

MONSTER

BEVERAGE CORPORATION



CHLOE KIM

2024 X GAMES SUPERPIPE GOLD MEDALIST



LANDO NORRIS

2024 F1 4X GRAND PRIX WINNER



JON JONES

2024 UFC HEAVYWEIGHT CHAMPION

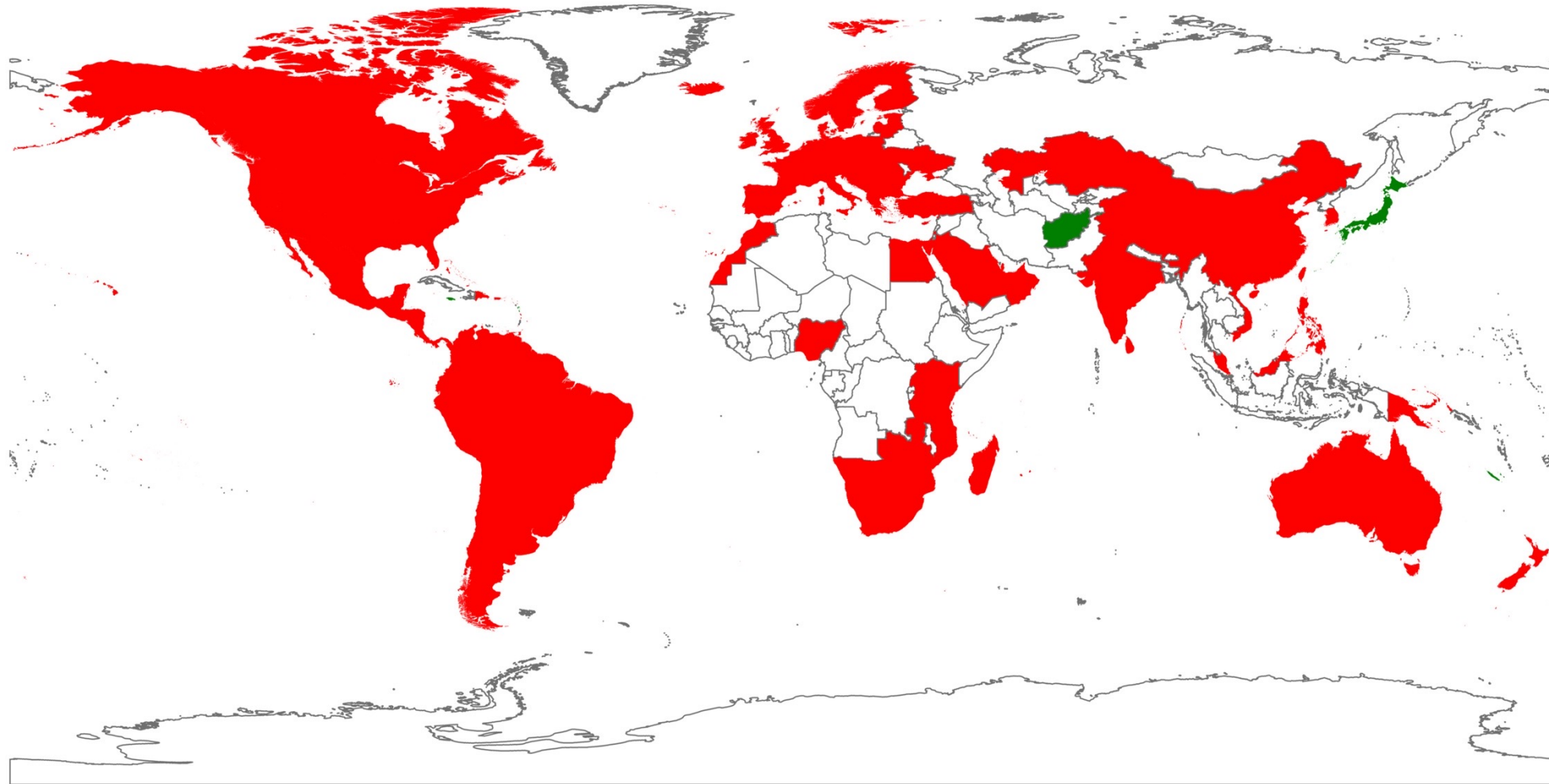


SAFE HARBOR STATEMENT






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 military conflicts, including supply chain disruptions, volatility in commodity prices, increased economic uncertainty and escalating geopolitical tensions; 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 and achieving profitability within our Alcohol Brands segment; 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 Bang Energy® businesses and assets, transition the acquired beverages to the Company’s primary distributors, and retain and increase sales of the acquired beverages; 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 and changes in demand due to such economic conditions, including a slowdown in consumer spending generally or reduced demand for consumer goods; changes in consumer preferences; adverse publicity surrounding obesity, alcohol consumption and other health concerns related to our products, product safety and quality; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; 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 retort production; disruption to our manufacturing facilities and operations related to climate, labor, production difficulties, capacity limitations, regulations or other causes; 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; the impact of proposals to limit or restrict the sale of energy or alcohol drinks to minors and/or persons below a specified age and/or restrict the venues and/or the size of containers in which energy or alcohol 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, 2023 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.

DISTRIBUTION MONSTER ENERGY DRINKS



Map not to scale.

World Territories Current Coverage
Monster Energy Brand - Effective as of December 31, 2024

-  Coca-Cola System Bottlers
-  All Other - Independent
-  No Coverage

AFFORDABLE ENERGY EXISTING MARKETS



CURRENTLY DISTRIBUTED IN 34 MARKETS
PLANNED EXPANSION INTO ADDITIONAL MARKETS



DISTRIBUTION



MONSTER IS NOW DISTRIBUTED IN
142 COUNTRIES AND TERRITORIES.

STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
57 COUNTRIES AND TERRITORIES.

REIGN IS NOW DISTRIBUTED IN
26 COUNTRIES AND TERRITORIES.

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

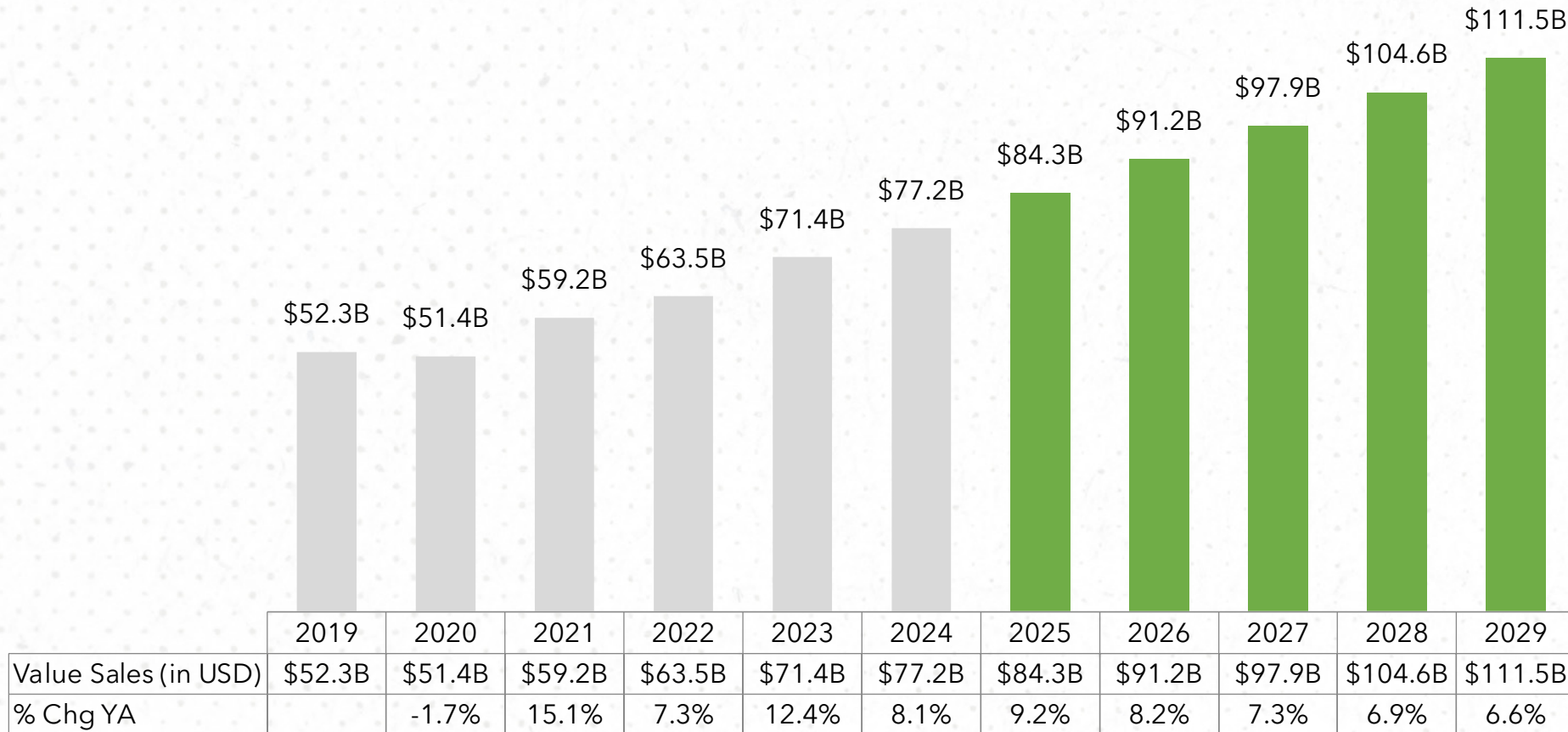
ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN
A TOTAL OF 159 COUNTRIES AND TERRITORIES WORLDWIDE.

GLOBAL ENERGY DRINK FORECAST



- GlobalData projects that global off-trade retail sales of energy drinks will experience a robust growth, with a compound annual growth rate (CAGR) of **7.6%** from 2025 to 2029.

GLOBAL OFF-TRADE RETAIL SALES & FORECAST OF ENERGY DRINKS 2019-2029



EMELIE TIRRE

Chief Commercial Officer

THE AMERICAS REGION OVERVIEW



43 Territories



91 Coca-Cola Bottlers



8 Brand Families



Markets with MEC Value Share Leadership



Source: Nielsen Select LATAM Markets Argentina, Brazil, Chile, Mexico, Paraguay, Uruguay 1 month ending November 2024; Nielsen Total Puerto Rico All Channels 2 months ending November 2024; Nielsen Total US xAOC + Conv 1 month ending December 2024 TNA Energy; Nielsen Total Canada All Channels 4 weeks ending December 2024

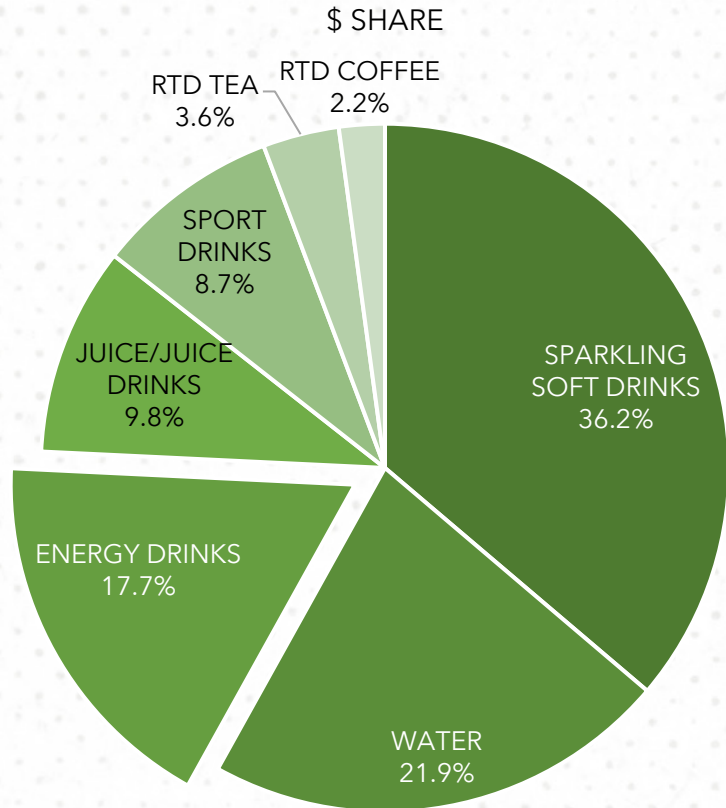
BEVERAGE LANDSCAPE

TOTAL U.S. ALL CHANNELS, 2024, DOLLAR VOLUME



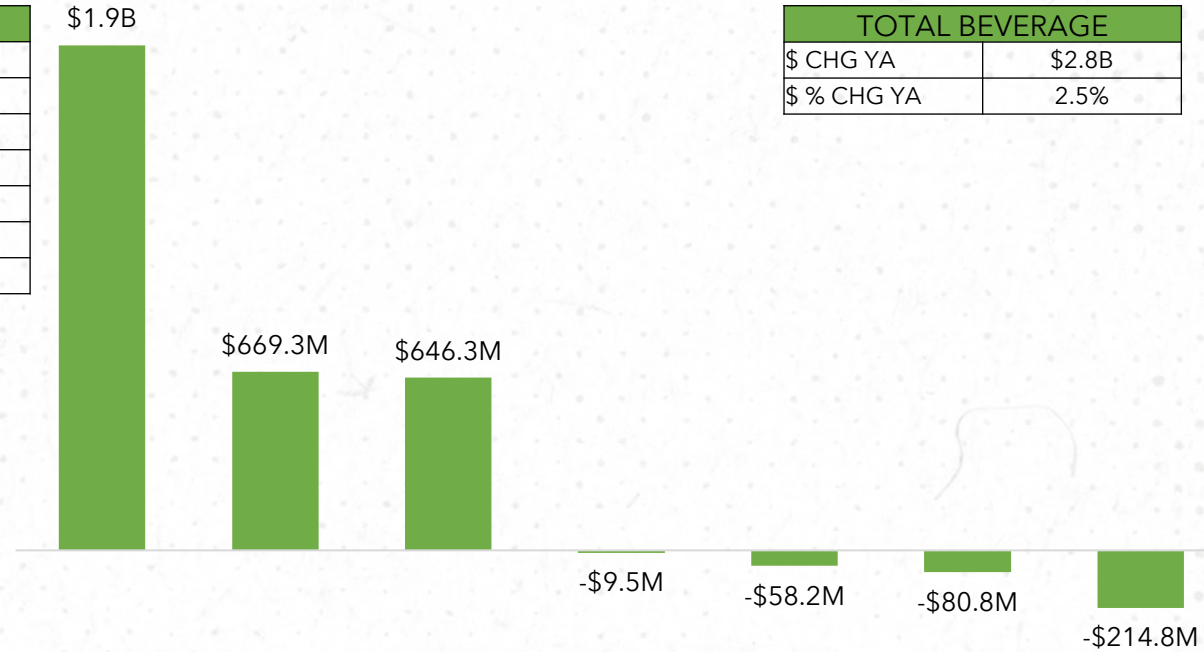
- In 2024, the U.S. market for non-alcoholic ready-to-drink beverages generated \$116.6 billion in retail sales.

