

**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 12, 2017**

Monster Beverage Corporation

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

0-18761

(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))

Item 7.01. Regulation FD Disclosure.

On January 12, 2017, Rodney C. Sacks, Chairman and Chief Executive Officer, and Hilton H. Schlosberg, Vice Chairman, President and Chief Financial Officer, of Monster Beverage Corporation (the "Company") will host an investor meeting to provide an update on the Company's business and operations at Convene in New York.

The Company's presentation will be open to all interested parties as a live webcast at approximately 4:15 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.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

The following exhibit is furnished herewith:

Exhibit 99.1 Presentation slides.

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 12, 2017

/s/ Hilton H. Schlosberg

Hilton H. Schlosberg
Vice Chairman of the Board of Directors,
President and Chief Financial Officer

MONSTER

BEVERAGE CORPORATION
JANUARY 12, 2017





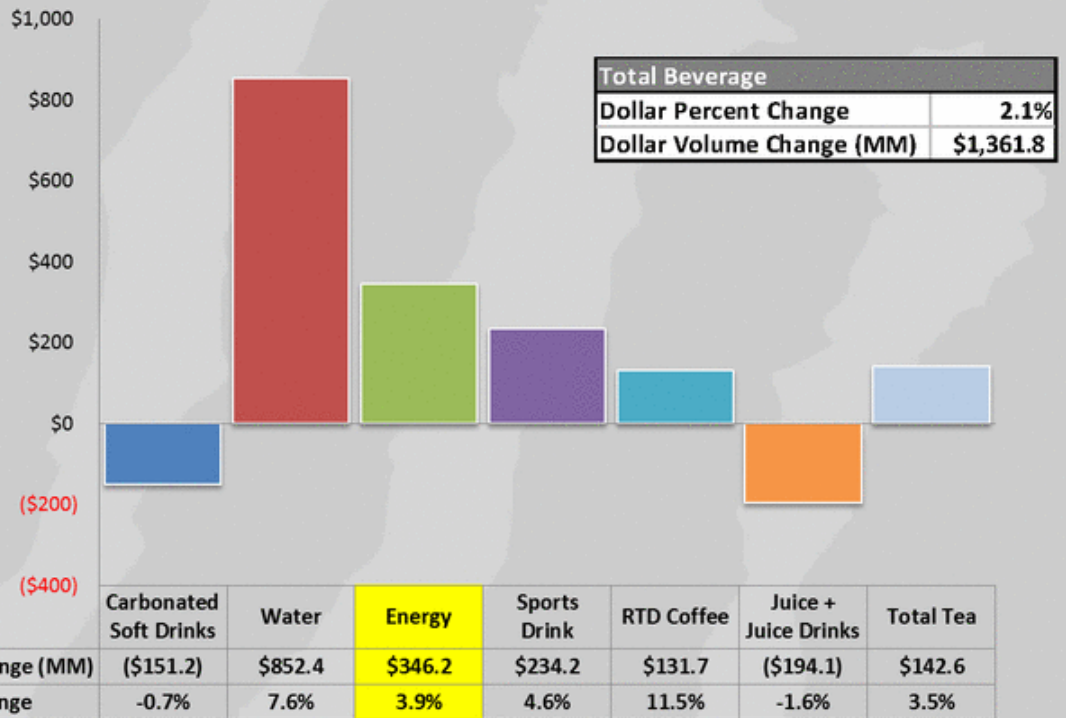
Safe Harbor Statement

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 Monster Beverage Corporation's (the "Company's") 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: our ability to recognize benefits from The Coca-Cola Company transaction and the American Fruits & Flavors transaction; our ability to introduce new products and increase sales of both existing and new products; our ability to implement the share repurchase programs; unanticipated litigation concerning the Company's products; changes in consumer preferences; 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; actual performance of the parties under the new distribution agreements; potential disruptions arising out of the transition of certain territories to new distributors; changes in sales levels by existing distributors; 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; product distribution and placement decisions by retailers; changes in governmental regulation; the imposition of new and/or increased excise, sales and/or other taxes on our products; criticism of energy drinks and/or the energy drink market generally; our ability to satisfy all criteria set forth in any U.S. model energy drink guidelines; 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; political, legislative or other governmental actions or events, including the outcome of any state attorney general, government and/or quasi-government agency inquiries, in one or more regions in which we operate. 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 the Company's most recent annual report on Form 10-K filed February 29, 2016 and subsequently filed quarterly reports on Form 10-Q. 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.

Beverage Landscape U.S.



DOLLAR VOLUME CHANGE (MM)



Energy Drink Category at **3.9%** YTD Growth is Outpacing Total Beverage Category Growth of **2.1%**

*Source: Nielsen AMC YTD M/E 10/29/16

Brand Performance - Total U.S. All Channels/Dollars



AMC ALL MEASURED CHANNELS SNAPSHOT

AMC All Measured Channels	\$ Vol	\$ Vol LY	\$ Vol Chg	\$ Vol % Chg	\$ Shr	\$ Shr Chg
TNA ENERGY	\$2,864,995,363	\$2,800,007,399	\$64,987,964	2.3%	100.0	0.0
TOTAL MEC	\$1,142,985,183	\$1,102,343,296	\$40,641,887	3.7%	39.9	0.5
MONSTER	\$1,012,306,250	\$977,114,632	\$35,191,618	3.6%	35.3	0.4
NOS	\$104,557,169	\$97,549,637	\$7,007,532	7.2%	3.6	0.2
FULL THROTTLE	\$26,121,764	\$27,679,027	-\$1,557,263	-5.6%	0.9	-0.1
RED BULL	\$994,185,262	\$974,423,799	\$19,761,463	2.0%	34.7	-0.1
ROCKSTAR	\$225,366,098	\$222,199,321	\$3,166,777	1.4%	7.9	-0.1
AMP	\$37,414,385	\$47,976,273	-\$10,561,888	-22.0%	1.3	-0.4
STARBUCKS	\$115,685,359	\$102,174,305	\$13,511,054	13.2%	4.0	0.4
5-HOUR ENERGY	\$229,984,216	\$241,737,498	-\$11,753,282	-4.9%	8.0	-0.6
XYIENCE XENERGY	\$8,224,085	\$8,940,477	-\$716,392	-8.0%	0.3	0.0
VENOM	\$7,828,507	\$6,946,999	\$881,508	12.7%	0.3	0.0
RIP IT	\$6,031,365	\$6,513,662	-\$482,297	-7.4%	0.2	0.0
A/O	\$97,290,903	\$86,751,769	\$10,539,134	12.1%	3.4	0.3

*Source: Nielsen AMC 13 WE 12/24/16 vs. Year Ago

Brand Performance - Total U.S. All Channels/Units



AMC ALL MEASURED CHANNELS SNAPSHOT

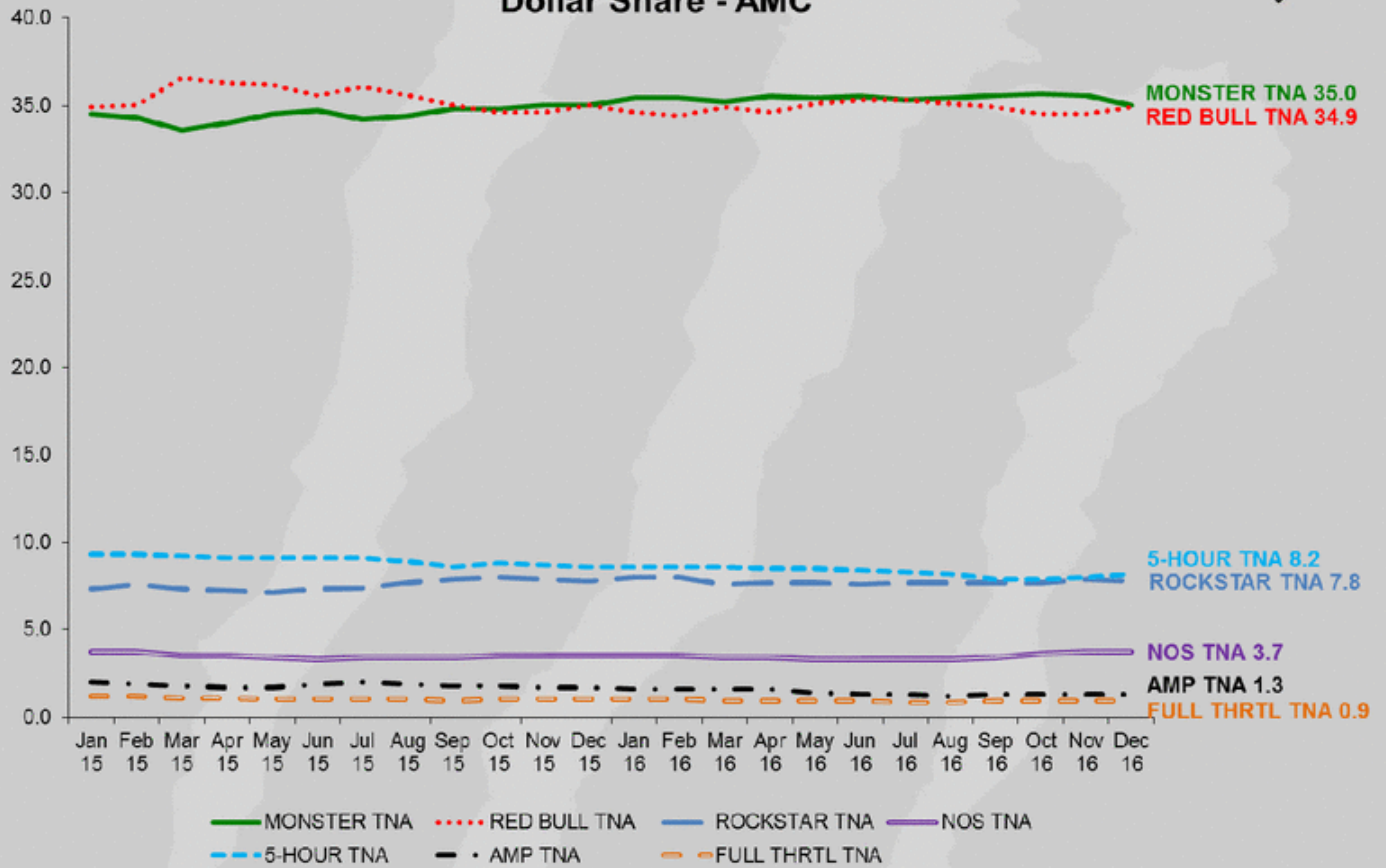
AMC All Measured Channels	U Vol	U Vol LY	U Vol Chg	U Vol % Chg	U Shr	U Shr Chg
TNA ENERGY	1,064,250,371	1,040,646,029	23,604,342	2.3%	100.0	0.0
TOTAL MEC	453,136,554	436,624,841	16,511,713	3.8%	42.6	0.6
MONSTER	392,674,272	378,829,089	13,845,183	3.7%	36.9	0.5
NOS	47,806,859	44,678,820	3,128,039	7.0%	4.5	0.2
FULL THROTTLE	12,655,423	13,116,932	-461,509	-3.5%	1.2	-0.1
RED BULL	298,430,919	293,077,456	5,353,463	1.8%	28.0	-0.1
ROCKSTAR	118,225,432	114,984,927	3,240,505	2.8%	11.1	0.1
AMP	19,233,235	24,759,355	-5,526,120	-22.3%	1.8	-0.6
STARBUCKS	42,781,219	38,212,863	4,568,356	12.0%	4.0	0.3
5-HOUR ENERGY	61,579,441	64,584,167	-3,004,726	-4.7%	5.8	-0.4
XYIENCE XENERGY	4,296,500	4,489,123	-192,623	-4.3%	0.4	0.0
VENOM	7,901,157	6,548,766	1,352,391	20.7%	0.7	0.1
RIP IT	5,998,469	6,317,566	-319,097	-5.1%	0.6	0.0
A/O	52,667,445	51,046,965	1,620,480	3.2%	4.9	0.0

