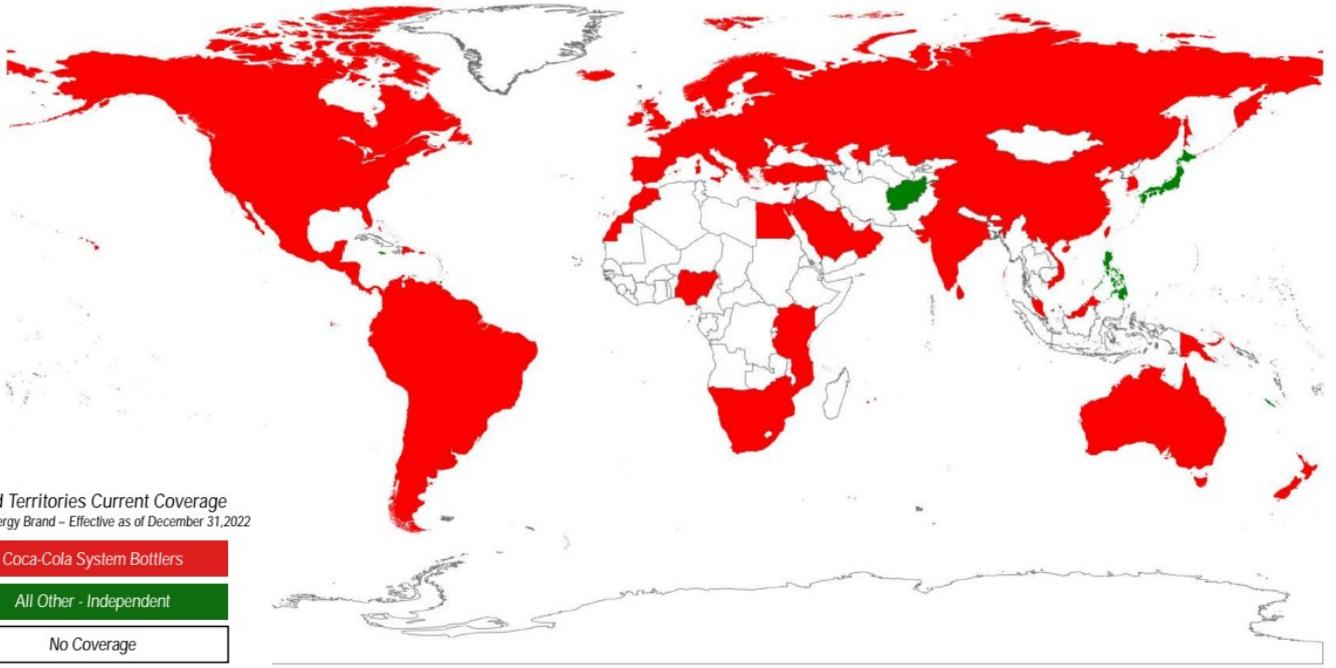
BRAND PERFORMANCE AMAZON

AMAZON SNAPSHOT 4 WKS (STACKLINE)

	\$ Vol	\$ Vol % Chg	U Vol	U Vol % Chg	\$ Shr	\$ Shr Chg
TOTALS	\$55,790,564	31.8%	2,267,102	29.6%	100.0	0.0
MEC	\$18,359,247	56.6%	565,044	44.6%	32.9	2.5
MONSTER	\$16,031,863	62.0%	452,357	52.2%	28.7	3.1
REIGN	\$2,327,384	27.4%	112,687	20.6%	4.2	-0.6
CELSIUS	\$9,581,668	40.3%	410,618	35.7%	17.2	-0.6
RED BULL	\$6,634,338	36.6%	214,759	97.7%	11.9	-0.7
C4	\$2,883,506	104.3%	119,325	97.5%	5.2	1.5
ROCKSTAR	\$2,571,258	17.8%	163,661	18.2%	4.6	-1.1
VPX	\$2,409,703	-2.0%	90,411	-3.6%	4.3	-2.1
ZOA	\$2,153,762	169.4%	96,464	231.5%	3.9	1.8
ALANI NU	\$1,547,484	210.7%	54,853	281.8%	2.8	1.5
V8	\$1,402,320	-1.4%	90,645	-7.0%	2.5	-1.2
GHOST ENERGY	\$1,372,202	40566.0%	42,565	39312.0%	2.5	2.1
MOUNTAIN DEW	\$682,845	77.8%	77,618	151.2%	1.2	0.2
HIBALL	\$662,366	3.9%	32,172	13.4%	1.2	-0.5
GUAYAKI	\$527,329	130.2%	16,901	158.3%	0.9	0.4
UPTIME	\$455,066	31.6%	13,825	22.6%	0.8	-0.1
OPTIMUM NUTRITION	\$449,349	-1.0%	18,796	-2.2%	0.8	-0.4
A/O	\$4,098,119	29.7%	259,445	88.1%	7.3	-0.9

Source: Stackline Total Amazon 4 W/E 12/31/22 Energy Drinks

DISTRIBUTION MONSTER ENERGY DRINKS



Maps not to scale

DISTRIBUTION

MONSTER IS NOW DISTRIBUTED IN
142 COUNTRIES AND TERRITORIES.