TOTAL NON-ALC BEVERAGE BY CATEGORY



\$ SHARE CYA	
SPARKLING SOFT DRINKS	0.8%
ENERGY DRINKS	0.1%
WATER	0.0%
RTD TEA	-0.1%
RTD COFFEE	-0.2%
SPORT DRINKS	-0.3%
JUICE/JUICE DRINKS	-0.3%

TOTAL NON-ALC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
\$ CHG YA	\$2.8B
% CHG YA	2.5%

	SPARKLING SOFT DRINKS	WATER	ENERGY DRINKS	RTD TEA	JUICE/JUICE DRINKS	SPORT DRINKS	RTD COFFEE
\$ CHG YA	\$1.9B	\$669.3M	\$646.3M	-\$9.5M	-\$58.2M	-\$80.8M	-\$214.8M
% CHG YA	4.7%	2.7%	3.2%	-0.2%	-0.5%	-0.8%	-7.9%

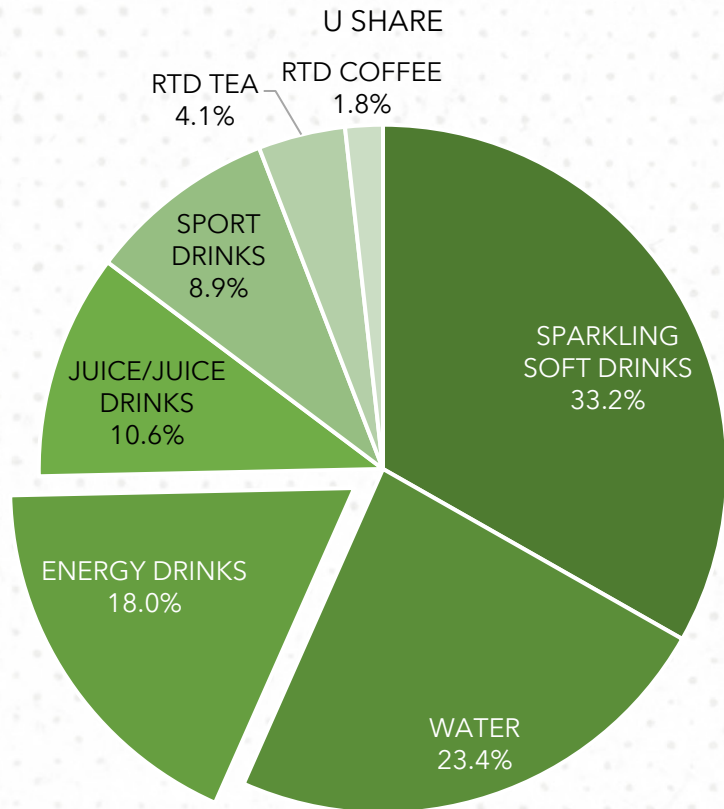
BEVERAGE LANDSCAPE

TOTAL U.S. ALL CHANNELS, 2024, UNIT VOLUME



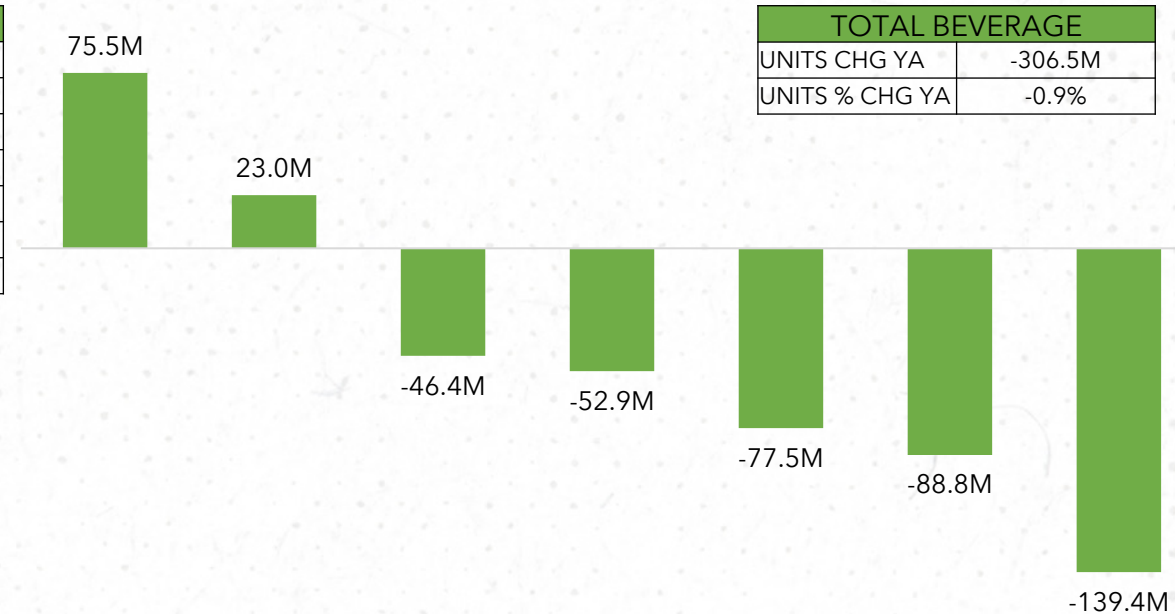
- In 2024, the U.S. market for non-alcoholic ready-to-drink beverages generated 35.2 billion in units sold.

TOTAL NON-ALC BEVERAGE BY CATEGORY



Category	Share (%)
ENERGY DRINKS	0.4%
WATER	0.3%
SPARKLING SOFT DRINKS	0.2%
RTD TEA	-0.1%
JUICE/JUICE DRINKS	-0.2%
RTD COFFEE	-0.2%
SPORT DRINKS	-0.3%

TOTAL NON-ALC BEVERAGE BY CATEGORY



	ENERGY DRINKS	WATER	SPARKLING SOFT DRINKS	RTD TEA	RTD COFFEE	JUICE/JUICE DRINKS	SPORT DRINKS
UNITS CHG YA	75.5M	23.0M	-46.4M	-52.9M	-77.5M	-88.8M	-139.4M
UNITS % CHG YA	1.2%	0.3%	-0.4%	-3.5%	-11.1%	-2.3%	-4.3%

BRAND PERFORMANCE

TOTAL U.S. ALL CHANNELS, LATEST 13-WEEKS



	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$5,226,566,287	6.0%	1,585,297,537	3.8%	100.0	0.0
MEC	\$1,829,736,776	3.4%	553,807,036	0.8%	35.0	-0.9
MONSTER	\$1,496,455,528	3.2%	440,210,510	0.1%	28.6	-0.8
REIGN	\$118,323,349	-4.9%	41,582,706	-6.5%	2.3	-0.3
REIGN STORM	\$28,630,967	15.6%	11,896,801	10.1%	0.5	0.0
NOS	\$111,902,459	3.0%	34,125,930	0.4%	2.1	-0.1
BANG	\$77,743,924	29.6%	28,742,706	35.5%	1.5	0.3
FULL THROTTLE	\$25,293,833	-3.3%	9,139,617	-7.2%	0.5	0.0
RED BULL	\$1,814,662,405	10.6%	502,672,728	9.5%	34.7	1.4
CELSIUS	\$458,865,300	4.5%	149,179,579	2.7%	8.8	-0.1
ALANI NU	\$208,543,221	68.6%	68,053,568	70.9%	4.0	1.5
5-HOUR	\$156,505,484	-5.4%	34,001,256	-6.4%	3.0	-0.4
C4	\$154,487,531	11.2%	53,397,563	13.1%	3.0	0.1
GHOST	\$140,922,247	14.4%	48,595,923	11.0%	2.7	0.2
ROCKSTAR	\$137,096,373	-10.9%	58,968,956	-14.4%	2.6	-0.5
STARBUCKS	\$108,959,204	-13.2%	27,842,759	-16.0%	2.1	-0.5
ALL OTHER	\$216,787,746	-13.9%	88,778,170	-15.0%	4.1	-1.0

BRAND PERFORMANCE

TOTAL U.S. CONVENIENCE, LATEST 4-WEEKS



	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$936,032,366	4.6%	299,404,265	2.1%	100.0	0.0
MEC	\$342,433,801	3.4%	111,028,797	-0.4%	36.6	-0.4
MONSTER	\$269,649,851	2.5%	86,739,048	-1.5%	28.8	-0.6
REIGN	\$25,615,694	-0.1%	8,943,827	-2.2%	2.7	-0.1
REIGN STORM	\$5,705,785	26.0%	2,265,936	24.3%	0.6	0.1
NOS	\$23,957,191	3.4%	7,416,685	-1.6%	2.6	0.0
BANG	\$16,669,623	32.0%	5,672,268	30.4%	1.8	0.4
FULL THROTTLE	\$6,536,640	-2.5%	2,255,241	-7.4%	0.7	-0.1
RED BULL	\$345,207,808	9.4%	100,686,797	9.8%	36.9	1.6
CELSIUS	\$67,935,973	-0.2%	24,777,913	-5.2%	7.3	-0.3
C4	\$32,965,140	7.6%	10,646,563	4.8%	3.5	0.1
5-HOUR	\$28,217,689	-6.3%	7,585,206	-6.4%	3.0	-0.4
GHOST	\$27,665,563	11.0%	9,109,057	7.8%	3.0	0.2
ROCKSTAR	\$25,160,297	-12.7%	9,988,838	-15.9%	2.7	-0.5
STARBUCKS	\$20,635,595	-11.6%	5,025,052	-15.9%	2.2	-0.4
ALANI NU	\$18,858,823	102.0%	6,538,146	101.5%	2.0	1.0
ALL OTHER	\$26,951,676	-17.9%	14,017,898	-12.7%	2.9	-0.8

BRAND PERFORMANCE

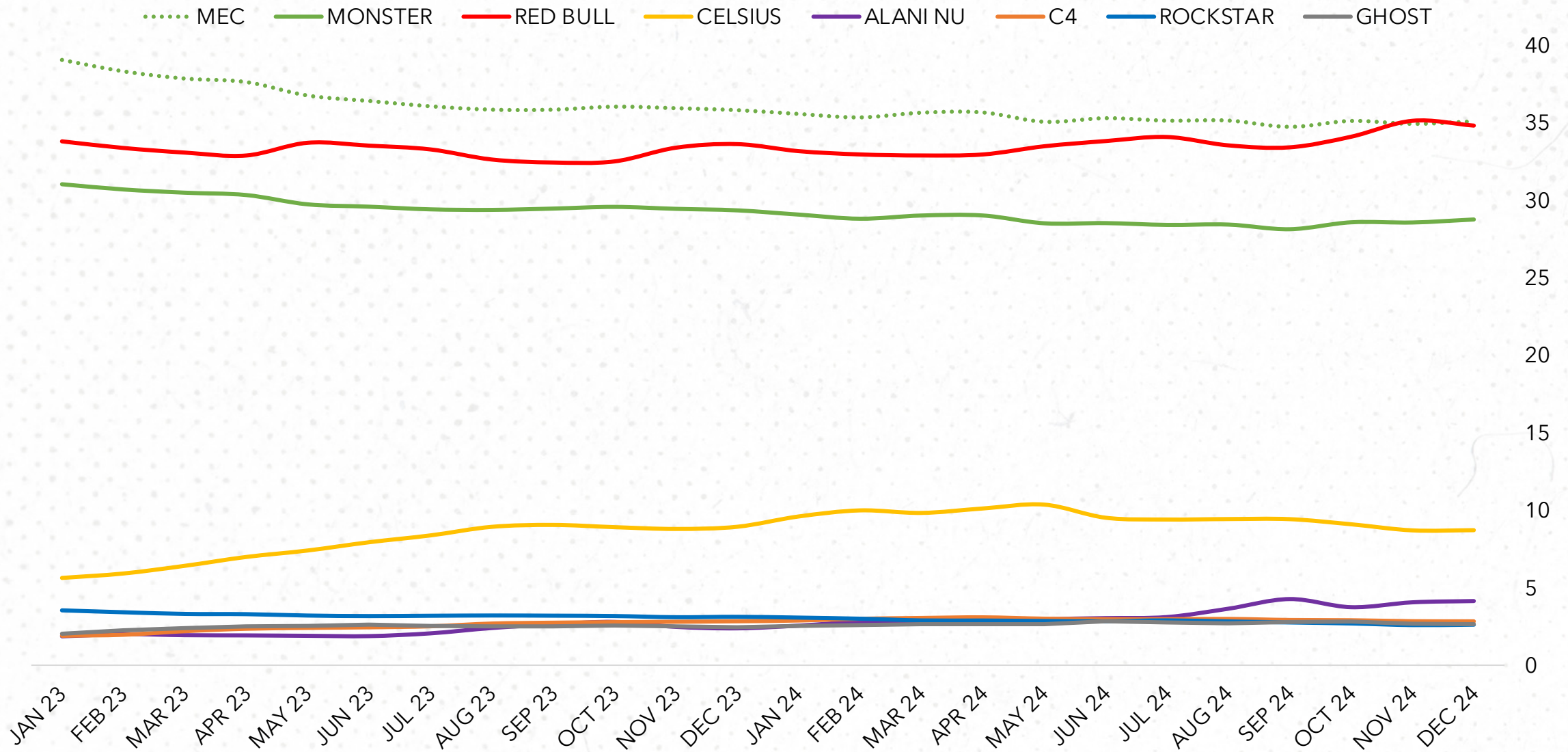
TOTAL U.S. xAOC, LATEST 4-WEEKS



	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$603,973,684	8.2%	164,778,971	6.6%	100.0	0.0
MEC	\$197,172,323	6.1%	50,463,228	1.6%	32.6	-0.7
MONSTER	\$172,923,298	7.4%	42,170,617	2.6%	28.6	-0.2
REIGN	\$9,034,588	-13.1%	3,271,384	-15.1%	1.5	-0.4
REIGN STORM	\$2,493,453	-17.3%	1,166,262	-21.5%	0.4	-0.1
NOS	\$8,762,012	2.5%	2,496,886	5.1%	1.5	-0.1
BANG	\$5,497,479	10.5%	2,087,051	10.1%	0.9	0.0
FULL THROTTLE	\$953,628	3.4%	437,040	1.9%	0.2	0.0
RED BULL	\$189,909,775	8.0%	47,131,913	9.2%	31.4	-0.1
CELSIUS	\$66,195,008	5.6%	18,558,791	5.5%	11.0	-0.3
ALANI NU	\$44,103,615	73.7%	13,984,193	77.1%	7.3	2.8
5-HOUR	\$18,251,700	-3.7%	2,492,214	-3.6%	3.0	-0.4
ROCKSTAR	\$14,933,442	-8.0%	7,279,248	-13.5%	2.5	-0.4
C4	\$12,749,369	23.2%	5,092,739	33.1%	2.1	0.3
GHOST	\$12,661,263	18.1%	4,658,100	10.3%	2.1	0.2
STARBUCKS	\$10,740,997	-12.1%	2,999,209	-11.1%	1.8	-0.4
ALL OTHER	\$37,256,194	-6.4%	12,119,337	-12.6%	6.2	-1.0