*Source: Nielsen AMC 13 WE 12/24/16 vs. Year Ago

Energy Category - Total U.S. Dollar Share - All Measured Channels



Dollar Share - AMC

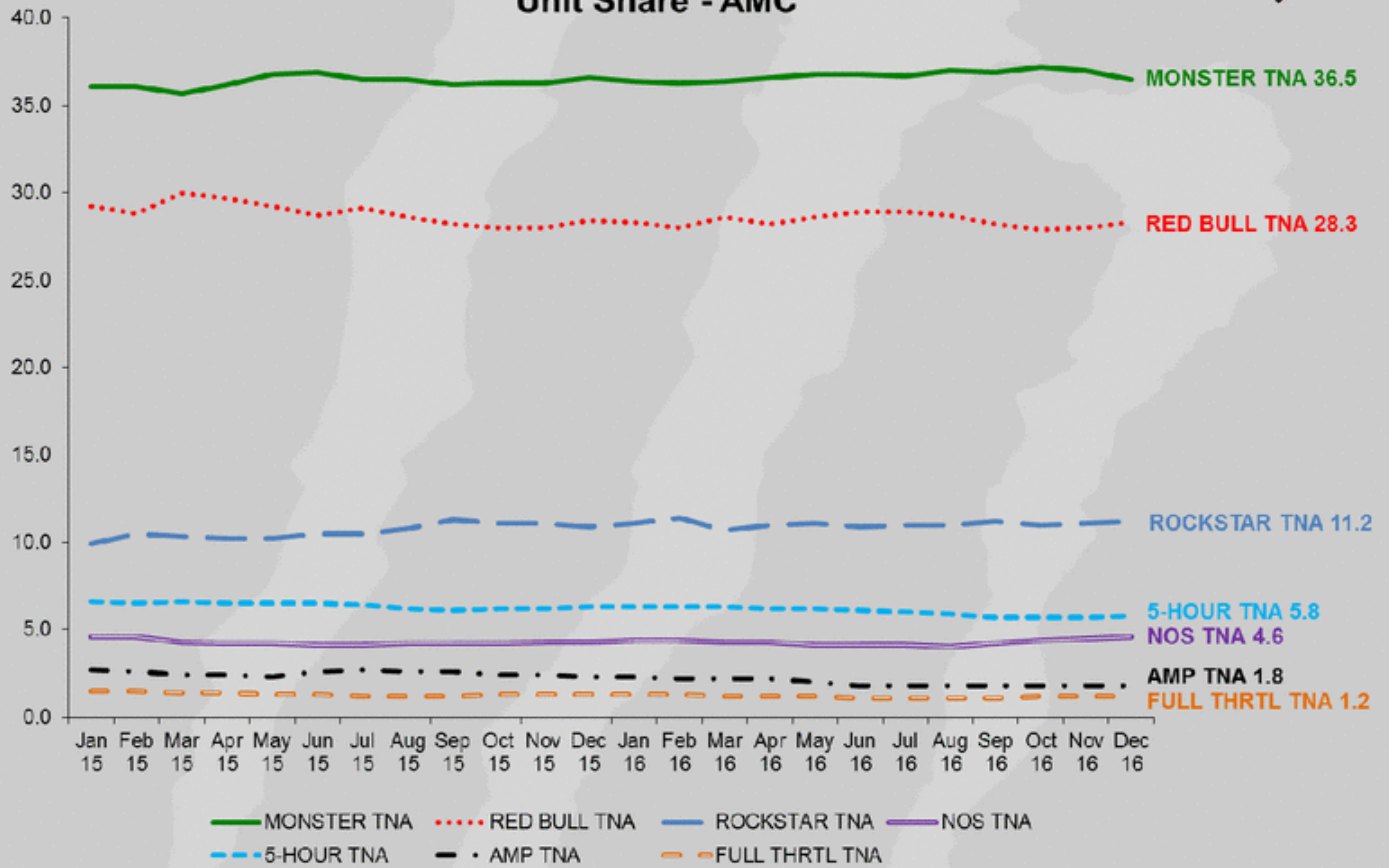


*Source: Nielsen AMC 24 M/E 12/24/16

Energy Category - Total U.S. Unit Share - All Measured Channels



Unit Share - AMC



*Source: Nielsen AMC 24 M/E 12/24/16

Brand Performance - Total U.S. Convenience/Dollars



TOTAL U.S. - CONVENIENCE SNAPSHOT

TOTAL U.S. - CONVENIENCE	\$ Vol	\$ Vol LY	\$ Vol Chg	\$ Vol % Chg	\$ Shr	\$ Shr Chg
TNA ENERGY	\$2,115,800,345	\$2,097,770,016	\$18,030,329	0.9%	100.0	0.0
TOTAL MEC	\$857,598,874	\$840,706,586	\$16,892,288	2.0%	40.5	0.5
MONSTER	\$748,491,257	\$734,915,319	\$13,575,938	1.8%	35.4	0.3
NOS	\$87,449,078	\$83,324,085	\$4,124,993	5.0%	4.1	0.2
FULL THROTTLE	\$21,658,539	\$22,467,182	-\$808,643	-3.6%	1.0	0.0
RED BULL	\$732,266,446	\$728,474,106	\$3,792,340	0.5%	34.6	-0.1
ROCKSTAR	\$171,233,965	\$171,633,703	-\$399,738	-0.2%	8.1	-0.1
AMP	\$31,610,304	\$40,272,331	-\$8,662,027	-21.5%	1.5	-0.4
STARBUCKS	\$81,548,282	\$72,576,478	\$8,971,804	12.4%	3.9	0.4
5-HOUR ENERGY	\$163,794,837	\$173,426,510	-\$9,631,673	-5.6%	7.7	-0.5
XYIENCE XENERGY	\$6,429,443	\$7,251,105	-\$821,662	-11.3%	0.3	0.0
VENOM	\$4,680,618	\$3,937,168	\$743,450	18.9%	0.2	0.0
RIP IT	\$4,842,326	\$4,914,218	-\$71,892	-1.5%	0.2	0.0
A/O	\$61,795,250	\$54,577,811	\$7,217,439	13.2%	2.9	0.3

*Source: Nielsen Total U.S. Convenience 13 W/E 12/24/16 vs. Year Ago

Brand Performance - Total U.S. Convenience/Units



TOTAL U.S. - CONVENIENCE SNAPSHOT

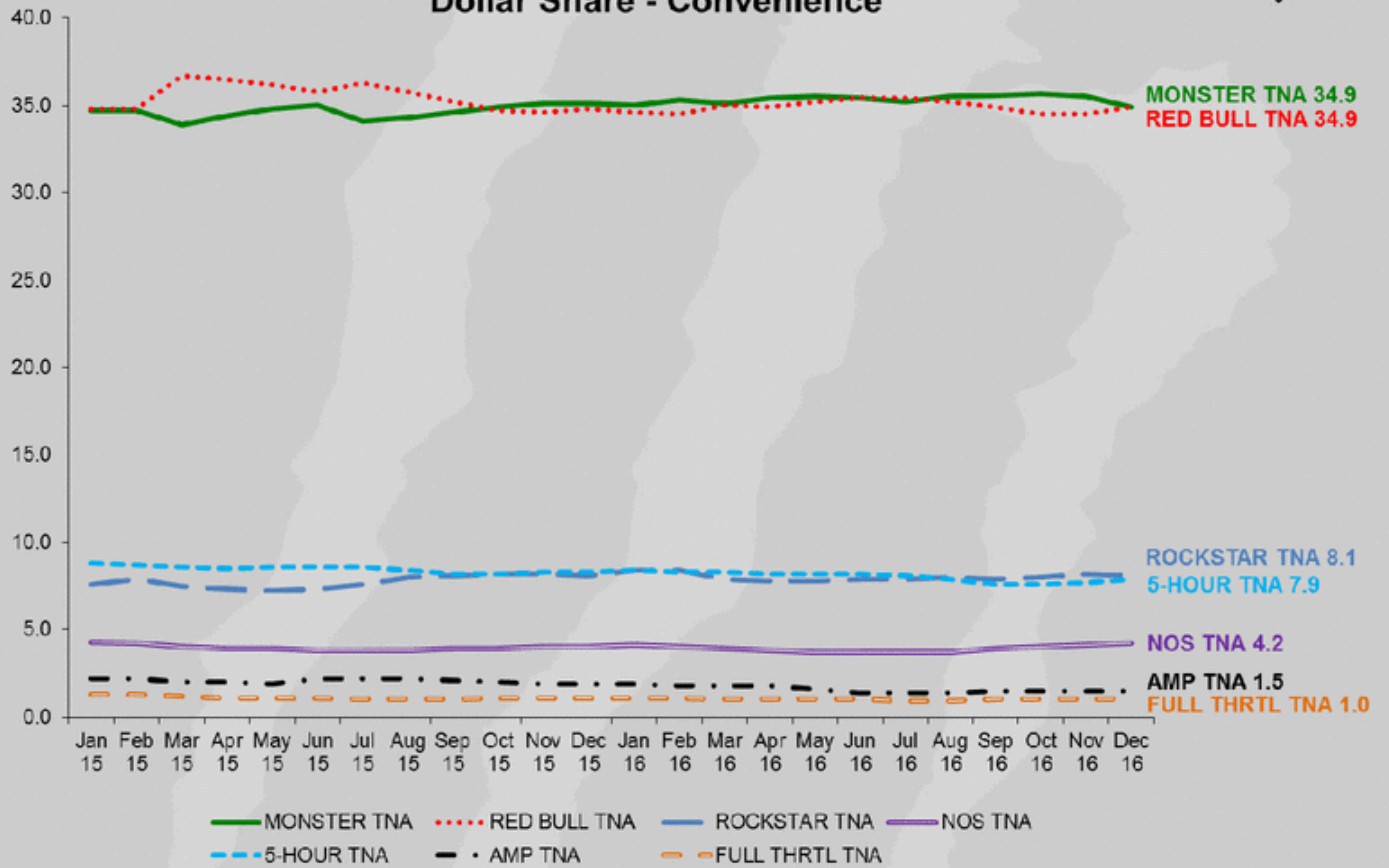
TOTAL U.S. - CONVENIENCE	U Vol	U Vol LY	U Vol Chg	U Vol % Chg	U Shr	U Shr Chg
TNA ENERGY	811,158,272	806,167,107	4,991,165	0.6%	100.0	0.0
TOTAL MEC	356,576,235	347,943,301	8,632,934	2.5%	44.0	0.8
MONSTER	306,748,073	299,801,778	6,946,295	2.3%	37.8	0.6
NOS	39,366,115	37,564,788	1,801,327	4.8%	4.9	0.2
FULL THROTTLE	10,462,047	10,576,735	-114,688	-1.1%	1.3	0.0
RED BULL	231,160,433	230,325,936	834,497	0.4%	28.5	-0.1
ROCKSTAR	83,916,526	84,097,313	-180,787	-0.2%	10.3	-0.1
AMP	15,546,161	20,179,232	-4,633,071	-23.0%	1.9	-0.6
STARBUCKS	28,714,852	25,974,330	2,740,522	10.6%	3.5	0.3
5-HOUR ENERGY	47,862,060	50,899,348	-3,037,288	-6.0%	5.9	-0.4
XYIENCE XENERGY	3,197,106	3,504,524	-307,418	-8.8%	0.4	0.0
VENOM	4,594,618	3,496,920	1,097,698	31.4%	0.6	0.1
RIP IT	4,894,386	4,779,983	114,403	2.4%	0.6	0.0
A/O	34,695,895	34,966,220	-270,325	-0.8%	4.3	-0.1