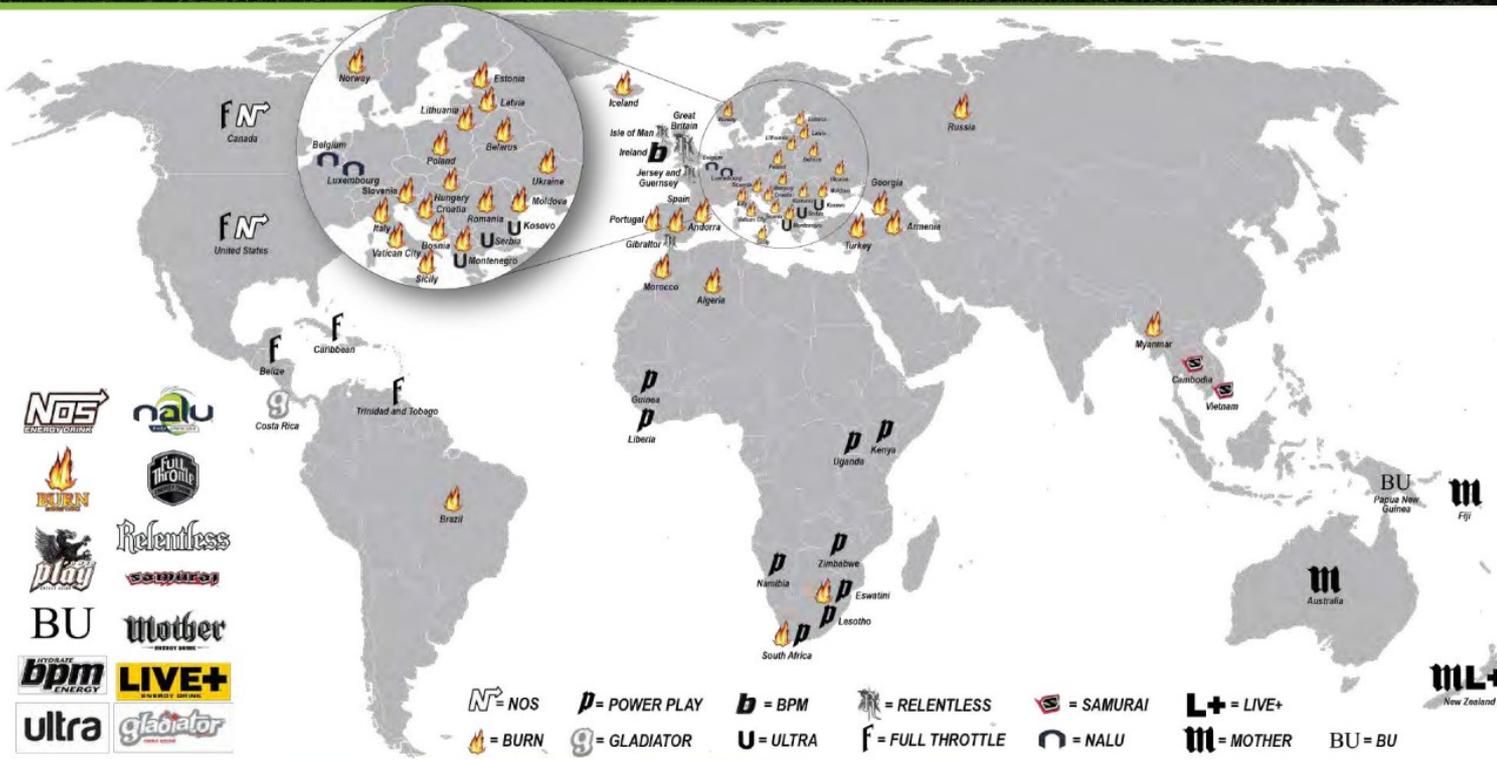
STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
63 COUNTRIES AND TERRITORIES.

REIGN IS NOW DISTRIBUTED IN
25 COUNTRIES AND TERRITORIES WORLDWIDE.