SHARE TRENDS

TOTAL U.S. ALL CHANNELS, DOLLAR SHARE

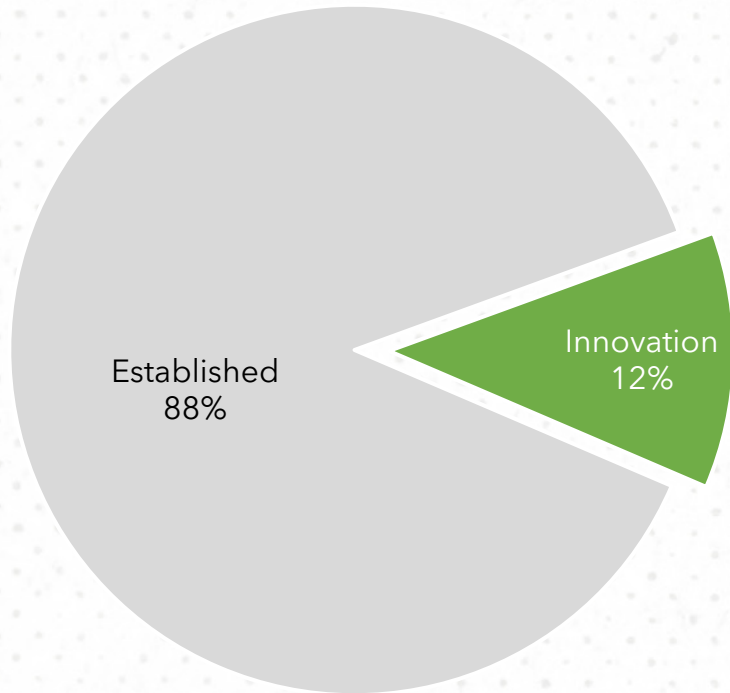


Source: Nielsen Total US xAOC + Conv TNA Energy

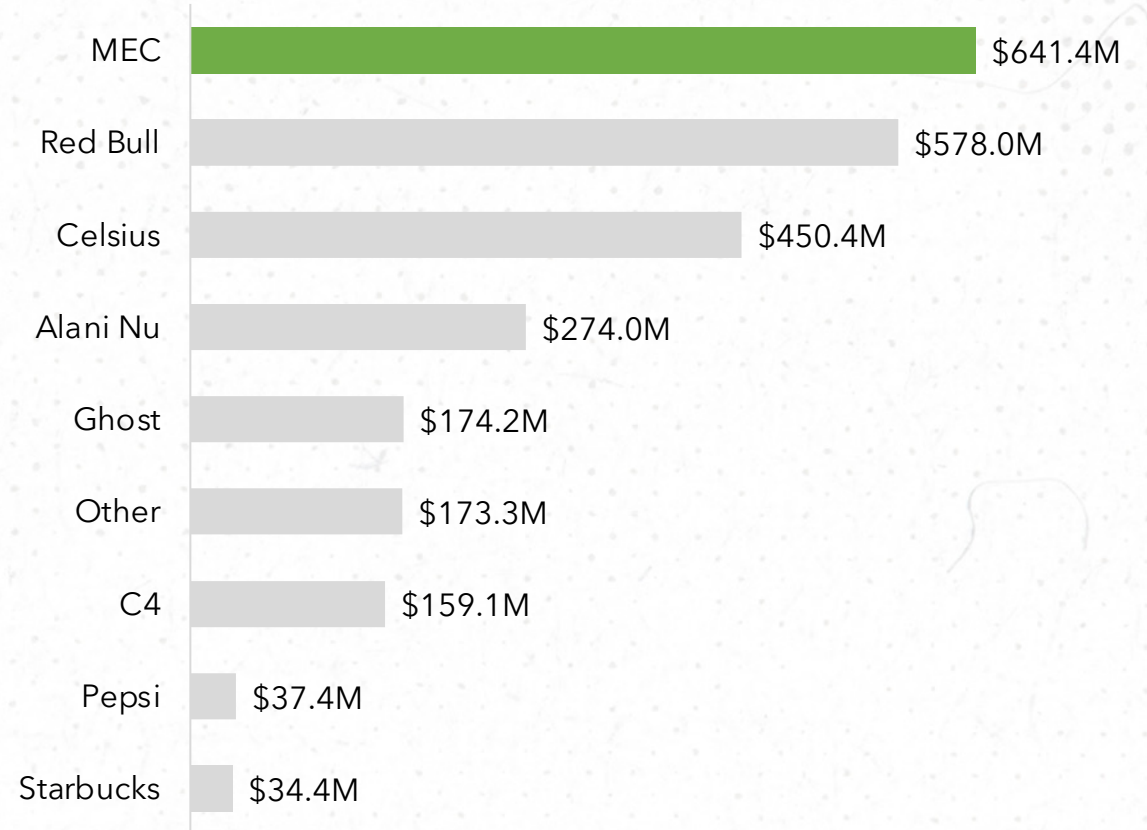
INNOVATION CONTRIBUTION TOTAL U.S. ALL CHANNELS



ENERGY DRINKS BY ITEM STATUS | \$ Share



ENERGY DRINK INNOVATION BY SUPPLIER | \$ Vol



Source: Nielsen Total US xAOC + Conv 52 weeks ending 12/28/2024 TNA Energy * Innovation is defined as items that achieve a growth rate of 90% or more compared to the previous year

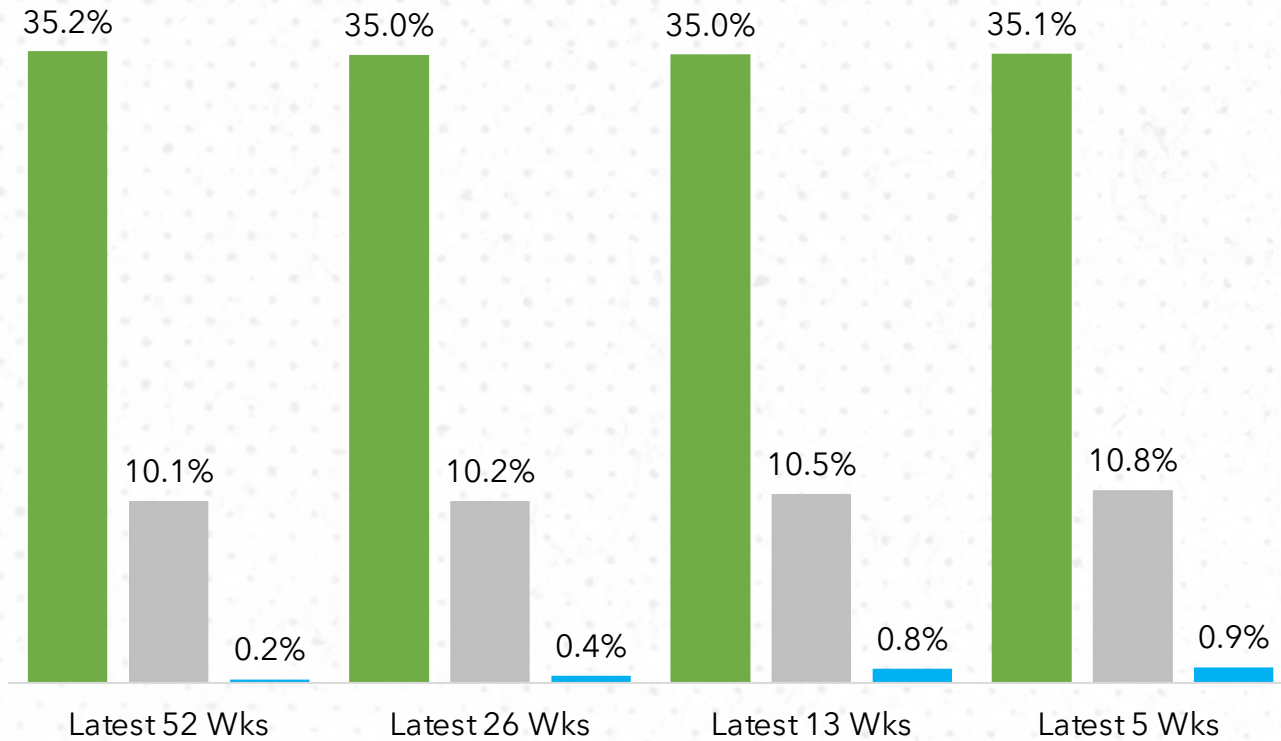
ULTRA VICE GUAVA LAUNCH TOTAL U.S. ALL CHANNELS



- The successful launch of Ultra Vice Guava in October 2024 has resulted in market share gains for Monster Ultra and the broader MEC portfolio in recent periods.

\$ SHARE TREND BY SELECT ENERGY DRINK PRODUCT GROUP

■ MEC ■ Monster Ultra Brand ■ Monster UVG



U.S. INNOVATION



REIGN STORM
Tropical
12/12oz



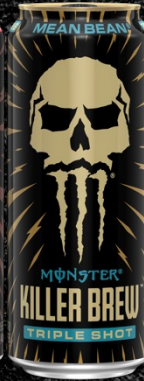
BANG
Sour Ropes
12/16oz



ULTRA
Blue Hawaiian
24/16oz



JUICE MONSTER
Viking Berry
24/16oz



KILLER BREW
Mean Bean
Loca Moca
12/15oz



MONSTER
Zero Sugar
12/24oz



REIGN
White Haze
12/16oz



BANG
Any Means Orange
12/16oz

ADDITIONAL INNOVATION UNDER REVIEW

LATAM

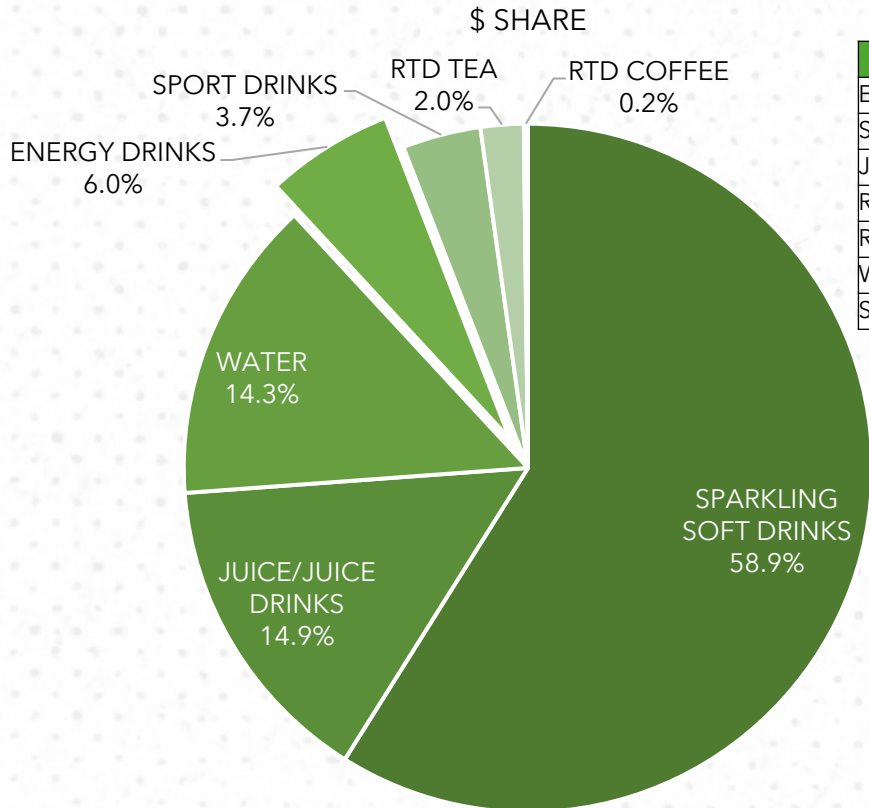


BEVERAGE LANDSCAPE TOTAL LATAM ALL CHANNELS, 2024, VALUE SALES (USD)