*Source: Nielsen Total U.S. Convenience 13 W/E 12/24/16 vs. Year Ago

Energy Category - Dollar Share - Convenience



Dollar Share - Convenience

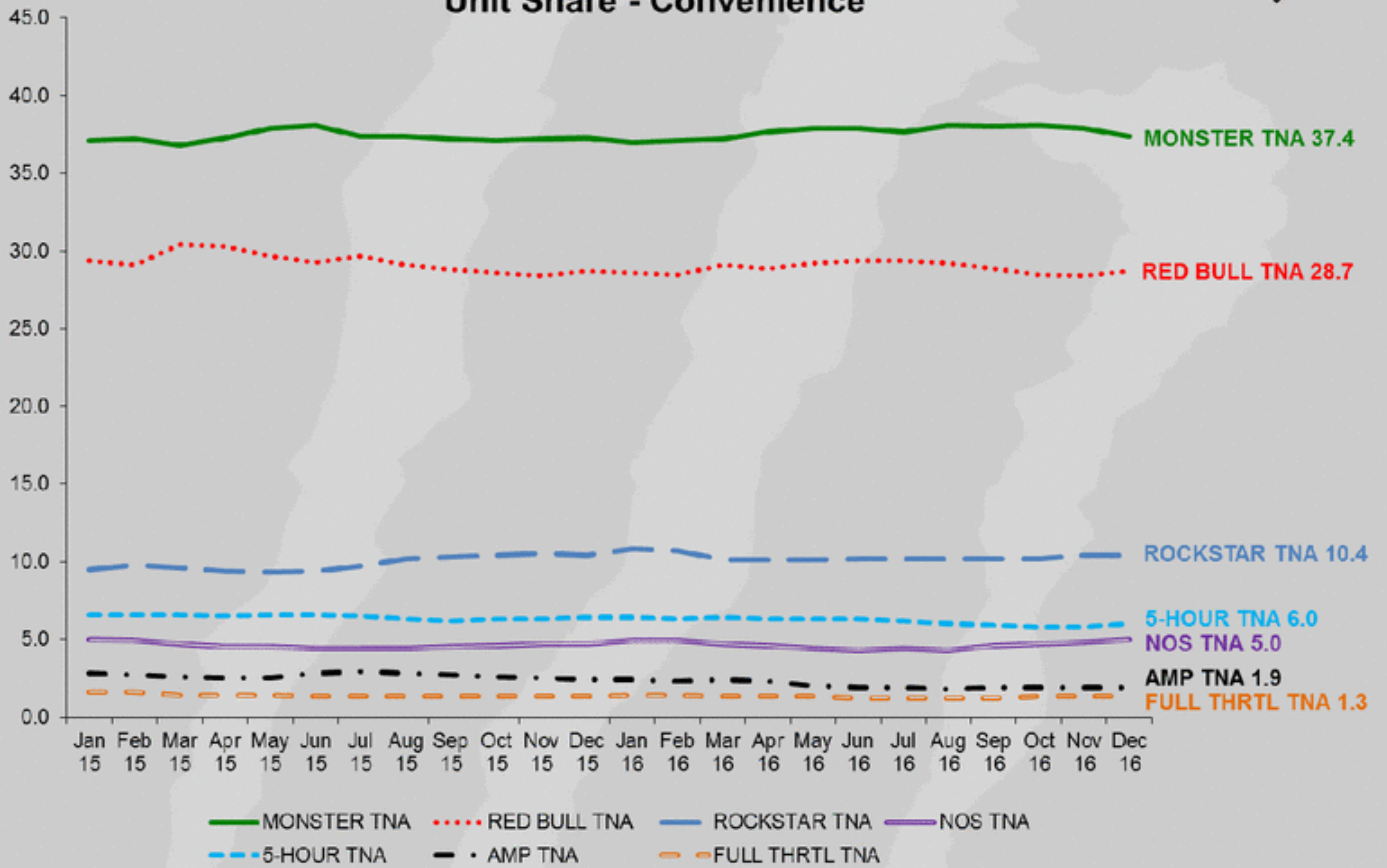


*Source: Nielsen Total U.S. Convenience 24 M/E 12/24/16

Energy Category - Unit Share - Convenience



Unit Share - Convenience

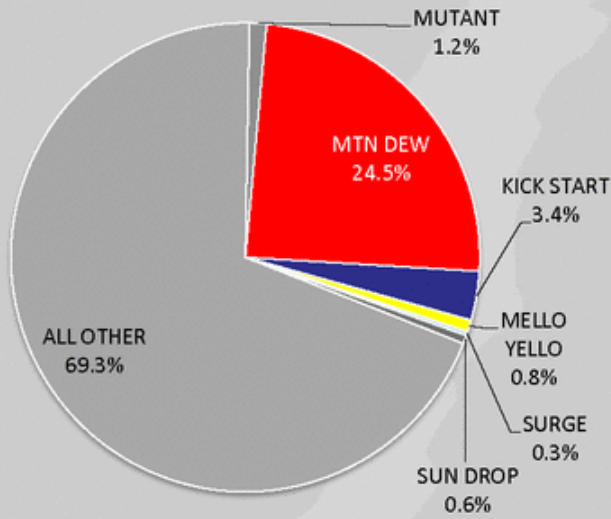


*Source: Nielsen Total U.S. Convenience 24 ME 12/24/16

Single Serve Citrus Soda - Brand Review/Dollars

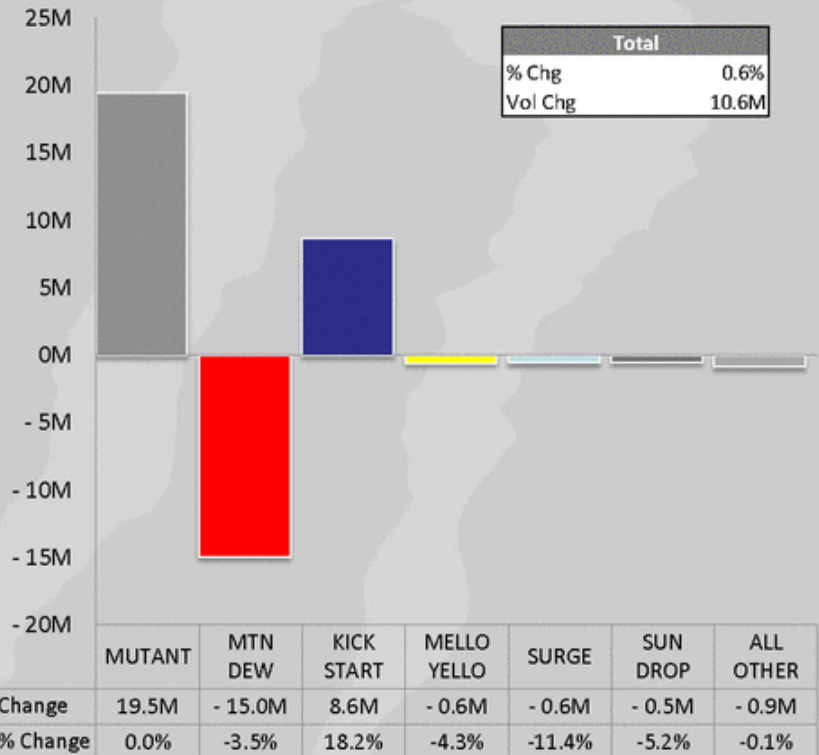


Dollar Volume Share



Brand	Shr Chg
MUTANT	1.2%
MTN DEW	-1.1%
KICK START	0.5%
MELLO YELLO	0.0%
SURGE	0.0%
SUN DROP	0.0%
ALL OTHER	-0.5%

Dollar Volume Change



Source: Nielsen Total U.S. Convenience 13 W/E 12/24/16

Single Serve Soda - Total U.S. Convenience/Dollars



TOTAL U.S. - CONVENIENCE

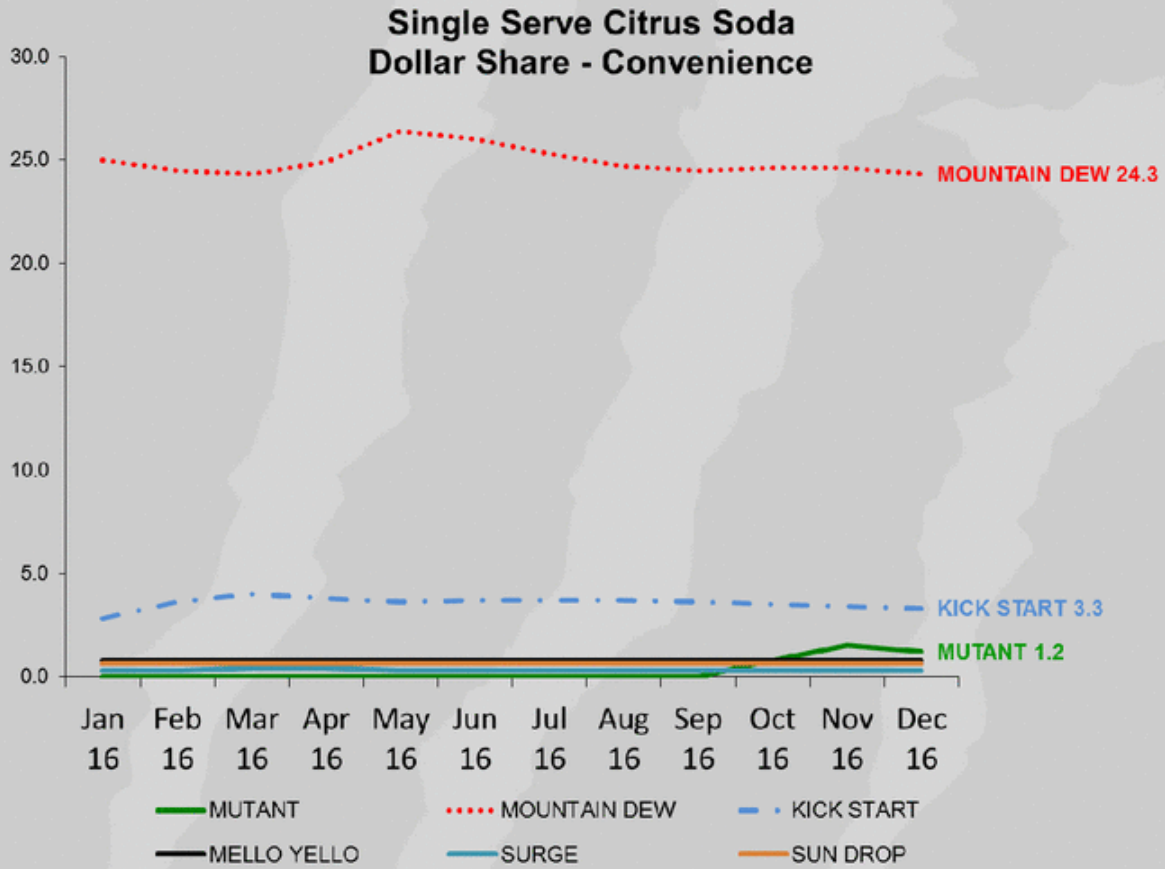
TOTAL U.S. - CONVENIENCE	\$ Vol	\$ Vol LY	\$ Vol Chg	% Chg	\$ Shr	\$ Shr Chg
TOTAL	\$1,664,298,246	\$1,653,678,080	\$10,620,166	0.6%	100.0	0.0
MTN DEW	\$407,716,829	\$422,669,942	-\$14,953,113	-3.5%	24.5	-1.1
COCA-COLA	\$395,675,591	\$398,907,960	-\$3,232,369	-0.8%	23.8	-0.3
PEPSI	\$236,109,220	\$250,086,318	-\$13,977,098	-5.6%	14.2	-0.9
DR PEPPER	\$168,385,040	\$172,385,332	-\$4,000,292	-2.3%	10.1	-0.3
SPRITE	\$107,675,543	\$103,185,240	\$4,490,303	4.4%	6.5	0.2
KICK START	\$56,239,630	\$47,599,080	\$8,640,550	18.2%	3.4	0.5
FANTA	\$49,659,269	\$37,477,253	\$12,182,016	32.5%	3.0	0.7
A & W	\$30,923,587	\$32,244,156	-\$1,320,569	-4.1%	1.9	-0.1
CANADA DRY	\$26,694,034	\$25,525,190	\$1,168,844	4.6%	1.6	0.1
SUNKIST	\$20,801,895	\$23,077,798	-\$2,275,903	-9.9%	1.2	-0.1
MUTANT	\$19,501,874	\$0	\$19,501,874		1.2	1.2
7 UP	\$15,481,011	\$16,400,813	-\$919,802	-5.6%	0.9	-0.1
MELLO YELLO	\$13,663,717	\$14,278,198	-\$614,481	-4.3%	0.8	0.0
CRUSH	\$12,946,509	\$11,756,544	\$1,189,965	10.1%	0.8	0.1
BIG RED	\$9,753,222	\$10,133,931	-\$380,709	-3.8%	0.6	0.0
SUN DROP	\$9,677,411	\$10,202,946	-\$525,535	-5.2%	0.6	0.0
SQUIRT	\$9,524,496	\$9,086,135	\$438,361	4.8%	0.6	0.0
SCHWEPPES	\$8,444,788	\$5,984,433	\$2,460,355	41.1%	0.5	0.1



Mutant is Driving Category Growth, the **#11** Brand in Dollars, and has the Highest Dollar Growth Amongst All Sparkling Soft Drinks Single Serve Brands

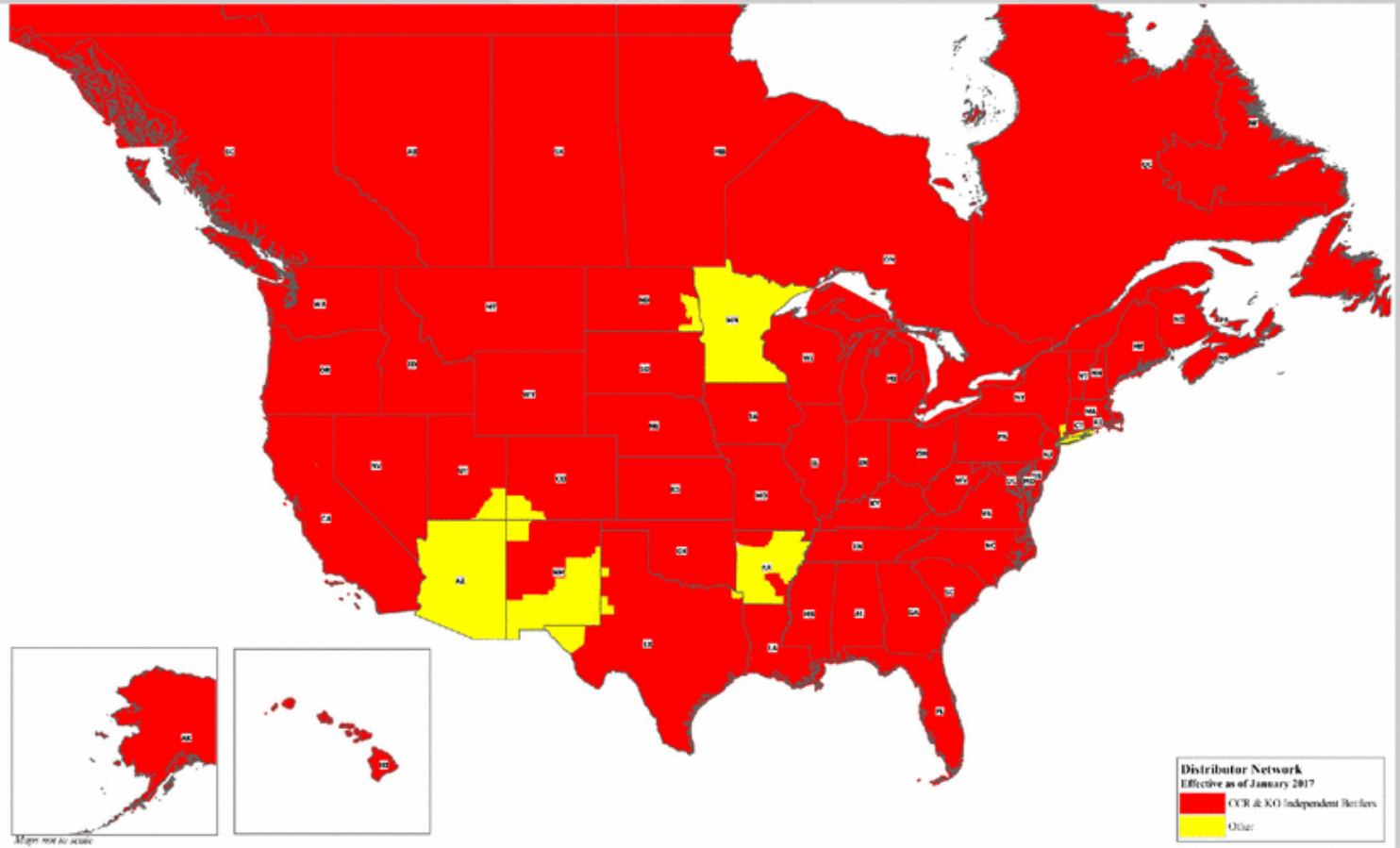
*Source: Nielsen Total U.S. Convenience 13 W/E 12/24/16 vs. Year Ago