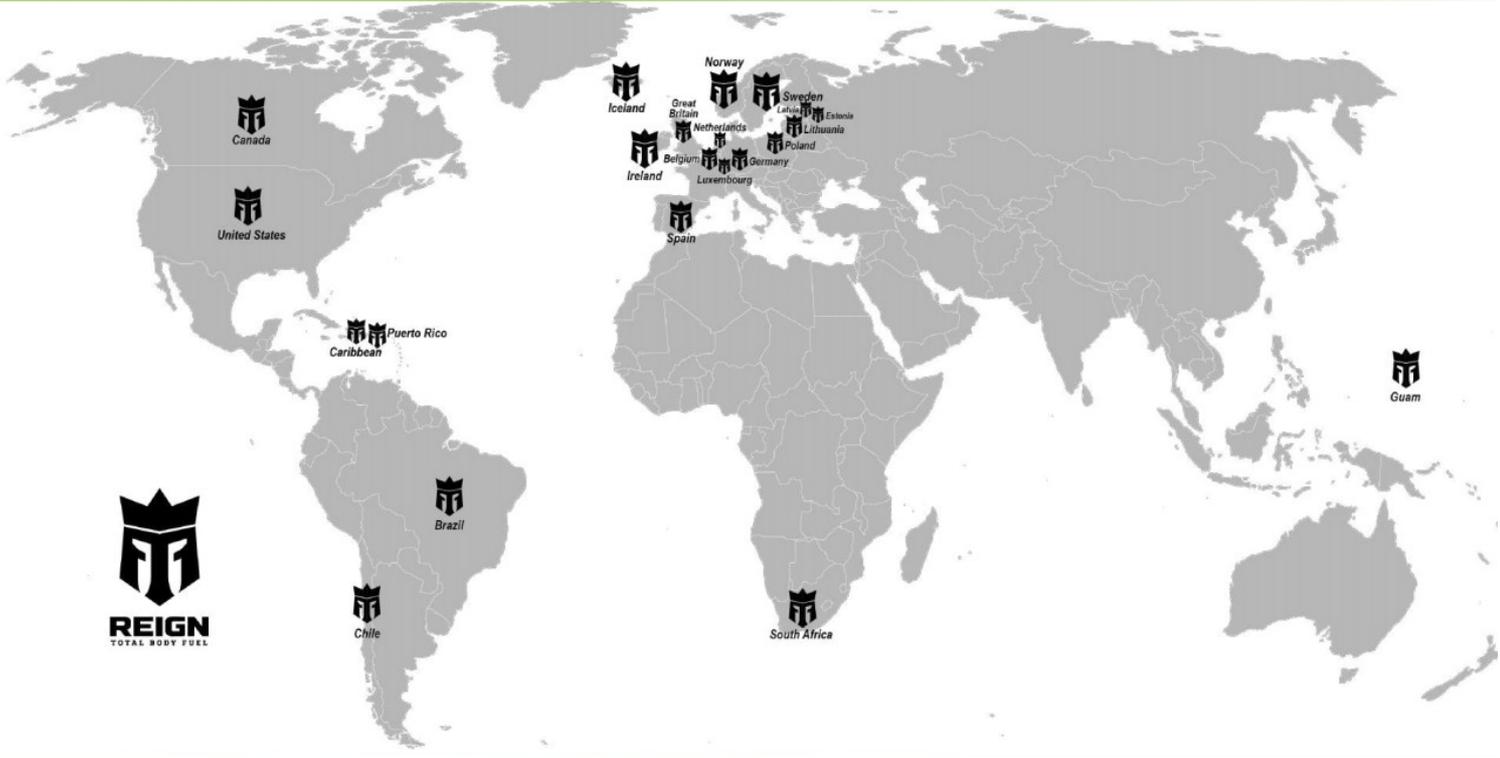
AFFORDABLE ENERGY (PREDATOR & FURY) IS NOW DISTRIBUTED IN
34 COUNTRIES AND TERRITORIES WORLDWIDE.

ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN
A TOTAL OF 157 COUNTRIES AND TERRITORIES WORLDWIDE.

STRATEGIC BRANDS EXISTING MARKETS



REIGN EXISTING MARKETS



AFFORDABLE ENERGY

EXISTING MARKETS



EXPANSION MARKETS

TARGETED LAUNCHES

EMEA

EGYPT (MONSTER)
MAURITIUS (PREDATOR)
PALESTINE (MONSTER)

APAC

AZERBAIJAN (PREDATOR)
BANGLADESH (PREDATOR)
CHINA (PREDATOR)
INDONESIA (PREDATOR)
IRAQ (PREDATOR)
PAKISTAN (PREDATOR)
PHILIPPINES (PREDATOR)
THAILAND (PREDATOR)
UZBEKISTAN (PREDATOR)

LATAM

BELIZE (MONSTER & PREDATOR)
BOLIVIA (FURY)
CHILE (REIGN)
COLOMBIA (FURY)
COSTA RICA (FURY)
ECUADOR (FURY)
GUATEMALA (FURY)
GUYANA (PREDATOR)
NICARAGUA (FURY)
PANAMA (FURY)
PERU (FURY)
SURINAME (MONSTER & PREDATOR)
VENEZUELA (MONSTER)

CARIBBEAN

ANGUILLA (PREDATOR)
ANTIGUA & BARBUDA (PREDATOR)
BARBADOS (PREDATOR)
DOMINICA (PREDATOR)
GRENADA (PREDATOR)
ST. KITTS (PREDATOR)
ST. VINCENT (PREDATOR)
ST. LUCIA (PREDATOR)