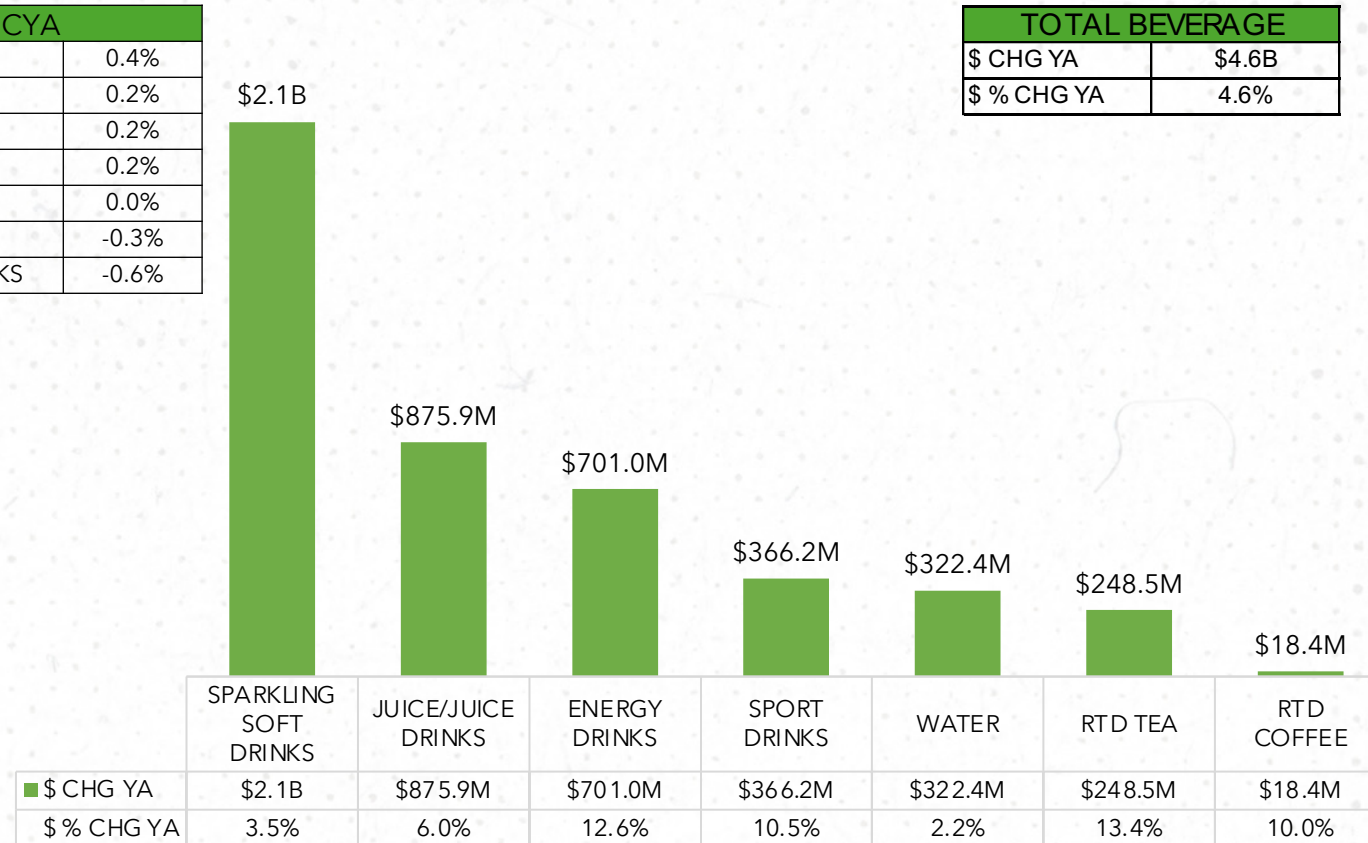
- In 2024, the LATAM market for non-alcoholic ready-to-drink beverages generated \$104.3 billion in retail sales.

TOTAL NON-ALC BEVERAGE BY CATEGORY



\$ SHARE CYA	
ENERGY DRINKS	0.4%
SPORT DRINKS	0.2%
JUICE/JUICE DRINKS	0.2%
RTD TEA	0.2%
RTD COFFEE	0.0%
WATER	-0.3%
SPARKLING SOFT DRINKS	-0.6%

TOTAL NON-ALC BEVERAGE BY CATEGORY



BRAND PERFORMANCE

TOTAL LATAM ALL CHANNELS, LATEST 3-MONTHS

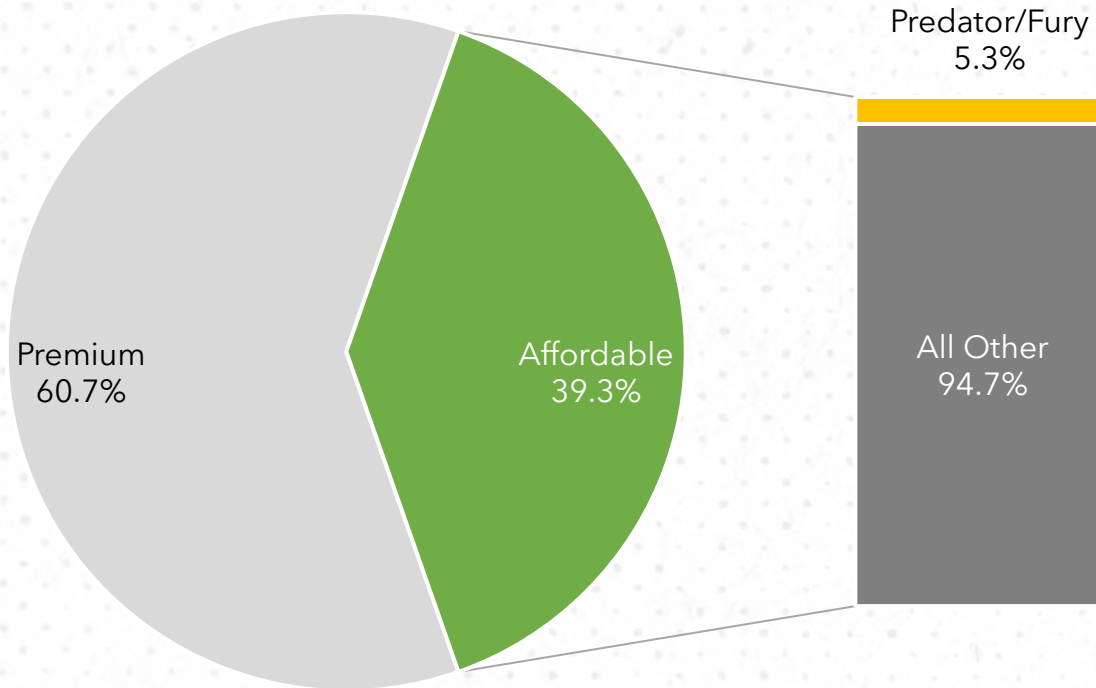


	\$ USD	\$ % Chg YA	Unit Cases	Unit Cases % Chg YA	\$ Shr	\$ Shr Chg YA
TOTAL ENERGY	\$815,632,026	22.4%	50,739,784	8.6%	100.0	0.0
MEC	\$311,632,144	30.3%	15,191,498	9.6%	38.2	2.3
MONSTER	\$293,361,417	31.3%	13,624,360	9.1%	36.0	2.4
PREDATOR/FURY	\$16,293,713	20.2%	1,460,394	17.8%	2.0	0.0
REIGN	\$1,977,014	-12.1%	106,744	-12.4%	0.2	-0.1
RED BULL	\$162,333,404	14.7%	4,347,082	5.7%	19.9	-1.3
VOLT	\$48,423,025	30.0%	4,249,313	26.3%	5.9	0.3
RAPTOR	\$44,842,952	6.3%	4,864,220	4.7%	5.5	-0.8
AMPER	\$39,261,409	15.6%	3,548,754	11.0%	4.8	-0.3
VIVE 100	\$34,142,423	-3.8%	3,737,639	-1.0%	4.2	-1.1
SPEED	\$27,581,649	202.2%	1,059,354	-8.8%	3.4	2.0
A-RUSH	\$18,342,629	21.2%	749,540	19.2%	2.2	0.0
BALY	\$16,775,824	72.3%	2,202,005	59.0%	2.1	0.6
SPEED MAX	\$16,089,252	0.4%	1,964,593	-6.7%	2.0	-0.4
AMP	\$13,057,921	-2.0%	1,655,981	-3.7%	1.6	-0.4
SCORE	\$12,873,947	31.2%	845,298	28.8%	1.6	0.1
TNT	\$10,666,073	-3.2%	527,804	-2.4%	1.3	-0.3
ALL OTHER	\$59,609,375	13.2%	5,796,702	4.3%	7.3	-0.6