Single Serve Citrus Soda - Total U.S. Share Trend/Dollars

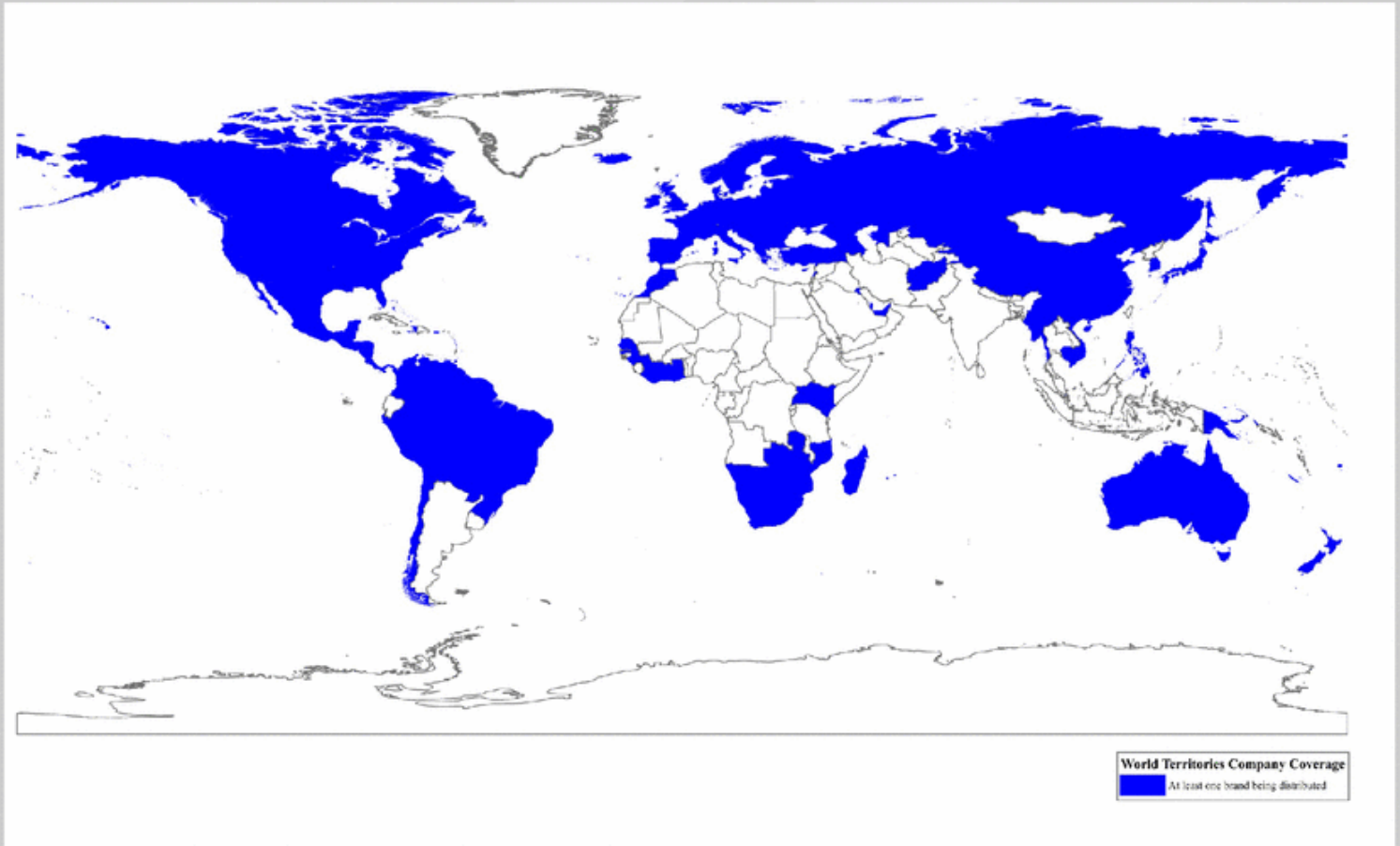


Source: Nielsen Total U.S. Convenience YTD W/E 12/24/16

North America Distributor Map

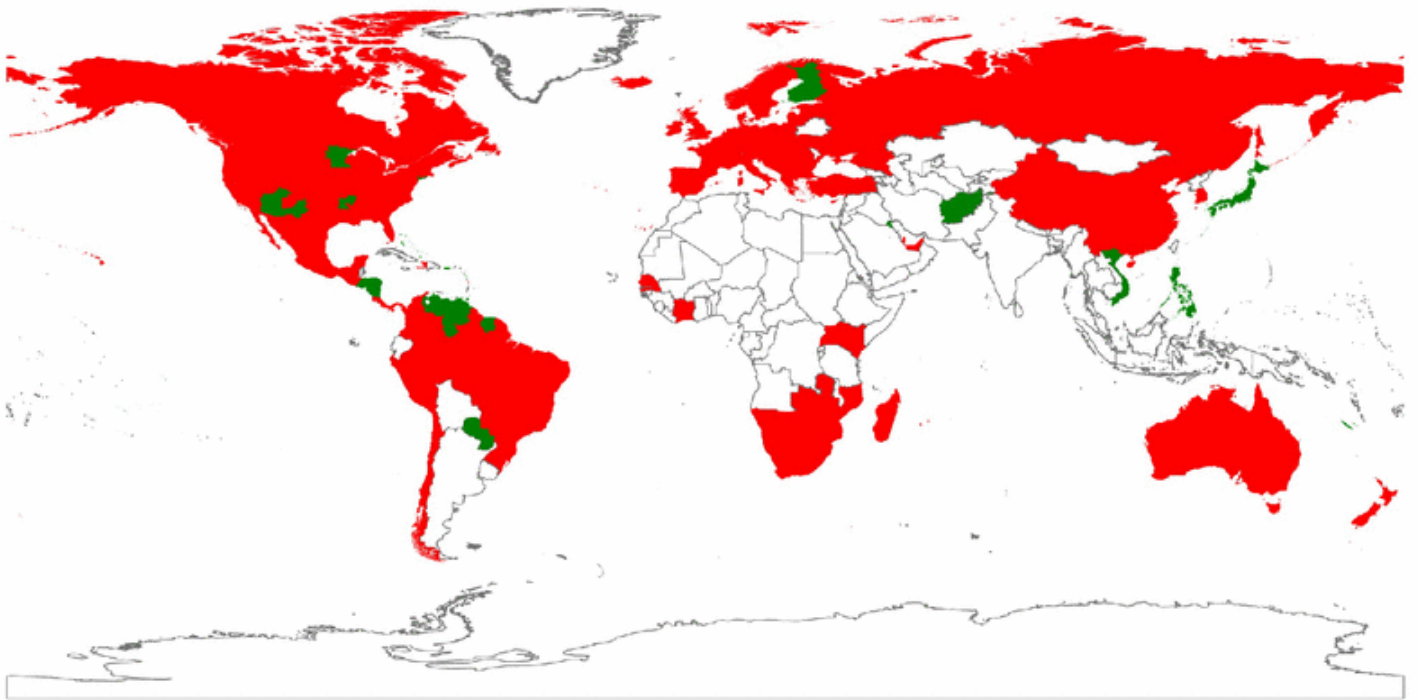


Distribution of at least one Company brand following KO Transaction



As of January 1, 2017

Distribution of Monster Energy Drinks



World Territories Current Coverage	
Monster Energy Brand	
■	Coca-Cola System Bottles
■	All Other - Independent
■	No Coverage

As of January 1, 2017



North America



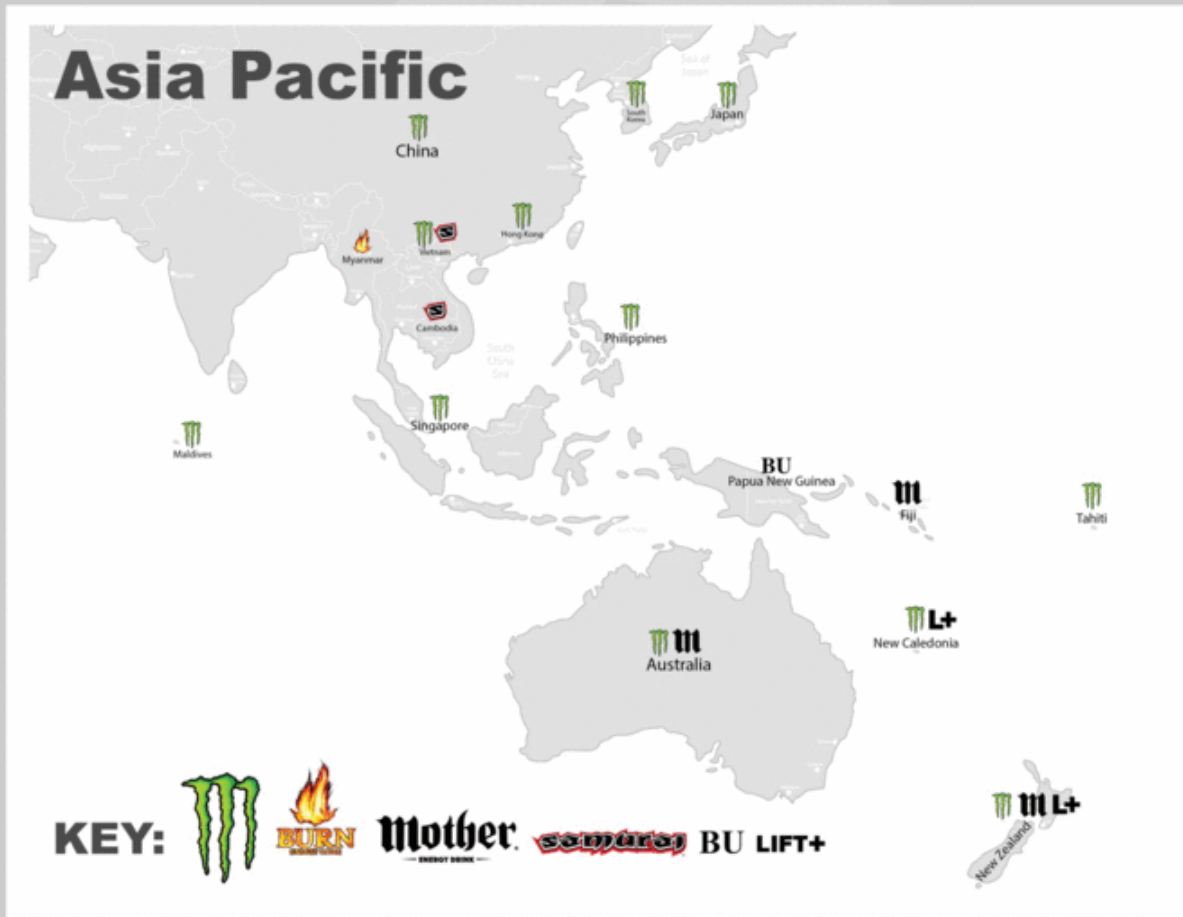


Europe



KEY:     