VALUE SHARE GROWTH SELECT GLOBAL MARKETS

SELECT GLOBAL MARKETS SNAPSHOT YTD

	MONSTER VALUE SHARE LATEST YTD '21	MONSTER VALUE SHARE LATEST YTD '22	PORTFOLIO VALUE SHARE LATEST YTD '21	PORTFOLIO VALUE SHARE LATEST YTD '22	MONSTER VALUE GROWTH	ENERGY Catego VALUE GROWTH
ARGENTINA	48.4%	52.0%	48.4%	52.0%	195.4%	175.0%
AUSTRALIA	14.0%	14.9%	25.8%	26.3%	19.0%	11.6%
BRAZIL	35.6%	40.0%	40.2%	41.6%	43.3%	27.7%
CANADA	36.0%	36.2%	41.3%	40.7%	14.7%	14.1%
CHILE	42.2%	38.0%	42.2%	38.3%	14.8%	15.6%
FRANCE	28.8%	31.7%	28.8%	31.7%	38.0%	25.0%
GERMANY	15.0%	15.3%	15.5%	15.7%	12.8%	10.5%
GREAT BRITAIN	28.8%	30.0%	32.4%	33.6%	19.0%	14.3%
JAPAN	52.8%	54.4%	52.8%	54.4%	2.2%	-0.9%
MEXICO	28.4%	29.4%	30.4%	32.5%	29.4%	24.9%
POLAND	19.3%	19.6%	21.9%	22.2%	28.6%	26.1%
SOUTH AFRICA	20.0%	19.6%	38.8%	36.5%	17.6%	20.3%
SOUTH KOREA	59.2%	59.6%	59.2%	59.6%	23.4%	22.6%
SPAIN	37.3%	39.9%	44.0%	45.5%	30.6%	22.2%

Most Recent Data Available:

Source: Nielsen Argentina All Channels YTD thru 11/30/22; Australia All Channels YTD thru 12/11/22; Nielsen Brazil All Channels YTD thru 11/30/22; Nielsen Canada All Channels YTD thru 12/04/2021; Nielsen Chile All Channels YTD thru 11/30/22; Nielsen France All Measured Retail Channels YTD thru 12/04/2022; Nielsen Germany All Measured Retail Channels excl. Hard Discounters YTD thru 12/04/2022; Nielsen Great Britain All Measured Retail Channels YTD thru 12/03/2022; Intage Japan CVS channel YTD thru 11/30/22; Nielsen Mexico All Channels YTD thru 11/30/2022; Nielsen Poland All Measured Retail Channels YTD thru 11/30/2022; Nielsen South Africa All Measured Retail Channels YTD thru 11/27/2022; Nielsen South Korea All Channels YTD thru 11/30/2022; Nielsen Spain All Measured Retail Channels YTD thru 12/04/2022

UPDATES ON CHINA 2022

REINFORCING BRAND FOUNDATIONS

EXPANDING THE ULTRA LINE



New 2022 New 2023

FOCUS ON TOP BIG CITIES/PROVINCES



- Shanghai
- Beijing
- Guangdong
- Jiangsu
- Zhejiang
- Henan
- Liaoning
- Sichuan
- Hunan
- Shandong

STRENGTHENING ASSOCIATION WITH ACTION /STREET SPORTS



Su Yiming: Gold Medalist Olympics 2022



Street Basketball activations in Top Cities

BUILD AVAILABILITY IN CORE CHANNELS



Continuous distribution expansion in Vending, Modern and General Trade

MAJOR SPONSORSHIPS 2022



TOP AMBASSADORS 2022



TIGER WOODS
GOLF LEGEND



LEWIS HAMILTON
7X FORMULA 1 CHAMPION



VALENTINO ROSSI
9X MOTOGP CHAMPION



ROB GRONKOWSKI
4X SUPERBOWL CHAMPION



CHLOE KIM
OLYMPIC AND X GAMES
SNOWBOARD CHAMPION



BRITTANY FORCE
2X NHRA TOP FUEL CHAMPION



NYJAH HUSTON
STREET SKATE LEGEND



KURT BUSCH
NASCAR AND DAYTONA 500
CHAMPION



JAMIE ANDERSON
WINNINGEST FEMALE X GAMES
ATHLETE



KEN BLOCK
VIRAL VIDEO PHENOMENON

CHAMPIONS 2022



FRANCESCO BAGNAIA
MOTOGP WORLD CHAMPION



ELI TOMAC
SUPERCROSS, MOTOCROSS & MOTOCROSS OF
NATIONS CHAMPION



FILIPE TOLEDO
SURFING WORLD CHAMPION



RAYSSA LEAL
STREET LEAGUE OF SKATEBOARD
WORLD CHAMPION



ZOI SADOWSKI-SYNNOTT
X GAMES SNOWBOARD
SLOPESTYLE CHAMPION



ALEX HALL
MEN'S SKI BIG AIR CHAMPION



BRITTANY FORCE
NHRA TOP FUEL CHAMPION



TY GIBBS
NASCAR XFINITY CHAMPION

MMA CHAMPIONS 2022



CRIS CYBORG
WOMEN'S FEATHERWEIGHT CHAMP



PATRICIO PITBULL
MEN'S FEATHERWEIGHT CHAMP



SERGIO PETTIS
MEN'S BANTAMWEIGHT CHAMP



JOHNNY EBLEN
MEN'S MIDDLEWEIGHT CHAMP



ALEX PEREIRA
MIDDLEWEIGHT CHAMPION

PRIMARY SPONSOR

UFC
BELLATOR



World Champions, Three In A Row



FRANCESCO BAGNAIA
2022
WORLD CHAMPION



FABIO QUARTARARO
2021
WORLD CHAMPION



JOAN MIR
2020
WORLD CHAMPION

E-SPORTS EVENTS 2022



TEAM LIQUID



ALLIANCE



GEN.G



EVIL GENIUSES



ZETA DIVISION



NAVI



@LuluLuvly
3.5M Followers
USA



@Teep
1.7M Followers
USA



@Jericho
3.3M Followers
USA



@PintiPanda
2.4M Followers
Turkey



@El Fedelobo
2.9M Followers
Argentina



@SkyrozTV
4.2M Followers
France/Mexico



@Pow3r
3.5M Followers
Italy

TOP ARTISTS



BUN B



ANTHRAX



COLE SWINDELL



N.O.R.E



BENNY THE BUTCHER



ILLENIUM



FEID



JONATHAN DAVIS



ROYCE DA 5'9"