LATAM AFFORDABLE ENERGY



LATAM ENERGY DRINKS BY PRICE SEGMENT
Value Sales % Mix

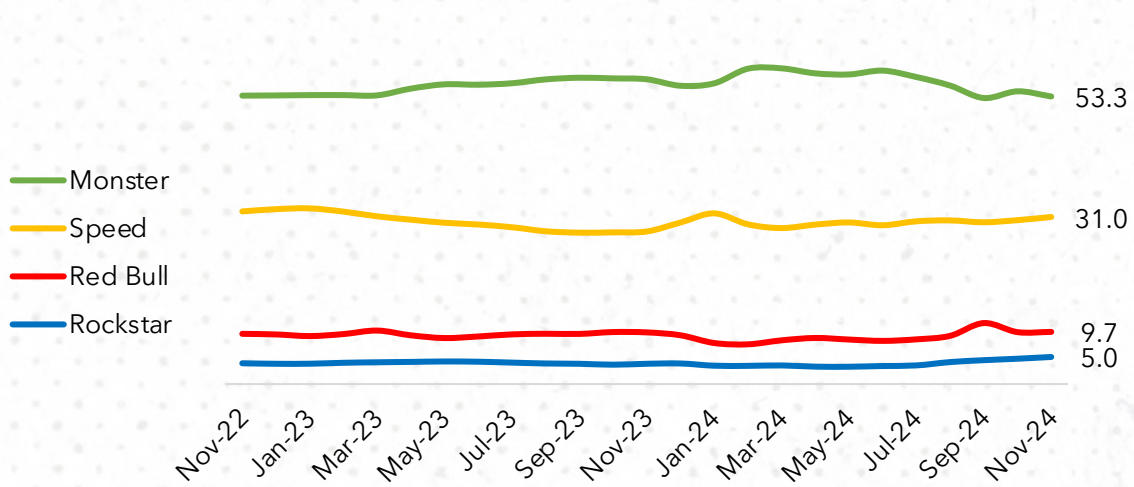


ENERGY CATEGORY

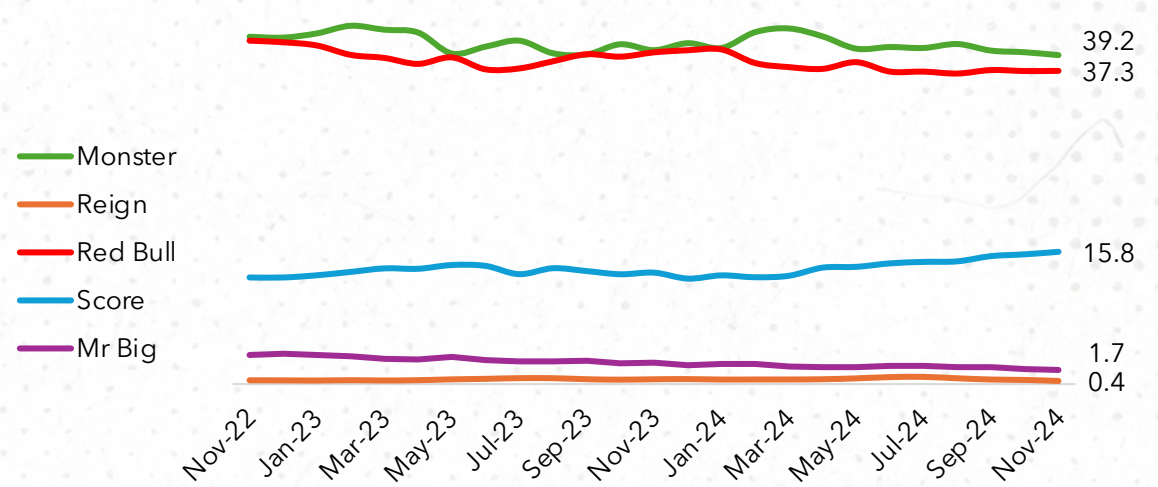
SELECT LATAM MARKETS, VALUE SHARE



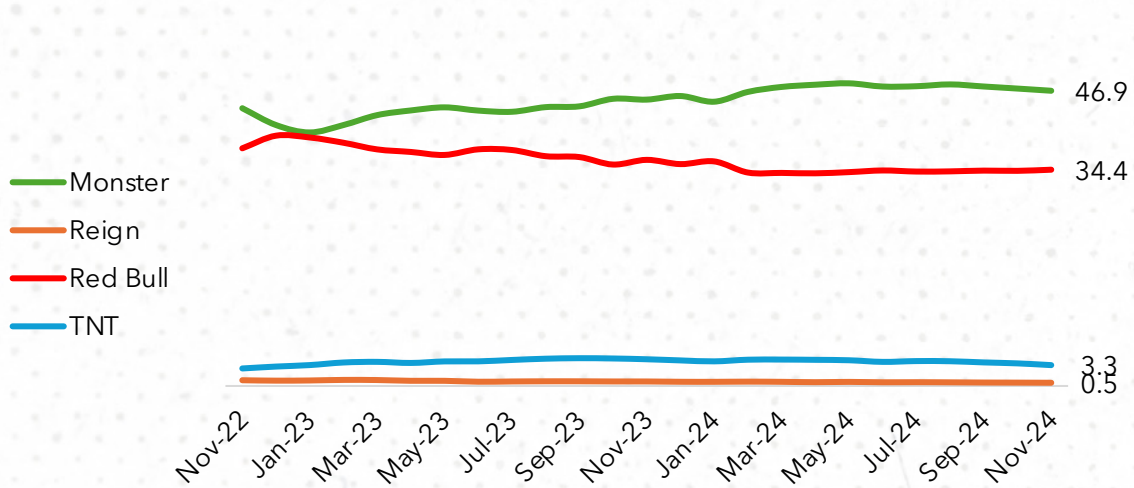
ARGENTINA BY BRAND | Value Share



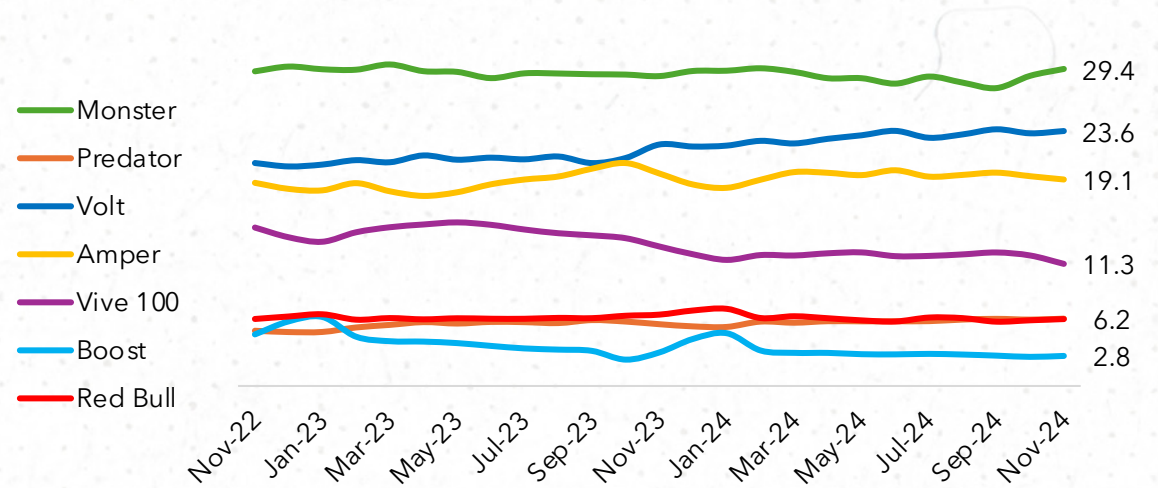
CHILE BY BRAND | Value Share



BRAZIL BY BRAND | Value Share



MEXICO BY BRAND | Value Share



GUY CARLING

President of EMEA & OSP



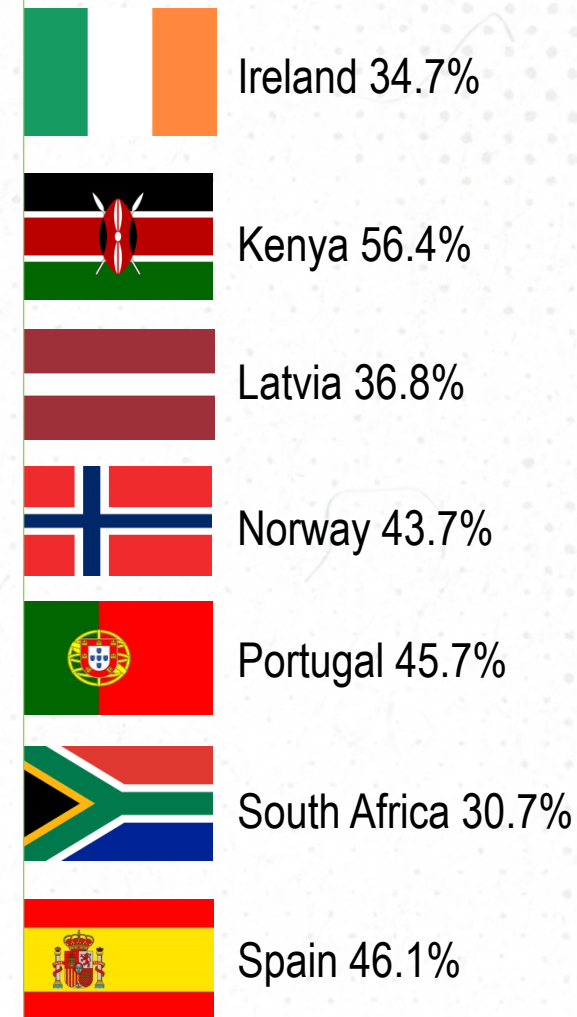
- 79 Markets
- 19 Bottlers



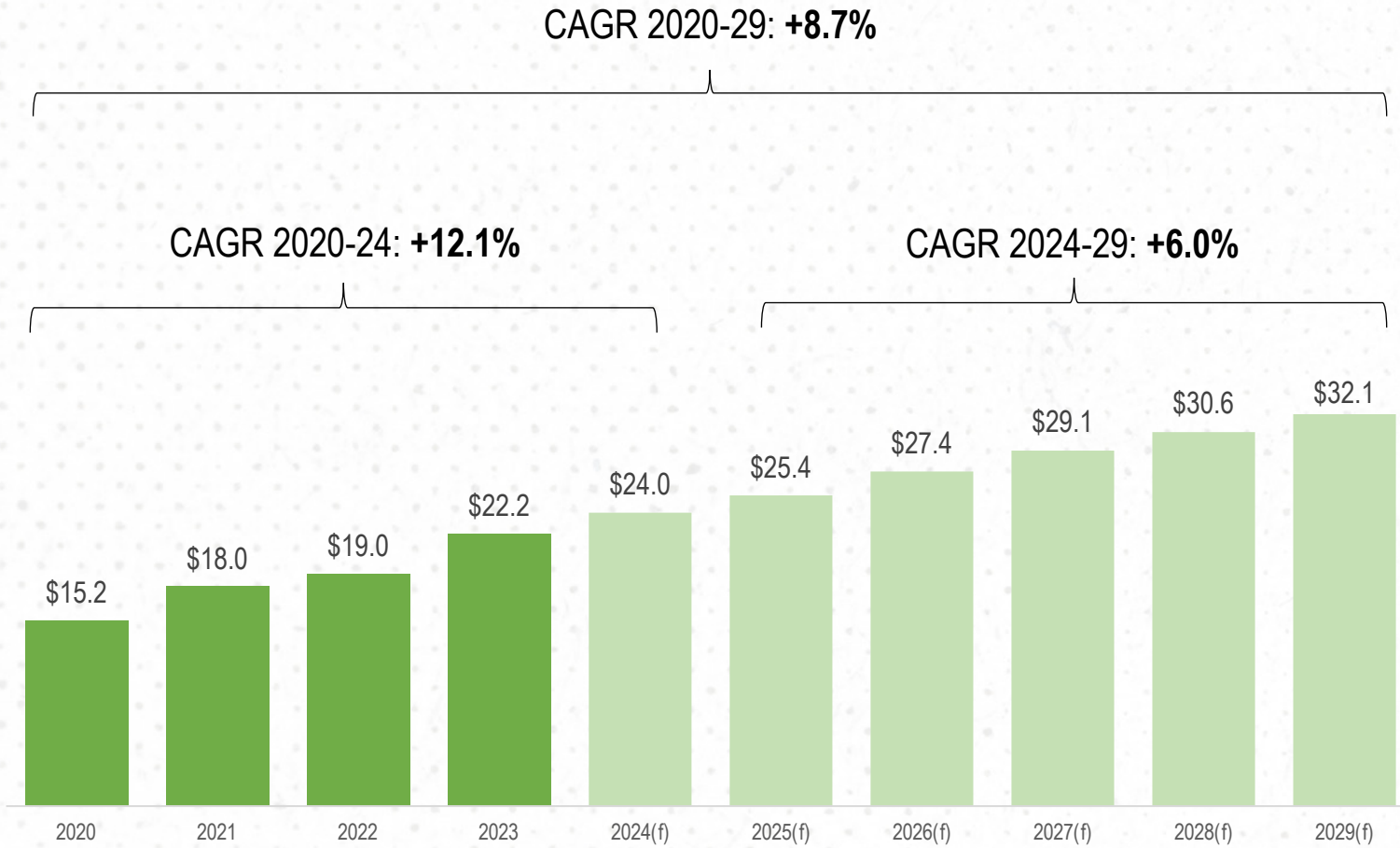
12 Brand Families



Markets with MEC Share Leadership

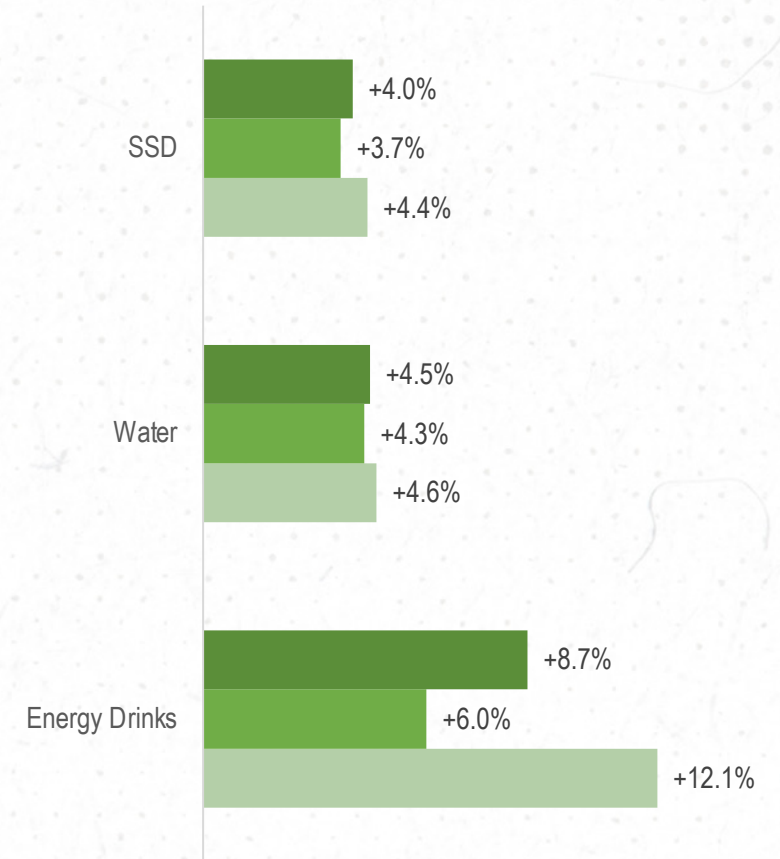


EMEA & OSP ENERGY CATEGORY



ENERGY DRINKS BN USD

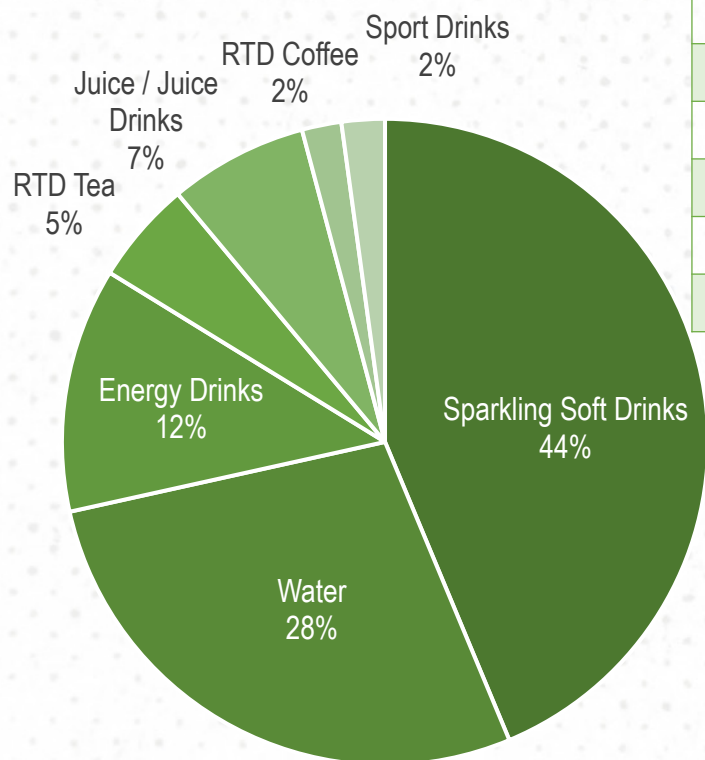
PERFORMANCE BY CATEGORY



■ \$ CAGR 2020-29 ■ \$ CAGR 2024-29 ■ \$ CAGR 2020-24

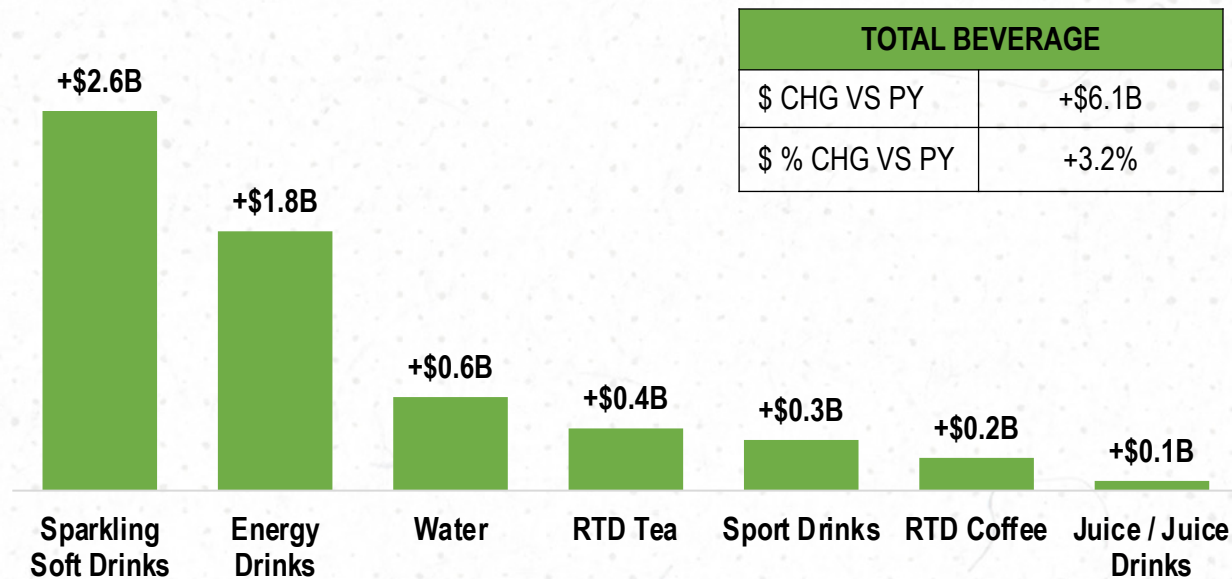
NON-ALCOHOLIC BEVERAGES SNAPSHOT 2024

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY
\$ SHARE



\$ SHARE CHANGE VS PRIOR YEAR	
Sparkling Soft Drinks	0.0%
Water	-0.5%
Energy Drinks	+0.5%
RTD Tea	+0.1%
Juice / Juice Drinks	-0.2%
RTD Coffee	+0.1%
Sport Drinks	+0.1%