Energy Portfolio

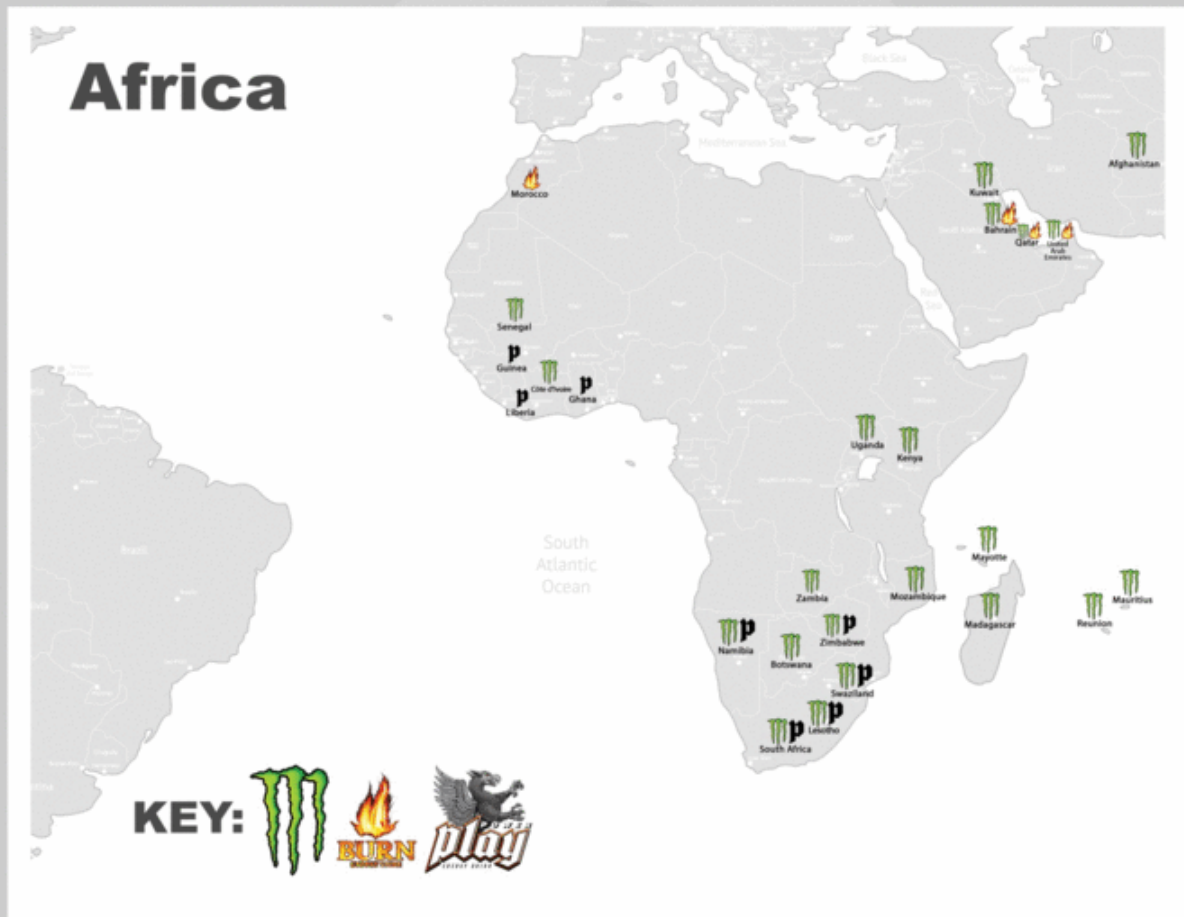


As of January 1, 2017



Central & South America





Selected Market: Belgium

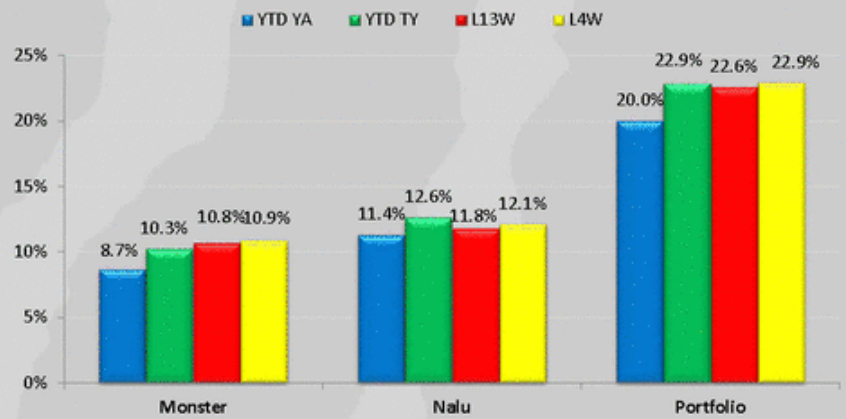


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+5.2%	-2.9%
• Monster Value Growth	+26.7%	+15.9%
• Monster Value Share	10.8%	10.9%
• Nalu Value Growth	+9.5%	+2.3%
• Nalu Value Share	11.8%	12.1%
• Monster Energy Portfolio Value Share	22.6%	22.9%



Esso, Fuel, Belgium

Belgium Value Share Monster, Nalu & Portfolio



Key: YTD YA - Year to Date Year Ago YTD TY - Year to Date This Year L13W - Last 13 Weeks L4W - Last 4 Weeks

Source: Nielsen Value Sales to 11/27/16, Total All Measured Channels

Selected Market: Czech Republic

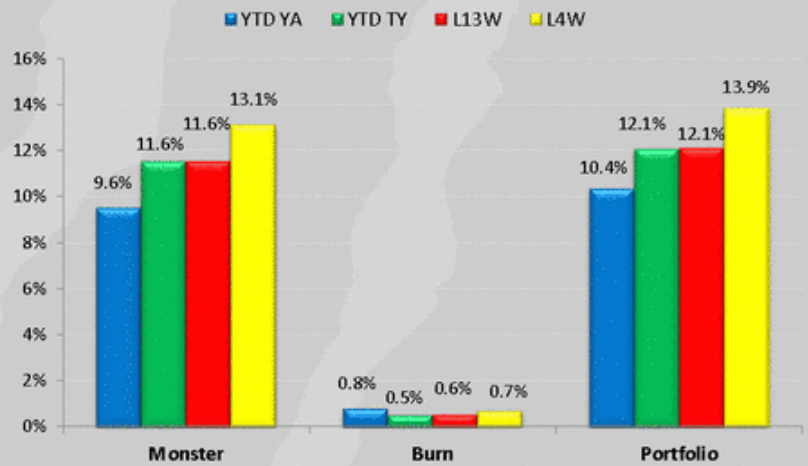


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+5.7%	+7.4%
• Monster Value Growth	+37.8%	+57.7%
• Monster Value Share	11.6%	13.1%
• Burn Value Growth	-20.0%	+12.0%
• Burn Value Share	0.6%	0.7%
• Monster Energy Portfolio Value Share	12.1%	13.9%



Ahold, Supermarket, Czech Republic

Czech Republic Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/30/16, Total All Measured Channels

Selected Market: Denmark



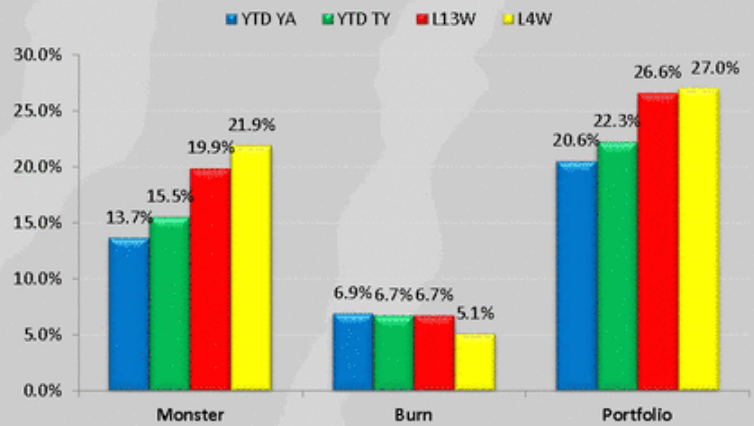
	Last 13 Weeks '16	Last 4 weeks '16
• Energy Category Value Growth	+9.6%	+14.0%
• Monster Value Growth	+50.4%	+62.3%
• Monster Value Share	19.9%	21.9%
• Burn Value Growth	+1.0%	-20.5%
• Burn Value Share	6.7%	5.1%
• Monster Energy Portfolio Value Share	26.6%	27.0%

**KO System
Transition Date
September
2016**



Bilka, Hypermarket, Denmark

Denmark Value Share Monster, Burn & Portfolio



Source Nielsen Value Sales to 11/27/16, Total All Measured Channels

Selected Market: France

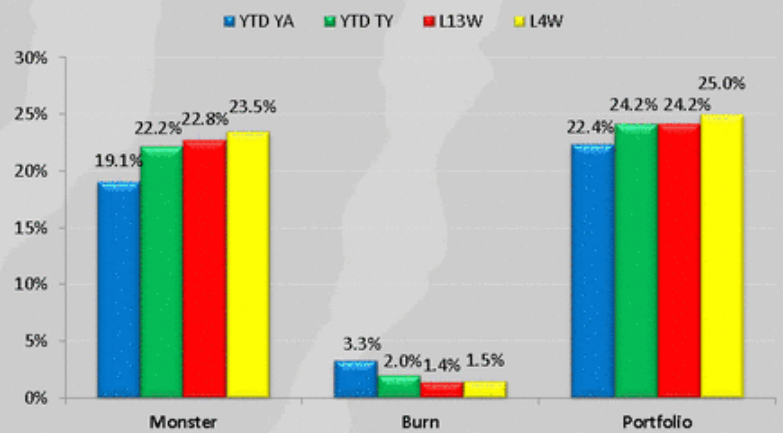


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+8.4%	+4.9%
• Monster Value Growth	+24.4%	+13.0%
• Monster Value Share	22.8%	23.5%
• Burn Value Growth	-51.5%	- 49.2%
• Burn Value Share	1.4%	1.5%
• Monster Energy Portfolio Value Share	24.2%	25.0%



A2Pas & Intermarche Express, Convenience, France

France Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/27/16, Total All Measured Channels

Selected Market: Germany

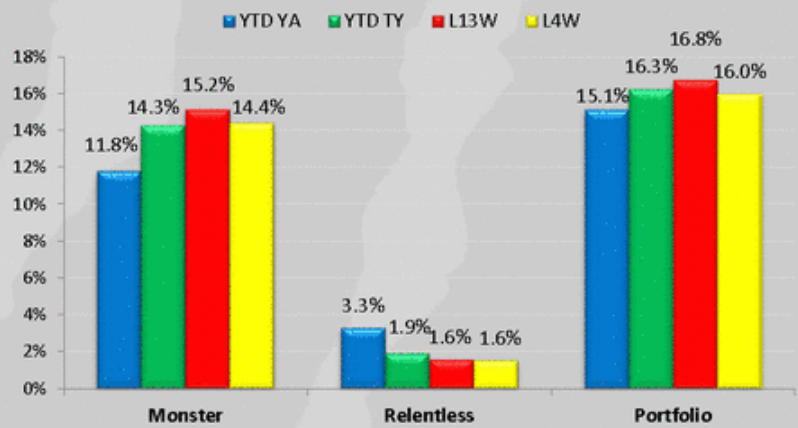


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+10.1%	+2.0%
• Monster Value Growth	+37.5%	+30.7%
• Monster Value Share	15.2%	14.4%
• Relentless Value Growth	-39.9%	-48.9%
• Relentless Value Share	1.6%	1.6%
• Monster Energy Portfolio Value Share	16.8%	16.0%



Real, Hypemarket, Germany

Germany Value Share Monster, Relentless & Portfolio



Source: Nielsen Value Sales to 12/4/16, Total All Measured Channels

Selected Market: Great Britain

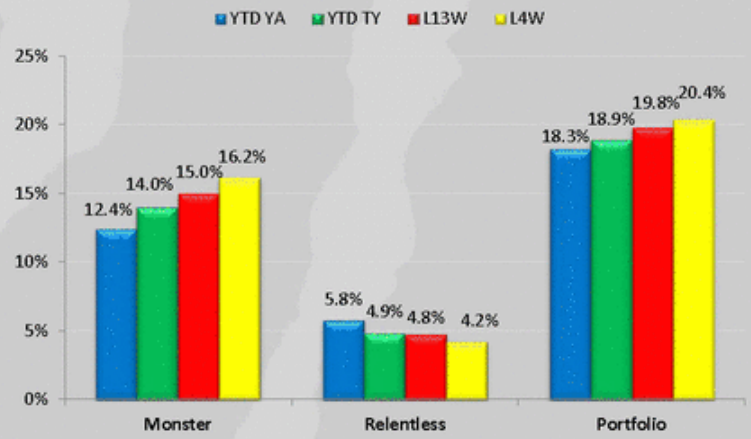


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+3.5%	+1.8%
• Monster Value Growth	+20.0%	+14.8%
• Monster Value Share	15.0%	16.2%
• Relentless Value Growth	-11.2%	-17.6%
• Relentless Value Share	4.8%	4.2%
• Monster Energy Portfolio Value Share	19.8%	20.4%



ASDA, Hypermarket, Great Britain

GB Value Share Monster, Relentless & Portfolio



Source: Nielsen Value Sales to 12/3/16, Total Market All Channels

Selected Market: Greece

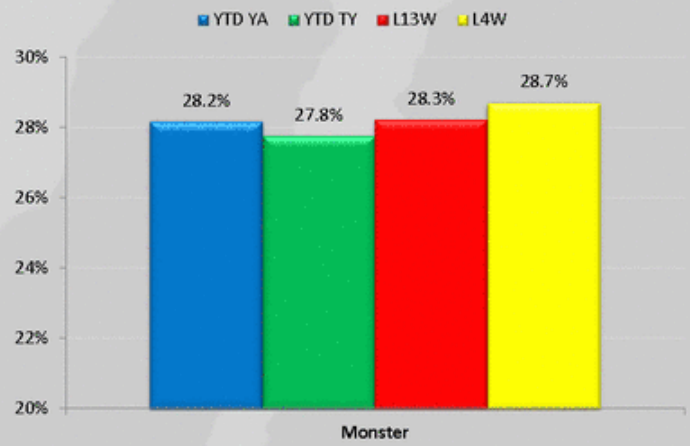


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	-1.6%	-1.5%
• Monster Value Growth	-5.0%	-1.9%
• Monster Value Share	28.3%	28.7%