Live music made a huge comeback in 2022. Live Nation reported selling 100 million concert tickets from Jan – July 2022 versus 75 million during the same time period in 2019.

Source: Axios. Live events take off like a rocket, September 2022

TOP FESTIVALS



KEY HIGHLIGHTS

190MM Total Engagements
47K Engagements per post
Increased Engagements per post
YoY by 11%

2.8B Total Impressions
247MM Video Views
Increased TikTok Impressions
YoY by 129.87%

 **8,212,233**
Instagram
Followers

 **3,106,641**
YouTube
Subscribers

 **25,261,528**
Facebook
Followers

 **1,770,396**
TikTok
Followers

 **27,812**
Twitch
Subscribers

 **3,036,384**
Twitter
Followers



MONSTER ENERGY ON INSTAGRAM



ACTIVATION OF TRIMESTER PROMOTIONS



PROMO Twitter Campaign:
 Monster generated 67,391 promotional opt-ins for exclusive giveaways & the chance to spend time with Monster talent.



MOTOR SPORTS ON TIKTOK

2022 U.S. PROGRAMS

T1

Focus on Innovation



T2

ALL ACCESS PASS
RETAIL PROMOTION



Consumers purchasing Monster Energy products could win "All Access" to the Monster Sponsored Event of their choice.

T3

APEX LEGENDS
RETAIL PROMOTION



On-Can promotion featuring APEX Legends video game. Consumers purchasing Monster Energy received in-game assets.

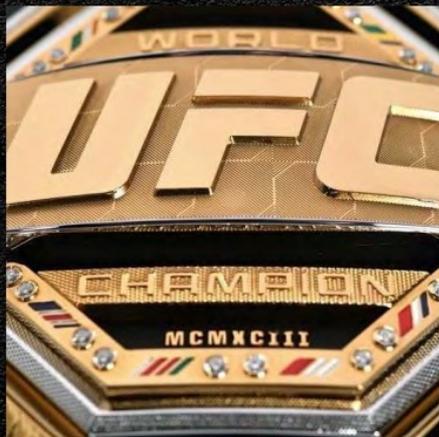
MONSTER ENERGY PROMOTIONS 2023

T1 - ZERO SUGAR



A full 360 launch designed to garner maximum awareness. Program will include national media campaign supported by PR, POS materials, sports properties, ambassadors, sampling and digital etc.

T2 - UFC PROMO



A global promotion to celebrate UFC's 30th Anniversary. Program elements include fly away prizing, meet and greets, merch giveaways 1 year of PPV fights + Fight Week tickets. Program will be supported globally by digital media.

T3 - GAMING PROMO

TOP VIDEO GAME PROPERTY

Capitalizing on the global success of our gaming promotions we will continue to span 40+ countries using co-branded cans, curated exclusive game play content, esports, gaming ambassadors and custom digital support to engage our fans.

RETAIL PROMOTIONS EMEA 2022

2022 EMEA PROGRAMS

COUNTRIES COULD RUN THREE OR FOUR PROMOTIONS PER YEAR

Q1

**UFC RETAIL PROMO
& CONTENT**



Q2

**PARTY IN MIAMI
RETAIL PROMO**



Q3

**ALL ACCESS RETAIL
PROMO & CONTENT**



Q4

**APEX LEGENDS RETAIL
PROMO & CONTENT**



JAVA MONSTER

COFFEE WITH ATTITUDE



2022 FOCUS PERIOD SUPPORT



JAVA MONSTER FOCUS PERIOD: NATIONAL DIGITAL CAMPAIGN AND AMBASSADOR SUPPORT



ELLE KING/BILL FARRELY COLLABORATION



SAMPLING TRUCK TOUR



EVENT ACTIVATIONS

ULTRA FLAVOR UNLEASHED

This section features a collage of promotional content. At the top left, there are logos for YouTube, Meta, and Tremor Video, along with social media icons for TikTok, Spotify, and Snapchat. To the right, there is a poster for 'Vaporwave Miami' featuring 'COI Leray' and a woman. Below these are three smartphone screens displaying various content: a person playing a trumpet, a person in a dark setting, and a person drinking from a can.

NATIONAL PROMOTION + COI LERAY PARTNERSHIP

This section features promotional content for 'Ultra Peachy Keen'. It includes three posters: one for 'PEACHY KEEN' with 'COMING SOON', one for 'ULTRA PEACHY KEEN' with 'ONLY AVAILABLE IN CRACK LEEZ SLEEK CAN', and another for 'ULTRA PEACHY KEEN'. Below the posters are three smartphone screens showing a person drinking from a can, a person holding a can, and a person holding a can. To the right, there are logos for YouTube, Meta, STV, Epsilon, and a Snapchat icon.