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
\$ CHG VS PY	+\$6.1B
\$ % CHG VS PY	+3.2%

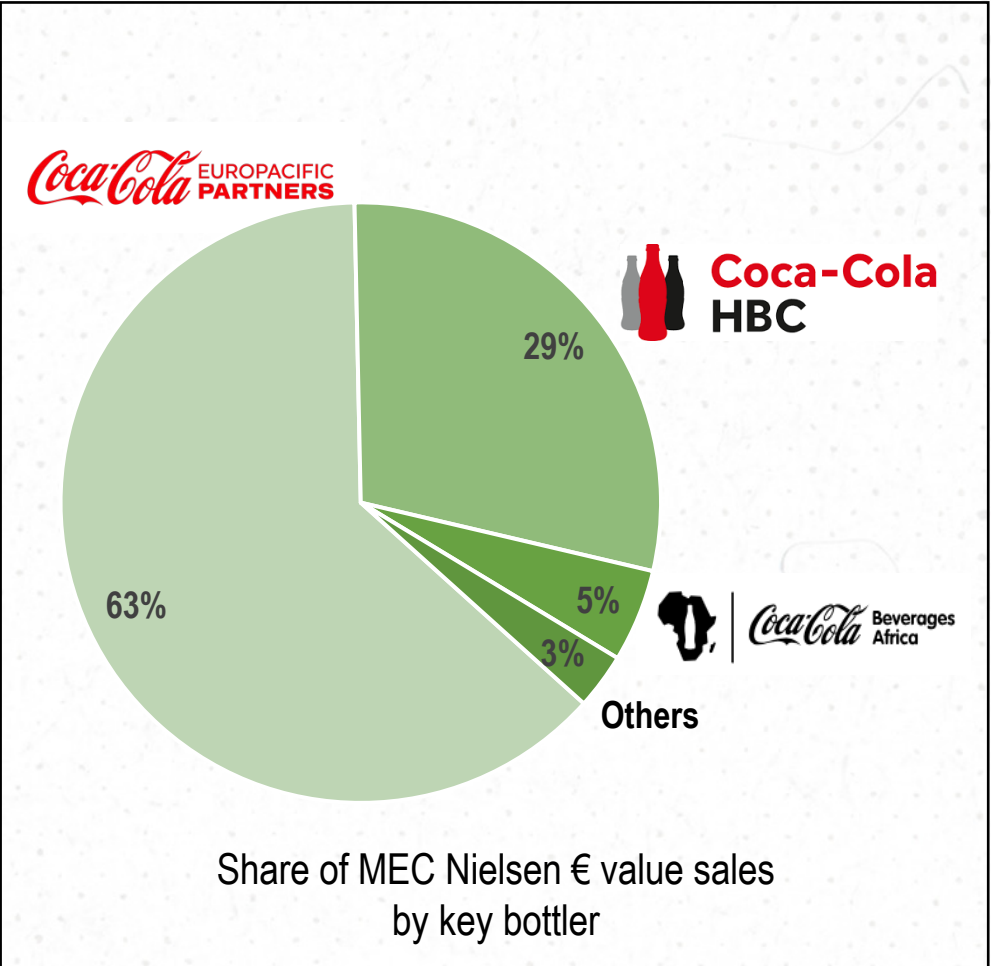
	Sparkling Soft Drinks	Energy Drinks	Water	RTD Tea	Sport Drinks	RTD Coffee	Juice / Juice Drinks
\$ CHG VS PY	+\$2.6B	+\$1.8B	+\$0.6B	+\$0.4B	+\$0.3B	+\$0.2B	+\$0.1B
\$ % CHG VS PY	+3.1%	+7.9%	+1.2%	+4.4%	+8.8%	+6.1%	+0.5%

GlobalData (formerly known as Canadian) - Category is Energy Drinks, EMEA, Oceania and South Pacific, Annual Data last published Oct. 2024
SSD: Sparkling Soft Drinks

CATEGORY AND MEC NIELSEN EMEA & OSP



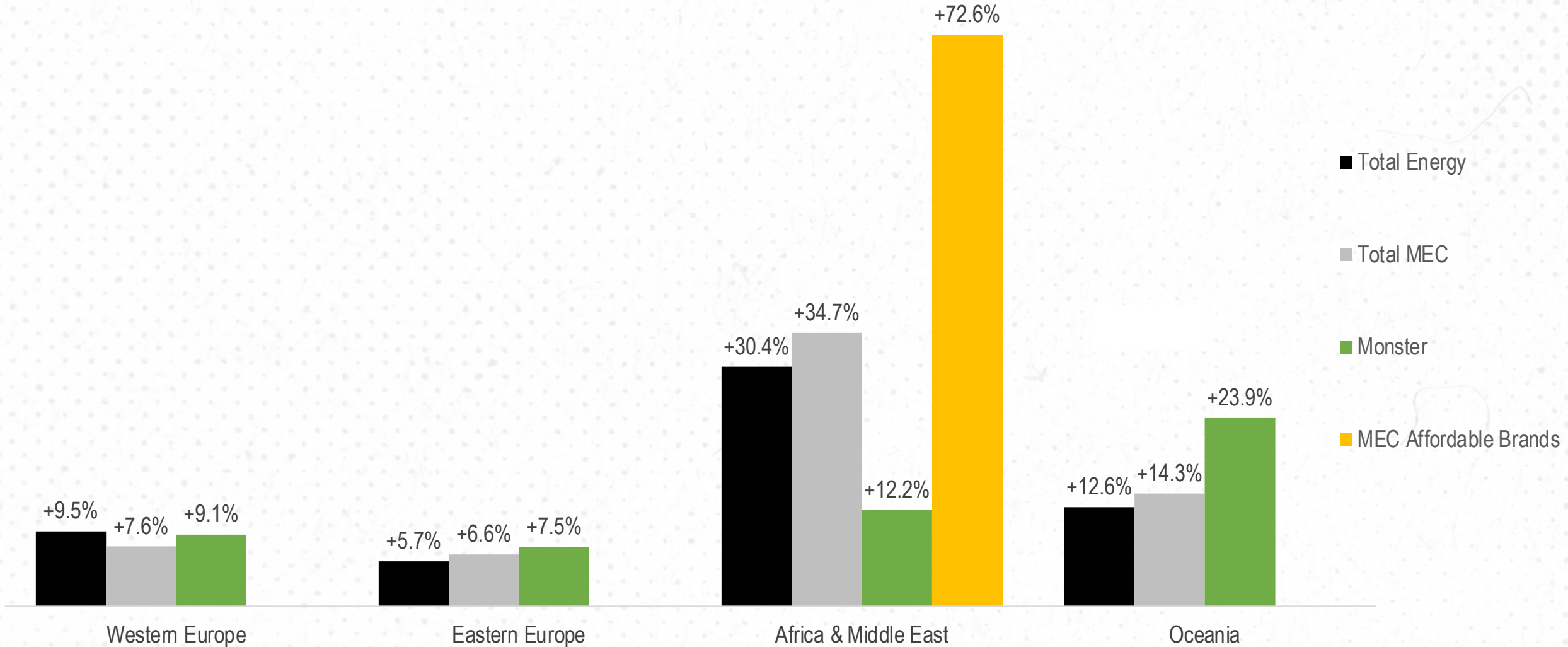
Last 12 Months	Energy Category	MEC	Monster	Strategic & Affordable Brands
Value Sales (€)	€15.1bn	€3.55bn	€2.8bn	€743m
Value Sales vs Prior Year (€)	+€1.7bn	+€456m	+€301m	+€167m
Value Sales vs Prior Year (%)	+12.9%	+14.7%	+12.1%	+29.0%



Most Recent Data Available:
 Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 12 Month periods ending in October 2024 – December 2024

REGIONAL PERFORMANCE

LAST 13 WEEKS NIELSEN € VALUE
GROWTH VS PRIOR YEAR EMEA & OSP



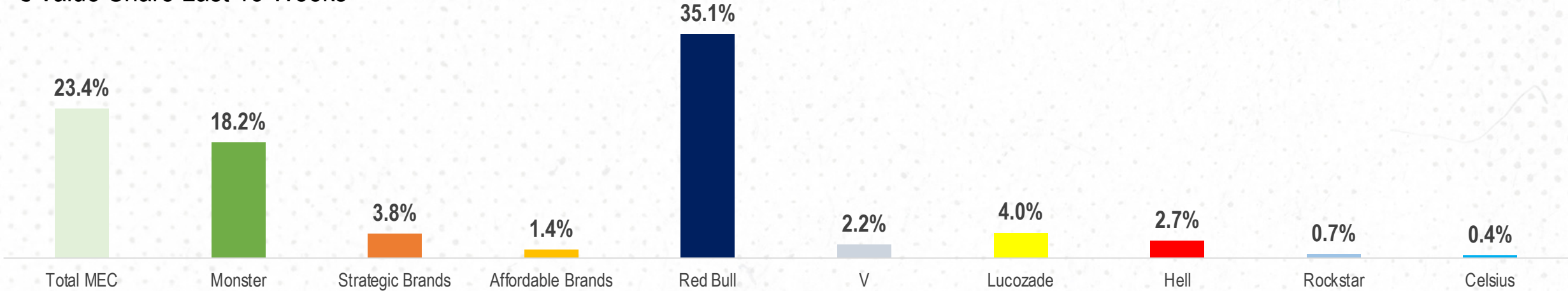
Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – December 2024

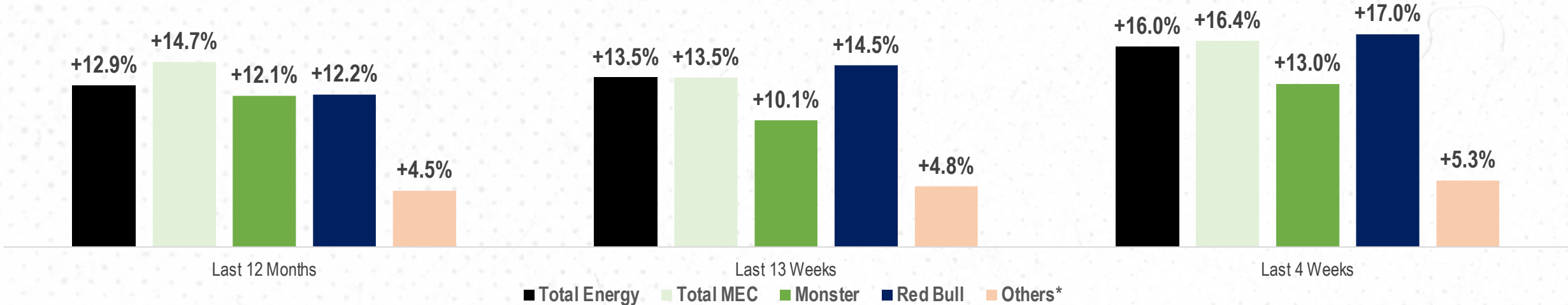
COMPETITIVE OVERVIEW EMEA & OSP



€ Value Share Last 13 Weeks



€ Value Sales vs Prior Year %



Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – December 2024

*Others: V, Lucozade, Hell, Rockstar, Celsius combined

COMPETITIVE OVERVIEW

EMEA & OSP NIELSEN LAST 13 WEEKS



	Value Sales (€)			Unit Sales			Value Share (€)	
	This Year	Change vs Prior Year	% Change vs Prior Year	This Year	Change vs Prior Year	% Change vs Prior Year	This Year	Share Change vs Prior Year (percentage points)
Total Energy	3,940,935	470,121	13.5%	3,344,777	286,812	9.4%		
Total MEC	923,951	109,866	13.5%	650,808	64,859	11.1%	23.4%	0.0%
Monster	715,783	65,562	10.1%	399,638	21,496	5.7%	18.2%	-0.6%
Strategic Brands	151,512	24,018	18.8%	131,118	22,961	21.2%	3.8%	0.2%
Affordable Brands	53,608	21,674	67.9%	118,482	21,779	22.5%	1.4%	0.4%
Red Bull	1,385,199	175,126	14.5%	747,004	73,196	10.9%	35.1%	0.3%
V	85,041	6,745	8.6%	33,312	1,813	5.8%	2.2%	-0.1%
Lucozade	156,445	4,590	3.0%	89,704	-5,343	-5.6%	4.0%	-0.4%
Hell	107,187	5,827	5.7%	134,124	1,284	1.0%	2.7%	-0.2%
Rockstar	26,850	-4,477	-14.3%	17,937	-3,479	-16.2%	0.7%	-0.2%
Celsius	15,670	5,359	52.0%	8,655	3,066	54.9%	0.4%	0.1%

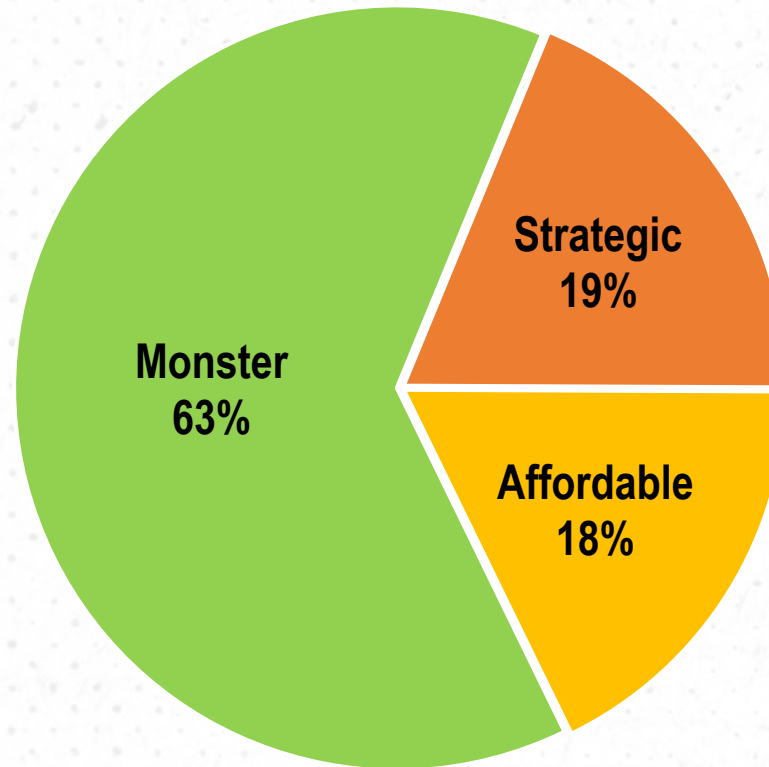
Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – December 2024