Market In, Supermarket, Greece

Greece Value Share Monster



Source: IRI Value Sales to 11/30/16, Total Market All Channels

Selected Market: Netherlands

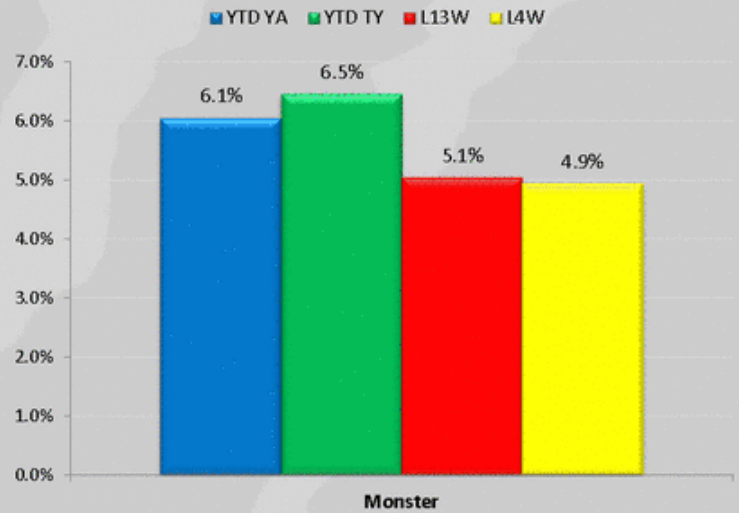


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+11.3%	+11.0%
• Monster Value Growth	-13.2%	-21.4%
• Monster Value Share	5.1%	4.9%



Jumbo, Supermarket, Netherlands

Netherlands Value Share Monster



Source: Nielsen Value Sales to 11/16/16, Total All Measured Channels

Selected Market: Norway

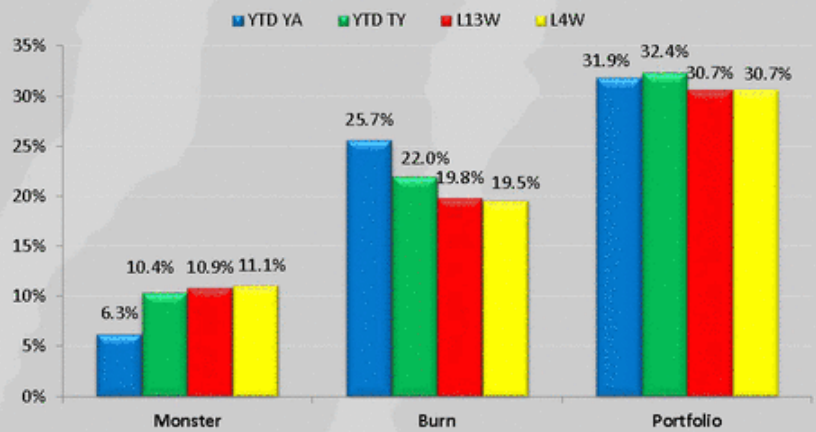


	Last <u>13 Weeks '16</u>	Last <u>4 Weeks '16</u>
• Energy Category Value Growth	+16.9%	+17.1%
• Monster Value Growth	+87.5%	+73.1%
• Monster Value Share	10.9%	11.1%
• Burn Value Growth	-7.8%	-10.5%
• Burn Value Share	19.8%	19.5%
• Monster Energy Portfolio Value Share	30.7%	30.7%



Circle K & Independent Store, Fuel, Norway

Norway Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 12/4/16, Total All Measured Channels

Selected Market: Poland

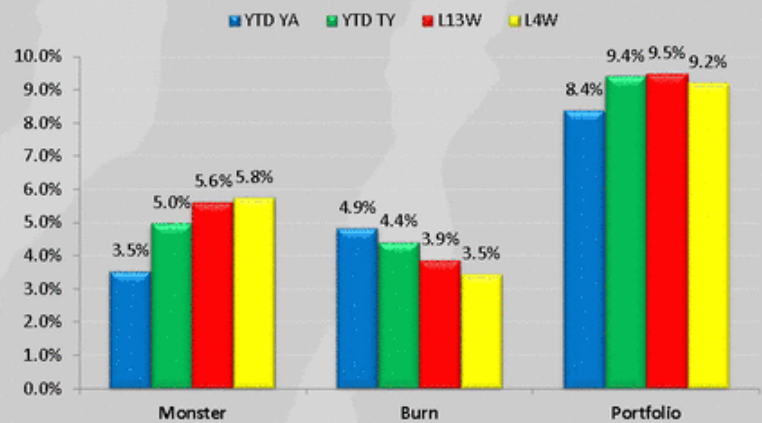


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+9.3%	+6.3%
• Monster Value Growth	+76.1%	+81.8%
• Monster Value Share	5.6%	5.8%
• Burn Value Growth	-13.4%	-31.7%
• Burn Value Share	3.9%	3.5%
• Monster Energy Portfolio Value Share	9.5%	9.2%



Carrefour, Supermarket, Poland

Poland Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/27/16, Total All Measured Channels

Selected Market: Republic of Ireland



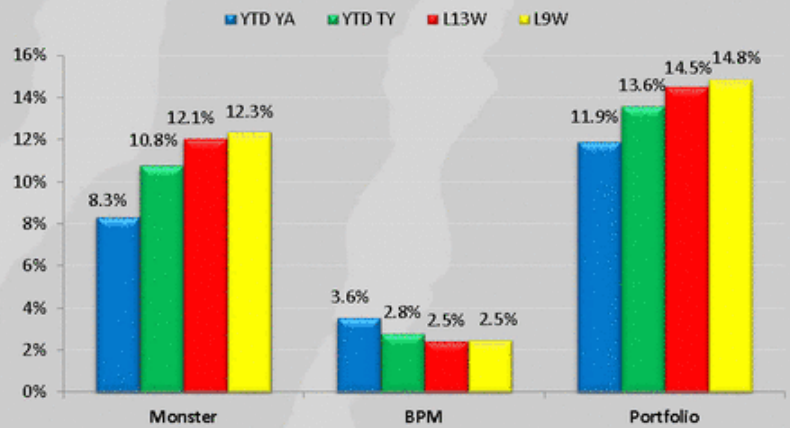
	Last <u>13 Weeks '16</u>	Last <u>9 Weeks '16</u>
• Energy Category Value Growth	+12.1%	+15.3%
• Monster Value Growth	+56.5%	+95.3%
• Monster Value Share	12.1%	12.3%
• BPM Value Growth	-16.9%	-21.9%
• BPM Value Share	2.5%	2.5%
• Monster Energy Portfolio Value Share	14.5%	14.8%



Supervalu, Supermarket, Republic of Ireland

Source: Nielsen Value Sales to 10/31/16, Total All Measured Channels

Republic of Ireland Value Share Monster, BPM & Portfolio



Selected Market: Russia

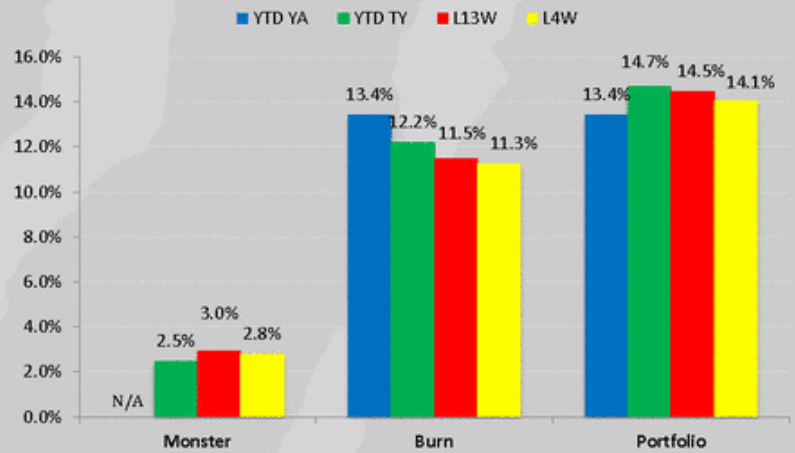


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+22.0%	+17.8%
• Monster Value Growth	N/A	N/A
• Monster Value Share	3.0%	2.8%
• Burn Value Growth	+3.8%	-4.1%
• Burn Value Share	11.5%	11.3%
• Monster Energy Portfolio Value Share	14.5%	14.1%



Greenwich, Supermarket & Lenta, Hypermarket, Russia

Russia Value Share Monster, Burn & Portfolio

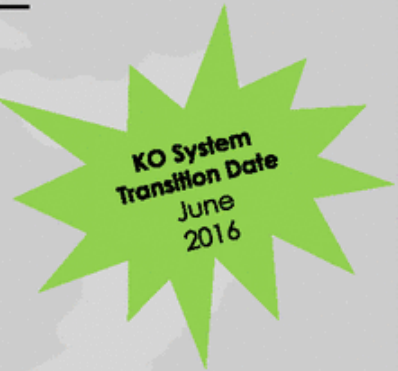


Source: Nielsen Value Sales to 11/30/16, Total All Measured Channels

Selected Market: South Africa

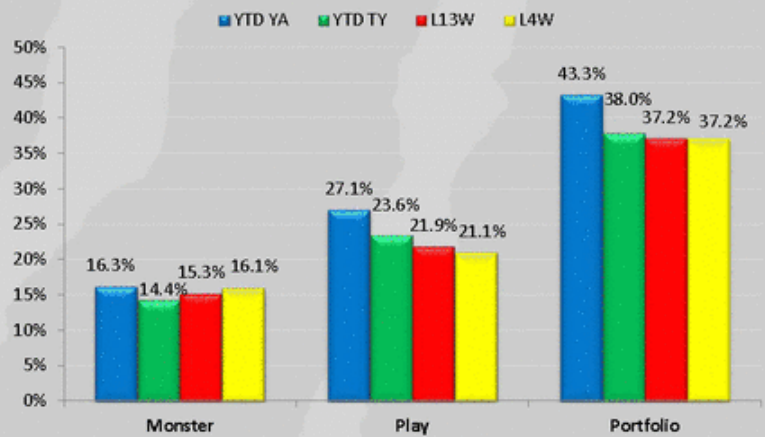


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+13.9%	+7.8%
• Monster Value Growth	+16.3%	+17.3%
• Monster Value Share	15.3%	16.1%
• Play Value Growth	-6.5%	-12.2%
• Play Value Share	21.9%	21.1%
• Monster Energy Portfolio Value Share	37.2%	37.2%



Pick N Pay, Hypermarket, South Africa

South Africa Value Share Monster, Play & Portfolio

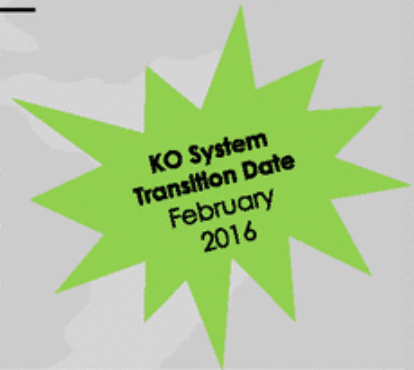


Source: Nielsen Value Sales to 11/30/16, Total Market All Channels

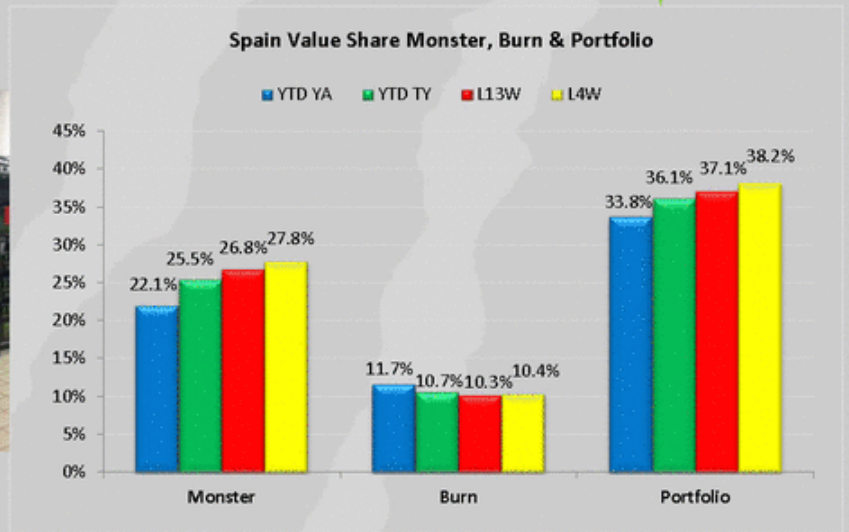
Selected Market: Spain



	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+10.6%	+5.7%
• Monster Value Growth	+28.2%	+19.4%
• Monster Value Share	26.8%	27.8%
• Burn Value Growth	-3.4%	-5.4%
• Burn Value Share	10.3%	10.4%
• Monster Energy Portfolio Value Share	37.1%	38.2%



Eroski, Hypermarket, Spain



Source: Nielsen Value Sales to 12/16/16, Total Market All Channels

Selected Market: Sweden

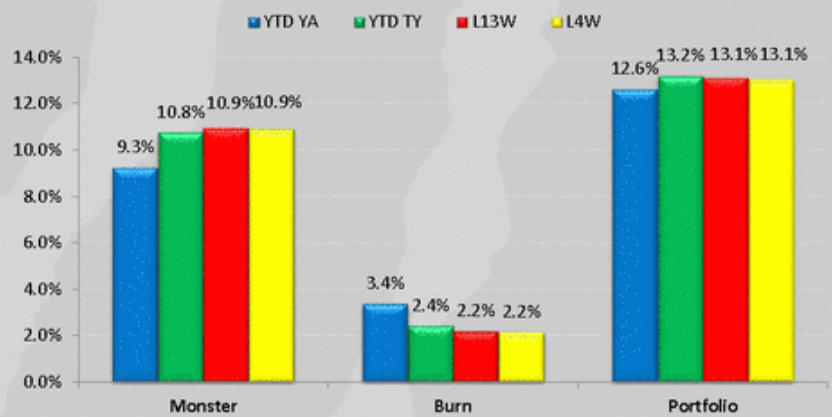


	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+14.0%	+13.7%
• Monster Value Growth	+17.3%	+13.9%
• Monster Value Share	10.9%	10.9%
• Burn Value Growth	-20.9%	-20.5%
• Burn Value Share	2.2%	2.2%
• Monster Energy Portfolio Value Share	13.1%	13.1%