INNOVATION - ULTRA PEACHY KEEN

This section features promotional content for digital programming. At the top, there is a 'SUMMER' label and logos for Epsilon, Meta, STV, TikTok, true[X], and YouTube. Below these are two smartphone screens displaying 'ZERO SUGAR' and a can of 'MONSTER'. At the bottom, there is a 'FALL' label and logos for Epsilon, Meta, TikTok, STV, and YouTube. A large smartphone screen in the center displays 'ZERO SUGAR' and a can of 'MONSTER'.

DIGITAL PROGRAMMING

JUICE TAKE FLAVOR TO THE LIMITS



FURTHERED DEVELOPED JUICE PRESENCE
ON MONSTER SOCIAL CHANNELS

2022 SOCIAL



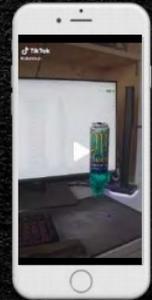
EPSILON

Meta

GSTV



true[X]



2022 INNOVATION - AUSSIE STYLE LEMONADE

REHAB MONSTER REFRESH + RECOVER + REVIVE



2022 INNOVATION
REHAB MONSTER WATERMELON LAUNCH



NATIONAL DIGITAL CAMPAIGN AND
AMBASSADOR SUPPORT



EVENT ACTIVATIONS

REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS



INNOVATION & EXPANSION



CONSUMER ENGAGEMENT PROGRAMMING



REIGN INNOVATION 2023



16oz



12oz

MONSTER U.S. INNOVATION 2023



STRATEGIC BRANDS INNOVATION 2023



AFFORDABLE ENERGY DISTRIBUTION

FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES IN 2022



ACTIVE COUNTRIES

- Afghanistan/PREDATOR
- Botswana/PREDATOR
- Cambodia/PREDATOR
- Costa Rica/FURY
- Egypt/FURY
- El Salvador/FURY
- Eswatini/PREDATOR
- Ethiopia/PREDATOR
- Ghana/PREDATOR
- Honduras/FURY
- India/PREDATOR
- Jordan/PREDATOR
- Kazakhstan/PREDATOR
- Kenya/PREDATOR
- Malaysia/PREDATOR
- México/PREDATOR
- Mozambique/PREDATOR
- Myanmar/PREDATOR
- Namibia/PREDATOR
- Nicaragua/FURY
- Nigeria/PREDATOR
- Poland/PREDATOR
- Saudi Arabia/PREDATOR
- South Africa/PREDATOR
- Trinidad & Tobago/PREDATOR
- Turkey/PREDATOR
- UAE/PREDATOR
- Uganda/PREDATOR
- Vietnam/PREDATOR
- Zambia/PREDATOR

FUTURE LAUNCHES

- Azerbaijan/PREDATOR
- Belize/PREDATOR
- Bolivia/FURY
- Brazil/TBD
- Chile/FURY
- China/PREDATOR
- Colombia/FURY
- Dominican Republic/TBD
- Ecuador/FURY
- Georgia/PREDATOR
- Guatemala/FURY
- Guyana/TBD
- Indonesia/PREDATOR
- Iraq/PREDATOR
- Kyrgyzstan/PREDATOR
- Mauritius/PREDATOR
- Pakistan/PREDATOR
- Panama/FURY
- Paraguay/TBD
- Peru/FURY
- Philippines/PREDATOR
- Tajikistan/PREDATOR
- Thailand/PREDATOR
- Uzbekistan/PREDATOR



ACTIVE COUNTRIES

FUTURE LAUNCHES



AFFORDABLE ENERGY INNOVATION

FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES



NOS GET AFTER IT



NATIONAL DIGITAL MEDIA
DELIVERING OVER 600M IMPRESSIONS



ATHLETES & PARTNERS
12 ATHLETES / 300+ EVENTS

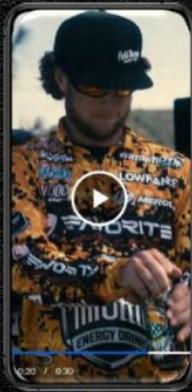


CONTENT & PARTNERSHIPS
GENERATED OVER 100M VIEWS



Source: Facebook Ads Manager, Google Campaign Manager

FULL THROTTLE *Hard Working American Energy*



NATIONAL & LOCAL DIGITAL MEDIA
Delivering 68M Impressions

ATHLETES & AMBASSADOR CONTENT
6 Partners



RELENTLESS #WITHOUTLIMITS

OWNING UK RAP, URBAN MUSIC AND THE CULTURE THAT SURROUNDS IT.



TOP TIER UK ARTIST COLLABORATIONS



MAJOR FESTIVAL SPONSORSHIPS



CORE COMMUNITY EVENTS AND STORYTELLING CAMPAIGNS



KEY MUSIC MEDIA PARTNERSHIPS



DELIVERING ICONIC PARTY MOMENTS VIA

MUSIC
AMBASSADORS, MAJOR FESTIVALS
AND UNIVERSITY STUDENT ACTIVATIONS.