MEC BRAND PORTFOLIO EMEA & OSP



Nielsen Unit Sales, Last 12 Months



Monster

'Core'



'Ultra'



'Juiced'



'Additions'



Strategic Brands



Affordable Brands



Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 12 Month periods ending in October 2024 – December 2024

WESTERN EUROPE



MONSTER IN THE FMCG TOP 10 BRANDS (WESTERN EUROPE)

Ranking	Value €	Brand	Value (€M)	Value Growth %
1		Coca Cola	8,410	+2.2%
2		Red Bull	3,335	+12.5%
3		Kinder (Ferrero)	2,911	+9.9%
4		Cadbury	2,613	+8.4%
5		Dr. Oetker	2,049	+1.0%
6		Lindt	1,977	+8.8%
7		Pepsi	1,824	+2.5%
8		Haribo	1,774	+8.7%
9		Monster	1,758	+11.0%
10		Heinz	1,559	+0.4%

- MEC 26.7% € Value Share in Western Europe
- MEC No.1 Value Share in Spain, Portugal and Norway
- Driving Share from Multi-Channel Availability and Retail Space Gains



Burger King, Germany



Energy Zone, Grocery, France



Shell, Netherlands

- Monster ahead of Heinz, Pampers, Heineken, Fanta
- Monster closing gap to Pepsi, growing 4x faster

Most Recent Data Available:

Source: Nielsen data 13 week periods ending in October 2024 – December 2024

GREAT BRITAIN

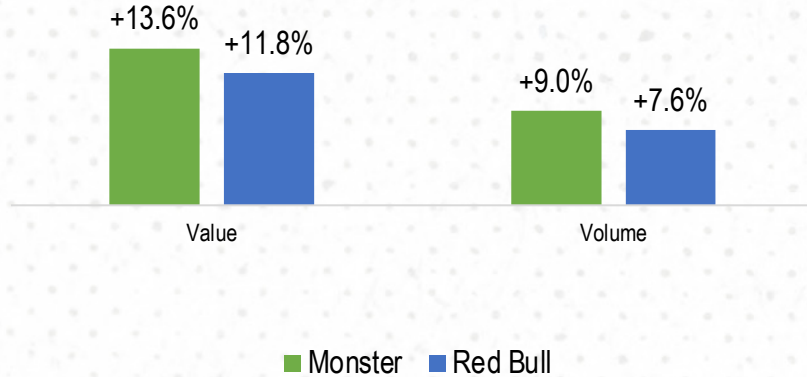


- MEC 34.4% £ Value Share in Great Britain

Fastest Growing Food & Drink Brand 2024

Monster was the largest contributor to food and drink value and volume growth according to The Grocer & NIQ “Top Products Survey 2024” **+£103.6m**

Nielsen Full Year 2024 Growth



- Driving Share from Innovation, Retail Space Gains and Multipacks

2024 Innovation



2025 Innovation



Convenience, GB



Grocery, GB

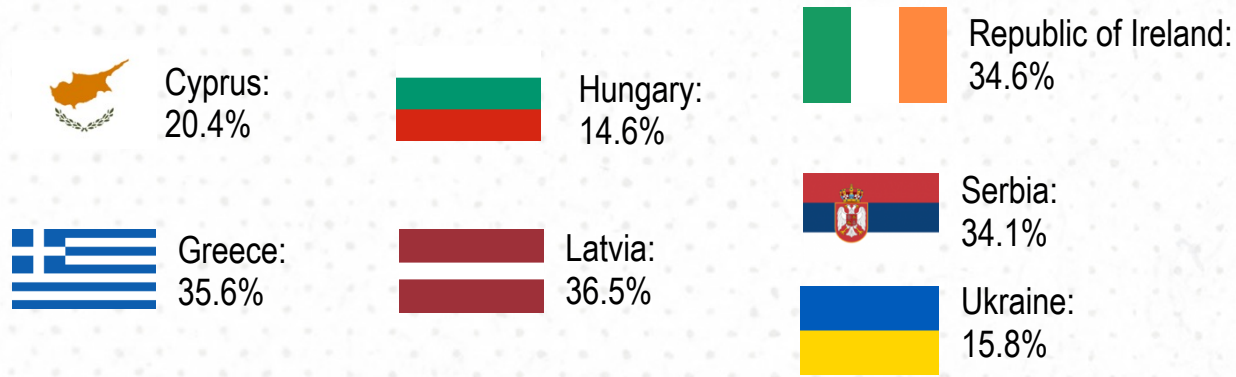
The Grocer & NIQ Top Products Survey:
Source: Nielsen Great Britain for 52 weeks to 09/07/2024

Most Recent Data Available:
Source: Nielsen Great Britain to 12/28/24

EASTERN EUROPE



- 31 Markets in the Region
- MEC now a higher € value share than Red Bull in 7 Markets



Leverage Local Marketing Assets for Market Relevance



Hockey, Swiss League



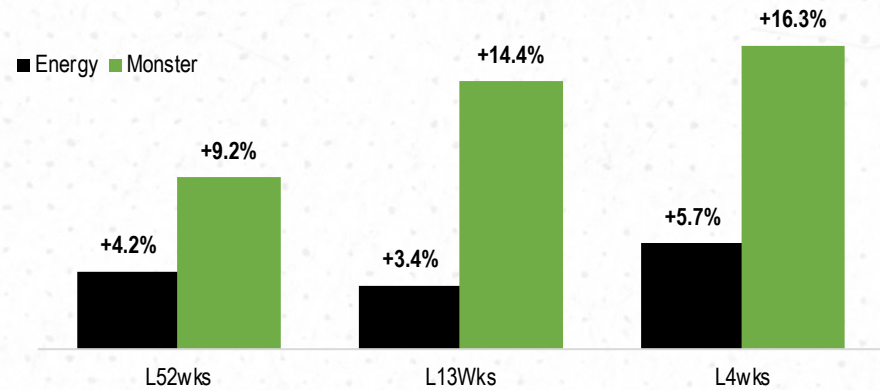
Speedway, Poland



Burn Music Tour - Hungary

POLAND

€ Value Sales vs Prior Year



AFRICA AND MIDDLE EAST



Key Markets – Energy Category € Growth and MEC Share



South Africa



Nigeria



Kenya



Egypt

Energy Category Last 13 Weeks €

+10.7%

+79.6%

+24.2%

+142%

MEC € Share

30.1%

27.0%

56.8%

12.5%

#1

#2

#1

#3

Affordable Energy

- 64% of Energy Category is Affordable
- 12% of MEC Portfolio Nielsen € value sales is Affordable
- +38.5% Affordable Category Nielsen € value sales growth
- +50.6% MEC Affordable Nielsen € value sales growth



Predator Football Strategy: Global Asset + Local Ambassadors resonating with Consumers in Africa & Middle East



Most Recent Data Available:

Source: Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – November 2024

MEC = Monster, Predator, Fury, Play, Burn

OCEANIA & SOUTH PACIFIC



Monster #1 Contributor to Energy Category Growth in Australia

Brand	Value Growth (\$)	Value Growth % vs Prior Year
	+51.5m	+26%
	+29.3m	+8%
	+20.6m	+6%
	+7.6m	+6%

Monster is driving 38% of total Energy \$ growth

Monster Fastest Growing NARTD* Brand in Australia

Monster #11 NARTD Brand up from #24 in 2017

Philippines

- CCEP relaunch of Monster Q4 2023
- Predator Launched Q2 2024

Indonesia

- 2025 planned launch for Monster and Predator

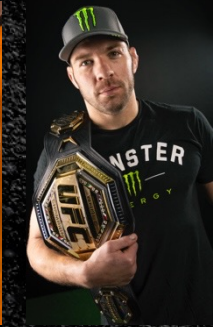


Table: Circana Australia, Total Measured Market, MAT to 12/29/2024 vs YA

NARTD: Non-Alcoholic Ready to Drink

Statements: Circana Australia Grocery Scan Excl. Campbells/Aldi MAT to 08/25/24; statements referring to absolute growth

BRAND MARKETING EMEA & OSP



Leveraging Global Properties and Adding Regional & National Assets



INNOVATION – EMEA



JUICE MONSTER
Rio Punch



BURN
Orange Fire



LANDO NORRIS
Zero Sugar



ULTRA
Ruby Red



RELENTLESS
Guava



NALU
Zero Sugar



RESERVE
Peaches N' Creme



VR46
Zero Sugar



REIGN STORM
Mango

ADDITIONAL INNOVATION UNDER REVIEW

HILTON SCHLOSBERG

Vice Chairman & Co-Chief Executive Officer

MEC Business In 20 Markets



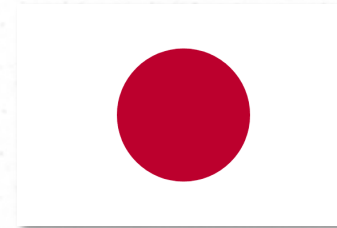
4 Brand Families



5 Bottler / Distributor Groups



Markets with MEC Value Share Leadership



Japan: 58.1%



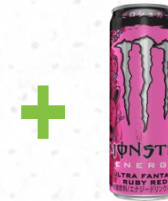
South Korea: 52.7%

MAINTAINING MARKET LEADERSHIP

PRODUCT PORTFOLIO



Existing Portfolio



Ultra Fantasy Ruby Red

+ New Juice Flavor

+ New Brand Family

2025 Planned Innovation

MULTI-CHANNEL AVAILABILITY



Full Shelf In Convenience



Vending Machines



On-Premise With 250mL

MARKETING PLATFORMS



Action Sports



Music



MotoGP



Gaming

STEADY GROWTH OF MONSTER

CARBONATED / ± 6 RMB



330mL CAN

MARKETING PLATFORMS



UFC & Under-The-Cap Campaign



Street Basketball

LAUNCH OF PREDATOR

NON-CARBONATED / ± 5 RMB



500mL PET



Launched In 17 Provinces In 2024

Planned National Distribution

AVAILABILITY, VISIBILITY AND SAMPLING



Gas Station Image Store



General Trade



Factory Convenience

MONSTER - PREMIUM

350mL CAN / INR 125



Existing Portfolio



Pipeline Punch
2025 Innovation



Supermarket

MARKETING PLATFORMS



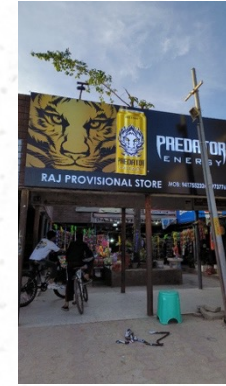
Gaming



Motorsports

PREDATOR - AFFORDABLE

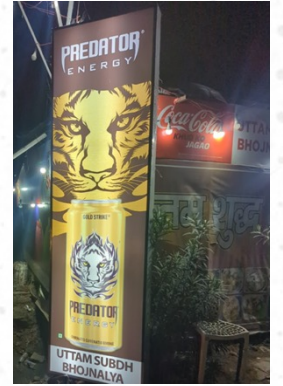
300mL CAN / INR 60



General Trade



Supermarket



Eating & Drinking

250mL PET INR 30 / 2025 EXPANSION AFTER DELHI PILOT



General Trade Shelf



Street Cricket League Partnership

DAN MCHUGH

Global Chief Marketing Officer

POWER OF THE PORTFOLIO



MONSTER ENERGY



ULTRA



JAVA



NOS



REIGN



REIGN STORM



BANG



BURN



MOTHER



PREDATOR



2025 BRAND OBJECTIVES



1. *GROW THE CORE*
2. *ATTRACT NEW CONSUMERS*



GROW THE CORE



PREMIUM PARTNERSHIPS



KEY RENEWALS



UFC

- 5 Year Renewal
- Center Octagon Premium Signage
- UFC Logo Rights
- Individual Fighter Partnerships



- 2025 Renewal
- Winter Games & Summer Games (2)
- X Games Logo Rights
- Premier Signage