Hemkop, Supermarket, Sweden

Sweden Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/27/16. Total All Measured Channels

Selected Market: Turkey



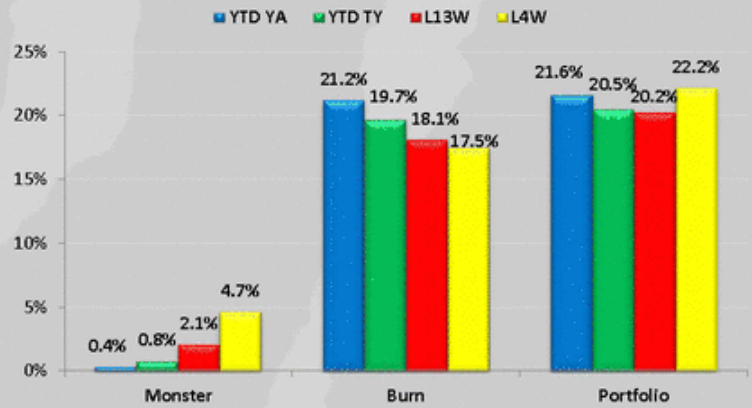
	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+13.4%	+12.2%
• Monster Value Growth	+400.1%	+860.2%
• Monster Value Share	2.1%	4.7%
• Burn Value Growth	-2.4%	-8.2%
• Burn Value Share	18.1%	17.5%
• Monster Energy Portfolio Value Share	20.2%	22.2%

**KO System
Transition Date
August
2016**



Independent Stores, Turkey

Turkey Value Share Black Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/30/16, Total All Measured Channels

Selected Market: Brazil



	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	-8.5%	-9.3%
• Monster Value Growth	-36.7%	-31.3%
• Monster Value Share	2.5%	2.6%
• Burn Value Growth	-21.3%	-23.3%
• Burn Value Share	8.0%	7.7%
• Monster Energy Portfolio Value Share	10.4%	10.4%

**KO System
Transition Date
November
2016**

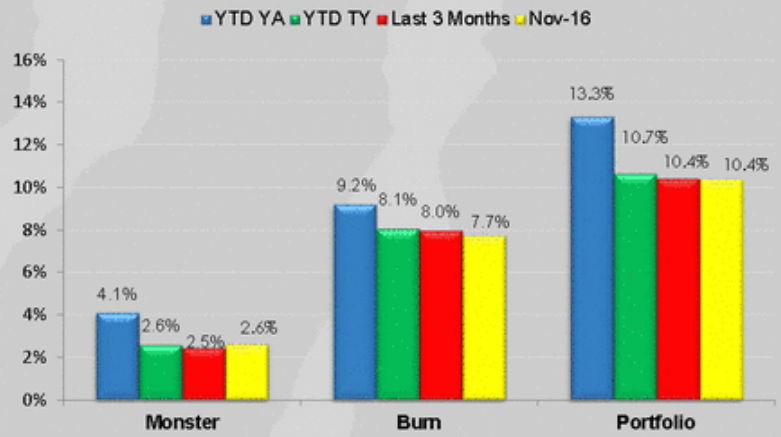


Carrefour Bairro,
Supermarket, Brazil



Extra-hiper,
Hypermarket, Brazil

Brazil Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/16, All Measured Channels

Selected Market: Chile



	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+19.6%	+16.7%
• Monster Value Growth	+51.1%	+51.3%
• Monster Value Share	23.5%	25.1%

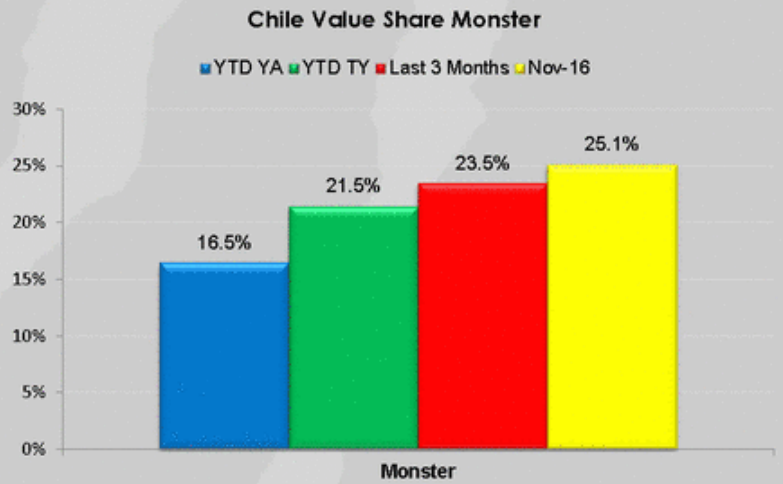
**KO System
Transition Date
September
2016**



Walmart, Hypemarket, Chile



OK Market, Supermarket, Chile



Source: Nielsen Value Sales to 11/16, All Measured Channels

Selected Market: Mexico



	Last <u>13 Weeks '16</u>	Last <u>4 Weeks '16</u>
• Energy Category Value Growth	+35.7%	+35.4%
• Monster Value Growth	+18.5%	+25.3%
• Monster Value Share	23.3%	24.3%
• Burn Value Growth	+3.4%	-8.3%
• Burn Value Share	4.4%	4.0%
• Monster Energy Portfolio Value Share	27.7%	28.3%

**KO System
Transition Date
August
2016**

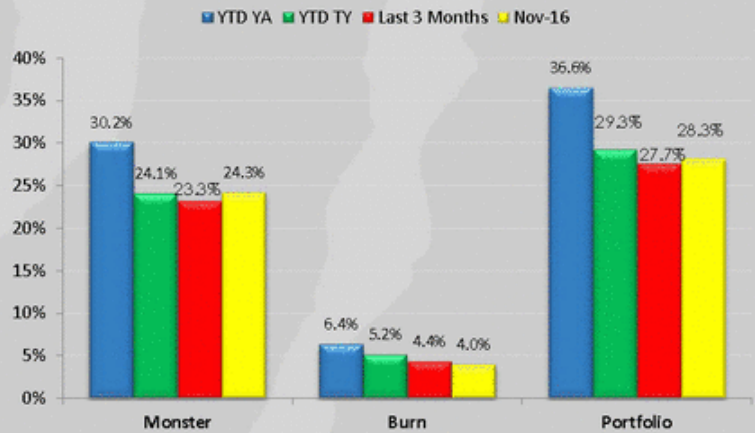


Calimax, Supermarket, Mexico



Smart & Final, Grocery Store, Mexico

Mexico Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/16, All Measured Channels

Selected Market: Australia



	Last 13 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+4.0%	+3.0%
• Monster Value Growth	+109.2%	+112.7%
• Monster Value Share	6.6%	6.5%
• Mother Value Growth	-8.4%	-7.4%
• Mother Value Share	13.7%	14.5%
• Monster Energy Portfolio Value Share	20.3%	20.9%

**KO System
Transition Date
May
2016**

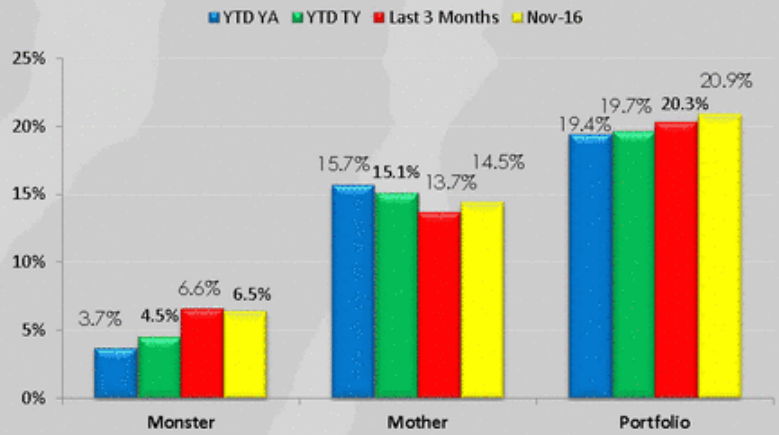


Woolworths, Grocery Store, Australia



Coles, Supermarket, Australia

Australia Value Share Monster, Mother & Portfolio



Source: IRI Value Sales to 11/16, All Measured Channels

Selected Market: Japan



	Last <u>13 Weeks '16</u>	Last <u>4 Weeks '16</u>
• Energy Category Value Growth	-0.7%	-2.7%
• Monster Value Growth	+5.7%	+6.2%
• Monster Value Share	41.1%	42.3%

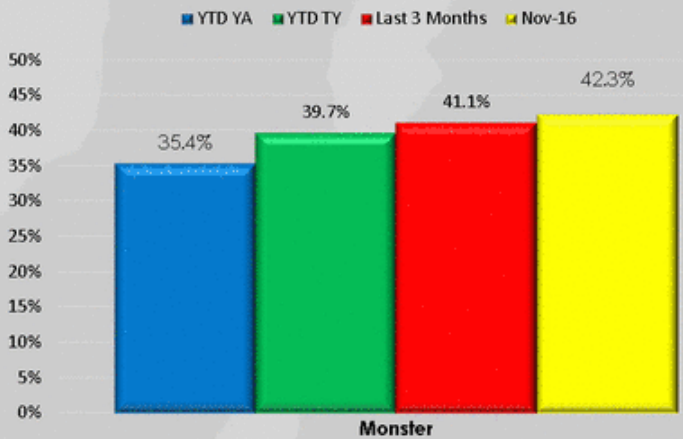


Hypermarket, Japan



Supermarket, Japan

Japan Value Share Monster



Source: Intage Value Sales to 11/16/16, CVS Only

Selected Market: New Zealand



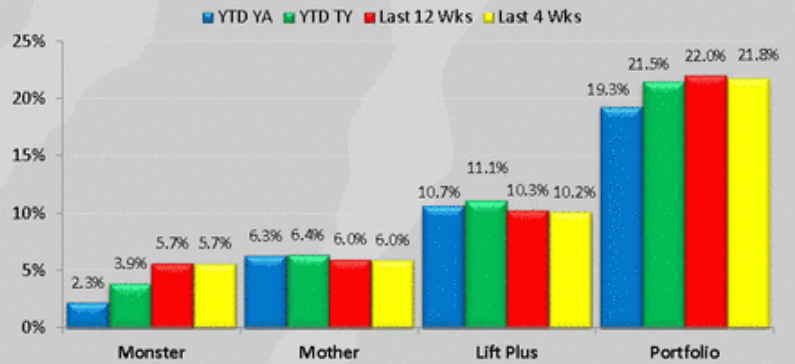
	Last 12 Weeks '16	Last 4 Weeks '16
• Energy Category Value Growth	+7.9%	+12.5%
• Monster Value Growth	+182.3%	+179.4%
• Monster Value Share	5.7%	5.7%
• Mother Value Growth	+4.7%	+3.2%
• Mother Value Share	6.0%	6.0%
• Lift Plus Value Growth	+0.9%	-1.9%
• Lift Plus Value Share	10.3%	10.2%
• Monster Energy Portfolio Value Share	22.0%	21.8%

**KO System
Transition Date
May
2016**



Countdown, Supermarket,
New Zealand

New Zealand Value Share Monster, Mother, Lift Plus & Portfolio



Source: IRI Value Sales to 12/4/16, All Measured Channels

Selected Market: South Korea



- Energy Category Value Growth
- Monster Value Growth
- **Monster Value Share**

Last
13 Weeks '16

+16.5%

+126.3%

22.7%

Last
4 Weeks '16

+17.1%

+93.3%

21.2%

**KO System
Transition Date
January
2016**



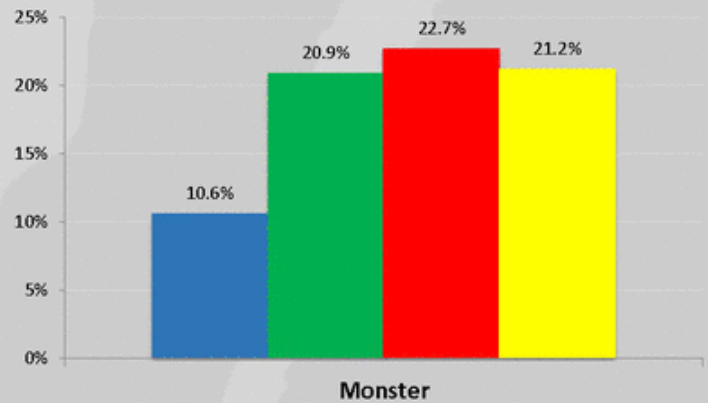
7-Eleven, Convenience Store, South Korea