DANCE
FUN, SELF-EXPRESSION, FLUID, AND ALWAYS
SHAREABLE. NO NEED TO BE A PRO.



STYLE
AMBASSADORS AND STREET CULTURE PARTNERS
WHO SUPPORT EXPRESSING INDIVIDUALITY
EVERY POSSIBLE WAY.



MOTHER ENERGY

ALWAYS ON! ENERGY FOR ALL OCCASIONS!

COMEDY & ADVENTURE



Mother
ENERGY DRINK

LIVE+ ENERGY THIS IS LIVIN'

EZ LIFESTYLE & COMEDY



POWERPLAY PLAY HARD

LOCAL URBAN MUSIC AND STREET CULTURE



FRUITS, ART & URBAN LIFESTYLE



IN-STORE



TARGETED SAMPLING



ABOVE THE LINE



BRAND AMBASSADORS



DIGITAL



PREDATOR AND FURY AFFORDABLE ENERGY

FOR CONSUMERS DEMANDING FUNCTIONALITY, TASTE AND LIFESTYLE BUT POSITIONED WITHIN THE AFFORDABLE ENERGY CATEGORY.

INCREMENTAL OPPORTUNITIES IN LATAM, EASTERN EUROPE, AFRICA, MIDDLE EAST AND SOUTHEAST ASIA. A DIFFERENTIATED TARGET CONSUMER FROM PREMIUM ENERGY DRINKERS.

PREDATOR HAS A UNIQUE POSITIONING AND OWNABLE LOOK & FEEL: BRAND ICON, GOLD COLOUR AND AMBASSADORS THAT EMBRACE THE CONQUERING SPIRIT.



Official Energy Drink Partner



GLOBAL ASSET
LIVERPOOL FOOTBALL CLUB

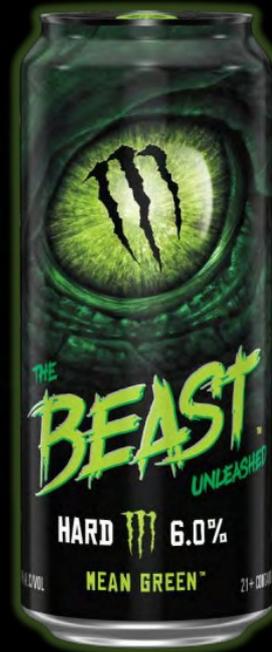


DIGITAL AND SOCIAL MEDIA
PREDATOR

INTRODUCING



THE
BEAST
UNLEASHED
HARD  6.0%



Our original crew has been making drinks for 30+ years now. Our favorite brand Monster Energy is about to turn 21.

We figured why not celebrate the big day by making an adult beverage. We hit delete on the energy blend, cut out the caffeine and ditched the sugar.

Next we brewed up the smoothest tasting alcohol ever and blended it with our tried and true flavors.

The Beast is Unleashed! Great Taste, six point "oh my" percent alcohol and no sugar to weigh you down.

Get ready to celebrate and don't be afraid of the big bad beast.

TRIED & TESTED BOLD FLAVORS

16oz Single Cans



6.0% ABV

12 pack variety - 12oz slim



THE BEAST UNLEASHED

Motorsports



Proposed NASCAR Team



Digital



Digital & Social Media Launch Campaigns

Ambassadors Launch Support



MONARCHY BEVERAGE COMPANY

Develop and build new and emerging non-alcohol brands



19.2oz Tall Boy Cans

TOUR WATER

**The Original,
Now Available for Everyone**
Monster made canned water cool back in 2003, but it was exclusive to Monster athletes & musicians. Ensuring they always had the essence of Monster in hand, even when they needed to quench their thirst with water. But it couldn't be just any water... We gave them Tour Water



16oz Multipack



CANARCHY

CRAFT BREWERY COLLECTIVE



Main Brands

BRAND FAMILY

SPONSORSHIP

SAMPLING

PROGRAMS





REBRAND

SPONSORSHIP

SAMPLING

PROGRAMS



BEER THAT WORKS. OSKAR BLUES BREWERY



Outside Events
CYCLING SERIES



BEER THAT WORKS. OSKAR BLUES BREWERY



WILD BASIN
• HARD SELTZER •



REBRAND



SPONSORSHIP



SAMPLING



POS

2021 SUSTAINABILITY REPORT

The Company published its 2021 Sustainability Report** and made the following commitments:

Climate

- Committed to setting a Scope 1 and 2 reduction target by the end of 2023 in line with a 1.5-degree pathway.
- Committed to completing a full Scope 3 GHG inventory by the end of 2023.

Water

- Committed to setting a water-related goal and policy by the end of 2023.

Framework

- Committed to incorporating the TCFD framework into our next Sustainability Report.



ONE

INTRODUCTION

2021 was another rewarding year in Monster's ESG journey. From extending our diversity and inclusion program, to tracking the environmental impacts of our operations and strengthening the ESG pillars of our company, our sustainability journey continues with much done and more to do.