THE ORIGINAL INFLUENCERS



KEN BLOCK

RALLYCROSS CHAMPION / ENTREPRENEUR



VALENTINO ROSSI

9X MOTOGP CHAMPION



ROB DYRDEK

TV HOST / ENTREPRENEUR

BRAND AMBASSADORS



ICE CUBE
MUSIC & LIFESTYLE ICON



TIGER WOODS
GOLF LEGEND



CHLOE KIM
OLYMPIC AND X GAMES
SNOWBOARD CHAMPION



LANDO NORRIS
F1 MCLAREN DRIVER



RAYSSA LEAL
SKATE PRODIGY



NYJAH HUSTON
STREET SKATE LEGEND



TY GIBBS
NASCAR DRIVER



BRITTANY FORCE
2X NHRA TOP FUEL CHAMPION



ROB GRONKOWSKI
4X SUPERBOWL CHAMPION



AYUMU HIRANO
OLYMPIC GOLD MEDALIST

2024 MONSTER CHAMPIONS



JON JONES
2024 UFC Heavyweight Champion



CHLOE KIM
2024 X Games Superpipe Gold Medalist



HAIKEN DEEGAN
Supercross Champion 250 Class



MICHAEL DUNLOP
Isle of Man TT Champion



NYJAH HUSTON
Paris Olympic Bronze Medalist



GABRIEL MEDINA
Surf Paris Olympic Bronze Medalist



ALEX PEREIRA
UFC Light Heavyweight Champion



VALENTINA SHEVCHENKO
UFC Flyweight Champion

McLaren Team Wins 2024 Constructor Championship



RETAIL EXECUTION – UNITED STATES



INNOVATION



MIAMI

LOYALTY PROGRAMS



CHICAGO

GAMING



LOS ANGELES

RETAIL EXECUTION – INTERNATIONAL



UFC



BRAZIL

F1



SWEDEN

MOTO GP



SPAIN

RETAIL EXECUTION – STRATEGIC BRANDS



NOS



UNITED STATES

BURN



EUROPE

MOTHER



AUSTRALIA

MARKETING – STRATEGIC BRANDS



NOS



BURN



MOTHER



MOTORSPORTS

MUSIC

AUSTRALIAN DNA

RETAIL EXECUTION – AFFORDABLE ENERGY



PREDATOR / FURY



CHINA



HONDURAS



EGYPT

AFFORDABLE ENERGY



FULL FLAVORS AND PACKAGING PORTFOLIO



MARKETING – AFFORDABLE ENERGY



CHINA



OFFICIAL ENERGY DRINKS PARTNER

GLOBAL ASSET
CHELSEA FOOTBALL CLUB



STREET CRICKET
INDIA – 2024



SOCCER PITCH BRANDING
MEXICO – 2024



IN STORE ACTIVATION
CHINA – 2024



CONSUMER PROMOTION
NIGERIA – FALL 2024

ATTRACT NEW CONSUMERS



f i t y
MONSTERENERGY.COM

MONSTER
ENERGY

NEW CONSUMERS



*Diverse Targets /
Demographics*

GAMING



TEAMS



TEAM LIQUID
112M Followers



GEN.G
1.01M Followers



TORONTO ULTRA
3.9M Followers



ATLANTA FAZE
3.08M Followers



BOSTON BREACH
6.6M Followers

EVENTS



294M+ Hours Watched
350K Attendees



45M+ Hours Watched
55K Attendees



MAJOR PROPERTIES

CALL OF DUTY



STREAMERS



@Teep
1.9M Followers
USA



@Symfuhny
8.4M Followers
USA



@Aydan
5.8M Followers
USA



@HusKerrs
2.0M Followers
USA



@Jericho
2.0M Followers
USA



@SkyrrozTV
4.9M Followers
France/Mexico



@Pow3r
4.7M Followers
Italy



@AnnieFuchsia
663K Followers
Sweden



@ScOut
11M Followers
India

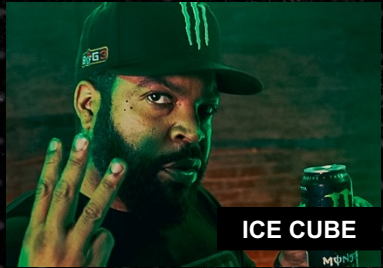


@Mortal
8.6M Followers
India



@Missrage
590K Followers
Austria

TOP ARTISTS



ICE CUBE



FISHER



FRENCH MONTANA



N.O.R.E



SCOWL



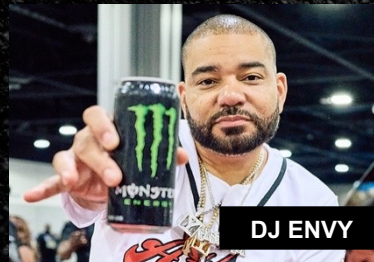
BUN B



ANTHRAX



SUICIDAL TENDENCIES



DJ ENVY

TOP TOURS & FESTIVALS



GREEN DAY

THE SAVIORS TOUR

48 STOP WORLD TOUR



SOCIAL



KEY HIGHLIGHTS

- 44.5 Million Social Followers
- 1.9 Billion Paid Social Impressions
- Viral Athlete/Ambassador Content

 **9.4M**
Instagram Followers
+8% Growth

 **3.4M**
YouTube Subscribers
+7% Growth

 **3.6M**
TikTok Followers
+24% Growth

 **25.1M**
Facebook Followers

 **49k**
Twitch Subscribers

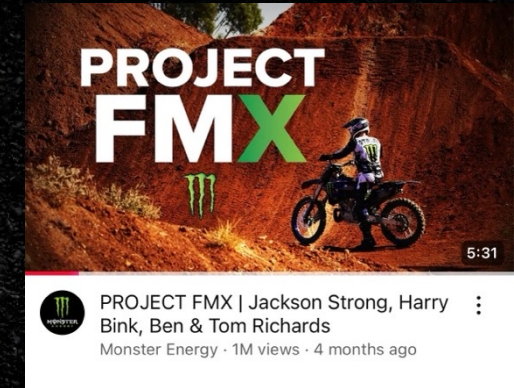
 **2.9M**
X Followers

 **77k**
Snapchat Followers

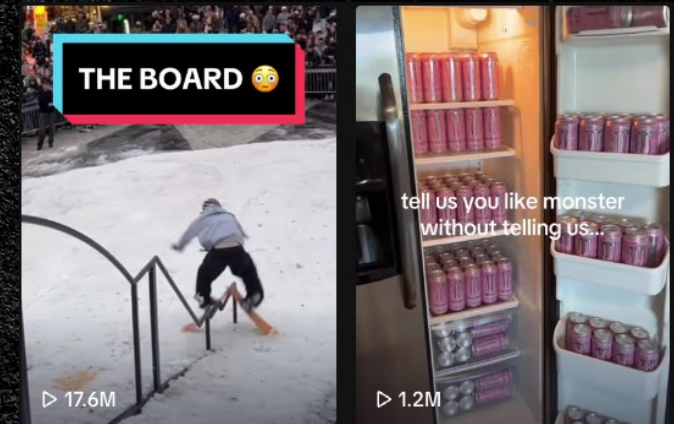
 **43K**
Threads Followers



MONSTER ENERGY ON INSTAGRAM



LONG-FORM CONTENT ON YOUTUBE



TIKTOK

NEW CONSUMERS - BRAND PERSONALITIES



KAI CENAT x A.M.P.



MADLYN CLINE

THE POWER OF THE  CLAW

AN AMBASSADOR TEAM THAT IS SECOND TO NONE

**550+ GLOBAL AMBASSADORS
OVER 670M REACH**

**ONE OF THE
BEST SPONSOR LINEUPS
IN CONSUMER PACKAGED GOODS**

**THE MOST
DIVERSE PORTFOLIO
OF BRANDS IN ALL OF ENERGY**

**CONSTANT INNOVATION
TO KEEP UP WITH THE EVER-CHANGING
DIVERSE CONSUMER BASE**

RODNEY SACKS

Chairman & Co-Chief Executive Officer

REORGANIZATION

- *Renamed CANarchy Craft Brewery to Monster Brewing Company*
- *Appointed new leadership team*
 - *President, Sales, Marketing, and National Accounts*
- *Streamlined production - two facility closures*
- *Reduced headcount*

MONSTER BREWING COMPANY



INNOVATION

- Line Extensions:



24oz



- Expansion Into New Categories:

Non-Alcoholic Beer



Cheladas



- Exploring International Opportunities

MONSTER BREWING COMPANY



THE BEAST MARKETING PILLARS



NATIONAL MARKETING



MOTORSPORTS | ENDORSERS | DIGITAL

DALE'S SPONSORSHIPS



PROGRAMMING



Trimester 1

Trimester 2

Trimester 3

Enjoy Jai Alai IPA SPONSORSHIPS



PROGRAMMING



PAUL DECHARY

EVP & General Counsel

SUSTAINABILITY REPORT



At Monster we aim to use fewer resources in the production and sale of our beverages. We recognize the impact our business can have on the planet, as well as the impact the planet can have on our business.



More than 97% of Monster products are packaged in 100% recyclable aluminum cans. **Recycled aluminum** makes up 68-73% of a Monster can which uses 90% less energy to make versus using new aluminum.

We are in the process of conducting our first double materiality assessment in preparation for CSRD reporting.

We continue to expand our solar capacity, with **solar and EV charger installation** now completed throughout our Corona, CA headquarter buildings, at AFF in San Fernando, CA and our warehouse in Rialto, CA.

Monster conducted a **water risk assessment** of its direct operations and adopted its first **Water Stewardship Policy**.



American Fruits and Flavors

We garnered recognition for our **anaerobic digester** located at our AFF San Fernando facility, which was awarded as an outstanding renewable energy project by the nonprofit organization Energy Vision.

GLOBAL PHILANTHROPIC SUPPORT

2024 HIGHLIGHTS



OUR PILLARS

MILITARY

(Active Duty, Retired, Ill & Injured)

FIRST RESPONDERS

ATHLETES & THEIR CHARITIES

SOCIAL RESPONSIBILITY

EDUCATION



MILITARY SUPPORT

- NFL Star Rob Gronkowski Poland Troops Visit
- Supported Enlisted Aide of the Year Award
- Supported 10th Anniversary Invictus Games Celebration
- Fort Meyer Old Guard Gyms' Rehab

CHARITABLE SUPPORT

- UCI Anti-Cancer Challenge Walk
- American Red Cross Blood Drives
- MS Fundraiser bike ride

CARING FOR OUR OWN

- Emergency Crisis Assistance
- Employee Match Program
- Volunteer Time off

HUMANITARIAN AID

Provided Hurricane Relief to employees and the local community in North Carolina, South Carolina, Georgia, and Florida.



CALIFORNIA WILDFIRE RELIEF



SUPPORTING OUR COMMUNITY AND FIRST RESPONDERS

Donated over 4,000 cases of energy drinks and Monster Tour Water – and counting.

Provided jackets, thermal clothing, hats, socks and other warm gear to firefighters and displaced fire victims.



TOM KELLY

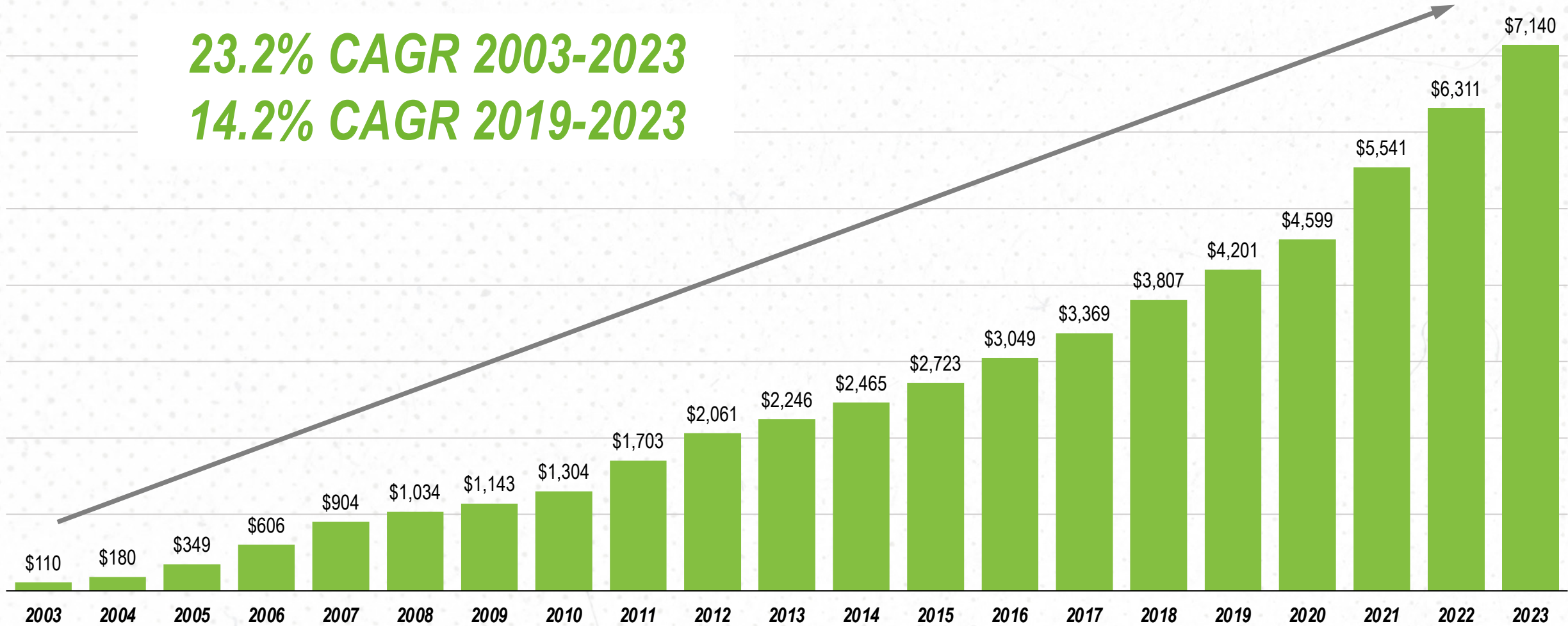
Chief Financial Officer

MONSTER BEVERAGE CORPORATION

REPORTED NET SALES
(\$ IN MILLIONS)



23.2% CAGR 2003-2023
14.2% CAGR 2019-2023



SOLID FINANCIAL RESULTS



32 CONSECUTIVE YEARS OF INCREASED SALES
SINCE THE ACQUISITION OF THE HANSEN BEVERAGE

ACHIEVED \$7.1 BILLION IN NET SALES IN 2023
UP 13.1% OVER NET SALES OF \$6.3 BILLION IN 2022.

ACHIEVED \$1.6 BILLION IN NET INCOME IN 2023
UP 36.9% OVER NET INCOME OF \$1.2 BILLION IN 2022.

ACHIEVED \$1.54 IN DILUTED EARNINGS PER SHARE IN 2023
UP 38.0% OVER DILUTED EARNINGS PER SHARE OF \$1.12 IN 2022.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, ACHIEVED \$5.7 BILLION IN NET SALES
UP 5.0% OVER NET SALES OF \$5.4 BILLION FOR THE SAME PERIOD IN 2023.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, ACHIEVED \$1.2 BILLION IN NET INCOME

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, ACHIEVED \$1.21 IN DILUTED EARNINGS PER SHARE

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, THE COMPANY REPURCHASED APPROXIMATELY 72.2 MILLION SHARES OF ITS COMMON STOCK AT AN AVERAGE PRICE OF \$52.70 PER SHARE.



MONSTER
BEVERAGE CORPORATION

***QUESTION AND ANSWER SESSION
TO BEGIN SHORTLY***



MONSTER

BEVERAGE CORPORATION



CHLOE KIM

2024 X GAMES SUPERPIPE GOLD MEDALIST



LANDO NORRIS

2024 F1 4X GRAND PRIX WINNER



JON JONES

2024 UFC HEAVYWEIGHT CHAMPION