** Content on the Company's website, including the Company's sustainability report, is not, and shall not be deemed to be, part of this filing or incorporated herein or into any of our other filings with the Securities and Exchange Commission (the "SEC")

Monster Beverage Corporation's CDP Score For Climate Change in 2022 Rose to "B-"

A score of "B" suggests a transition to managing environmental impact.



American Fruits and Flavors, a wholly owned subsidiary, earned a Silver EcoVadis Medal and improved its score by 5 percentage points in 2021.



The Company is implementing a full solar project at our Corona headquarters buildings, Rialto warehouse and new AFF San Fernando site.

The anticipated annual carbon savings is equivalent to:

- › 500,943,825 smartphones charged
- › 4,556,370 lbs. of coal burned
- › 519 homes' energy use for one year



EQUITY DIVERSITY AND INCLUSION

Ongoing Assessment and Analysis

The Company conducted an EDI maturity analysis, internal focus groups and executive meetings with experts in the field of EDI to further assess the Company's EDI needs.

Training and Development

Company executives, new employees, emerging leaders and business unit leaders underwent inclusive leadership and unconscious bias training by EDI trainers and world class experts.

Philanthropy

The Company has made and will continue to make financial contributions to those organizations who are empowering underrepresented people in our communities.

GLOBAL PHILANTHROPIC SUPPORT 2022 HIGHLIGHTS

NATURAL DISASTER SUPPORT

MECares sent financial support to Team Rubicon, as well as truckloads of product to the National Guard, as the team provided aid during Hurricanes Fiona and Ian.

MILITARY SUPPORT

MECares continued to support U.S. military responses around the globe in 2022, including those deployed to assist with national disasters. Through the USO, MECares provided support to troops stationed in NATO ally countries neighboring Ukraine amid the ongoing war.

MECares also supports charities that provide educational scholarships to Veterans, their spouses and children, as well charities such as Craig Morgan's Operation Finally Home, which builds or improves houses for America's Veterans, first responders and their families.

SOCIAL RESPONSIBILITIES

MECares works with our own athlete ambassadors to support their causes, such as Kurt Busch's Atrium Health Foundation, and Rob Gronkowski's Gronk Nation Youth Foundation.



DONATED OVER 1.5 MILLION PRODUCTS TO FIRST RESPONDERS AND NATURAL DISASTER AREAS GLOBALLY

GLOBAL PHILANTHROPIC SUPPORT 2022 HIGHLIGHTS

MECARES SUPPORTS NUMEROUS CHARITIES UNDER OUR PLATFORMS:

- Military — Active Duty, Injured & Retired
- Our Athletes & Their Charities
- First Responders
- Social Responsibilities
- Education

INTERNATIONAL

MECares became an official partner of the Invictus Games, and provided special support to Team Ukraine during the event.

Through Lions Club International, MECares also financially supported a project to build water reservoirs and check dams in several towns and villages throughout India, dramatically improving the lives of local farmers and tribal women.

CARING FOR OUR OWN

MECares assists our global human resource team in aiding Monster Energy employees and brand ambassadors through unexpected challenges that affect their lives. This ongoing program supports our Monster Energy Family around the world.

EMPLOYEE MATCH PROGRAM / VOLUNTEER TIME OFF

MECares matches employee monetary donations to their favorite charities, up to a maximum amount annually. Team members are also given paid time off work so they can volunteer at a charity of their choosing.



SOLID FINANCIAL RESULTS

30 CONSECUTIVE YEARS OF INCREASED SALES

SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

ACHIEVED \$5.5 BILLION IN NET SALES IN 2021

UP 20.5% OVER NET SALES OF \$4.6 BILLION IN 2020.

ACHIEVED \$1.4 BILLION IN NET INCOME IN 2021

DOWN 2.3% FROM NET INCOME OF \$1.4 BILLION IN 2020.

ACHIEVED \$2.57 IN DILUTED EARNINGS PER SHARE IN 2021

DOWN 2.4% FROM DILUTED EARNINGS PER SHARE OF \$2.64 IN 2020.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2022, ACHIEVED \$4.8 BILLION IN NET SALES

UP 16.6% OVER NET SALES OF \$4.1 BILLION FOR THE SAME PERIOD IN 2021.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2022, ACHIEVED \$890.0 MILLION IN NET INCOME

DOWN 15.7% FROM NET INCOME OF \$1.1 BILLION FOR THE SAME PERIOD IN 2021.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2022, ACHIEVED \$1.66 IN DILUTED EARNINGS PER SHARE

DOWN 15.6% FROM DILUTED EARNINGS PER SHARE OF \$1.97 FOR THE SAME PERIOD IN 2021.

KEN BLOCK IN MEMORY



1967 - 2023
43 FOREVER



QUESTION AND ANSWER SESSION
TO BEGIN SHORTLY

MONSTER

BEVERAGE CORPORATION
JANUARY 17, 2023



ELI TOMAC
2022 SUPERCROSS, MOTOCROSS,
MOTOCROSS OF NATIONS CHAMPION



RAYSSA LEAL
2022 SLS SUPER CROWN
SKATEBOARD WORLD CHAMPION



FILIPE TOLEDO
2022 WSL SURFING
WORLD CHAMPION