Deokpveong, Convenience Store, South Korea

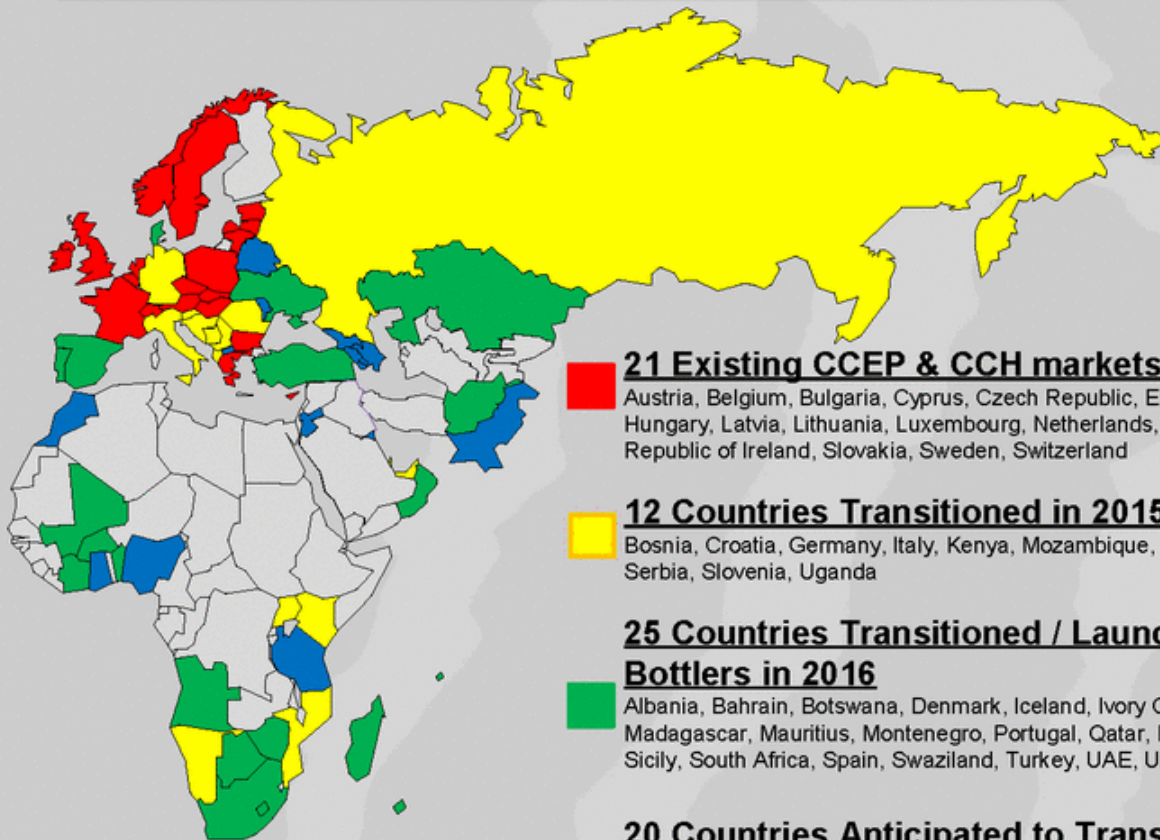
South Korea Value Share Market

■ YTD YA ■ YTD TY ■ Last 3 Months ■ Nov-16



Source: Nielsen Value Sales to 11/16, All Measured Channels

2016 EMEA Transition to KO Bottlers



21 Existing CCEP & CCH markets

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, France, GB, Greece, Hungary, Latvia, Lithuania, Luxembourg, Netherlands, N Ireland, Norway, Poland, Republic of Ireland, Slovakia, Sweden, Switzerland

12 Countries Transitioned in 2015

Bosnia, Croatia, Germany, Italy, Kenya, Mozambique, Namibia, Romania, Russia, Serbia, Slovenia, Uganda

25 Countries Transitioned / Launched with KO Bottlers in 2016

Albania, Bahrain, Botswana, Denmark, Iceland, Ivory Coast, Lesotho, Macedonia, Madagascar, Mauritius, Montenegro, Portugal, Qatar, Reunion, Senegal, Seychelles, Sicily, South Africa, Spain, Swaziland, Turkey, UAE, Ukraine, Zambia, Zimbabwe

20 Countries Anticipated to Transition / Launch with KO Bottlers in 2017

Algeria, Angola, Armenia, Azerbaijan, Belarus, Benin, Burkina Faso, Georgia, Ghana, Jordan, Kazakhstan, Kosovo, Kuwait, Mali, Moldova, Morocco, Nigeria, Oman, Pakistan, Tanzania

2016 LATAM/APAC Transition to KO Bottlers



2 Existing KO markets

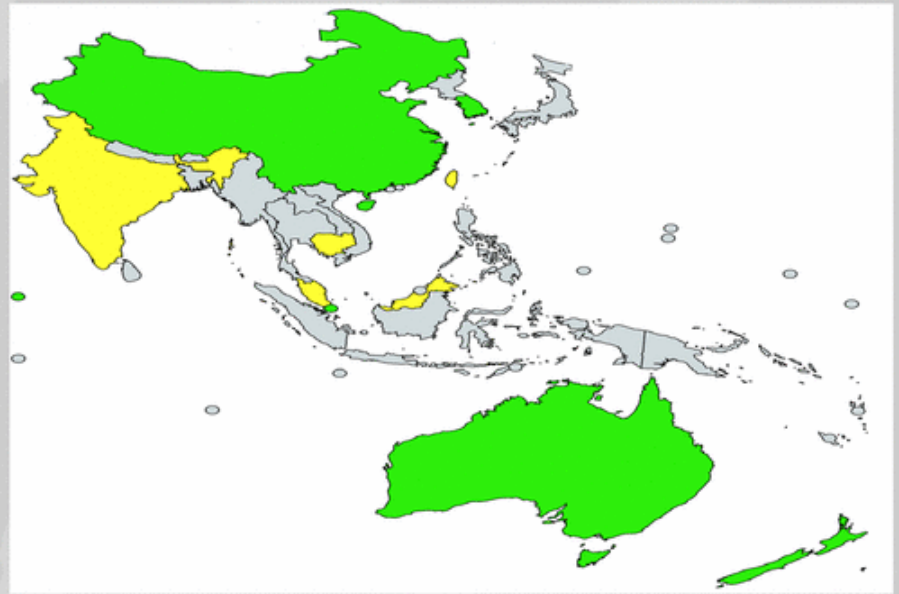
Bermuda, Puerto Rico.

18 Countries Transitioned / Launched with KO Bottlers in 2016

Australia, Brazil, Chile, China, Colombia, Costa Rica, French Guiana, Guatemala, Guyana, Haiti, Korea, Maldives, Martinique, Mexico, New Zealand, Panama, Peru, Singapore.

20 Countries Anticipated to Transition / Launch with KO Bottlers in 2017

Antigua & Barbuda, Argentina, Aruba, Belize, Bolivia, Cambodia, Dominican Republic, Ecuador, El Salvador, Honduras, India, Jamaica, Malaysia, Nicaragua, Sint Maarten, St. Kitts, St. Vincent, Suriname, Taiwan, Uruguay.



WORLD CHAMPIONS



NICO ROSBERG

FORMULA 1 WORLD CHAMPION



CONOR MCGREGOR

1ST TWO-BELT UFC CHAMPION



TIM GAJSER

MXGP WORLD CHAMPION



TUCKER HIBBERT

ISOC SNOWCROSS CHAMPION



ELI TOMAC

**MONSTER CUP
SUPERCROSS CHAMPION**



GREG HANCOCK

SPEEDWAY WORLD CHAMPION

FORMULA 1 WORLD CHAMPIONSHIP



527 Million Global TV Viewers*

Broadcast in Every Major Country

Monster Energy Sponsors Top Two Drivers in The World

Nico Rosberg & Lewis Hamilton

*F1.com/Demographics-specialists-formula-grandprix/Sportsmarket.net

MOTO GP



300 Million Global TV Viewers*

Broadcast in 207 Countries

Broadcast in Every Major Country

**Monster Energy Sponsors the
Factory Yamaha Program**

and its Two Premier Riders:

Valentino Rossi – 9 Time Champion

Jorge Lorenzo – 3 Time Champion

*DORNA 2016 Season Review/Audience Review

WINTER X CHAMPIONS 13 TOTAL MEDALS



CHLOE KIM

SUPER PIPE GOLD
DOMINANT WINTER FEMALE ATHLETE



JOSSI WELLS

SLOPE STYLE GOLD



MAX PARROT

BOARDER X GOLD



JAMIE ANDERSON

SLOPE STYLE SILVER



JOE PARSONS

FREE STYLE GOLD



TUCKER HIBBERT

SNOCROSS GOLD

SUMMER X CHAMPIONS 18 TOTAL MEDALS



BMX GOLD



SKATE VERT GOLD



BMX DIRT GOLD



FREE STYLE GOLD



FLAT TRACK MOTO GOLD

UFC - PREMIER SPONSOR



**Monster Energy Sponsored
Conor McGregor Became
the First Two-Belt Champion**

**Other Monster Energy Endorsed
Champion Fighters Include:
Cowboy Cerrone
Daniel Cormier
Tyron Woodley
Dominick Cruz
Ronda Rousey**

TIGER WOODS



Cultural Icon That Transcends Golf
7th Most Popular Athlete in the World*



*Business Insider May, 2016

NASCAR



**Monster Energy Becomes New
NASCAR Title Sponsor
Starting in 2017**



NASCAR



MASSIVE REACH. HIGH ENGAGEMENT. MULTIPLE PLATFORMS.

2016 SEASON: THROUGH NOVEMBER 20



TELEVISION



58
MILLION
UNIQUE VIEWERS

#1 or 2
SPORT



OF THE
WEEKEND
(17 Times)

37.5
BILLION



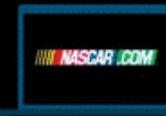
MINUTES OF
RACING WATCHED

4.6
MILLION



VIEWERS TUNED
IN PER MINUTE
(NSCS)

DIGITAL



55
MILLION
UNIQUE VISITORS

931
MILLION



PAGE
VIEWS

319
MILLION



ON + OFF PLATFORM
VIDEO VIEWS

1.1
MILLION



MOBILE APP
DOWNLOADS
(in 2016)

SOCIAL



11
MILLION
FOLLOWERS

4.0
BILLION



SOCIAL
IMPRESSIONS

256
MILLION



TOTAL
ENGAGEMENTS

13.2
MILLION



AVG. RACE DAY
USERS REACHED
(NSCS)

Data is representative of all three national series unless otherwise noted. Data is from the start of the calendar year except for the TV metrics that are specific to the race broadcasts or otherwise noted. TV average excludes race 14 (Phoenix). Source: TV: The Nielsen Company; data based on Live + 5D data stream, points events only. Digital: Adobe Omniture SiteCatalyst; digital metrics represent all platforms (NASCAR.com, NASCAR Mobile Web, NASCAR Mobile App). Mobile app downloads include new downloads of the NASCAR Mobile and NASCAR BackView mobile apps in 2016. Video views include NASCAR Digital Platform video views and views on all NASCAR partner websites, including Sprint.com, YouTube, Yahoo! Sports.com, USA Today Sports.com, USA Today Sports Report, Facebook and Twitter. Social: Facebook Insights, Twitter Analytics, iSpot.tv, and Twitter TV Analytics. Social followers include the NASCAR Facebook page, the primary NASCAR Twitter handles (@NASCAR, @NASCAR_XFINITY, @NASCAR_Truck), the NASCAR Google+ page and the NASCAR Instagram account.

*NASCAR/Sports Business Journal/NBC/Fox

TITLE SPONSOR - MONSTER ENERGY MUSIC



eSPORTS TEAMS



Monster Energy Sponsors the Top eSports Teams Who Compete on a Global Scale



Evil Geniuses



Team Envy



Fnatic

eSPORTS EVENT SPONSORSHIPS



Series Generated 130 Million Views



Event Generated 71 Million Views

*businesswire.com/news/home/20160412005434/en/Activision-Blizzard-Media-Networks-Announces-Record-eSports

MONSTER GIRL GLOBAL CALENDAR



JUNE 2017

S	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Produced by:

GLOBAL EDITION 2017-2018

JULY 2017

S	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Produced by:



Monster Energy is the Top Engaged Energy Brand on Facebook

Facebook Competitive Leaderboard

Page	Fans	Engagement
Monster Energy	24,171,259	2,160,972
Red Bull	45,161,168	1,885,649
Average	14,606,997	817,460
Burn Energy Drink	1,492,711	37,406
Rockstar Energy Drink US	2,109,020	2,720
5-Hour Energy	100,825	554

Darker cells indicate higher rank in column.

*Data from March 2016

*Source: zuumsocial.com
*Lookup date December 28, 2016



24.8 Million Fans**



3.7 Million Fans**



3.2 Million Fans**



1.1 Million Subscribers**

2017 NATIONAL PROMOTIONS



Leveraging Relevant Partnerships

WIN THE ULTIMATE TALLADEGA EXPERIENCE WITH KURT BUSCH

5 GRAND PRIZE TRIPS FOR TWO TO THE VIP NASCAR EXPERIENCE

1000 WINNERS GET A KURT BUSCH TEAM HAT

ENTER AT MONSTERENERGY.COM

MONSTER ENERGY

T1 - Kurt Busch/NASCAR

TEAM GEAR

COLLECT TABS GET GEAR!

TO REDEEM TABS FOR GEAR VISIT MONSTERENERGY.COM

MONSTER ENERGY

T2 - Team Gear

THE ASSASSIN'S CREED EXPERIENCE

5 GRAND PRIZE TRIPS FOR TWO PEOPLE TO FLY TO UBISOFT IN MONTREAL CANADA TO TOUR THE DEVELOPER'S HEADQUARTERS

1000 FIRST PRIZE WINNERS WILL RECEIVE A COPY OF THE 2017 ASSASSIN'S CREED TITLES AND EXCLUSIVE GAMEPLAY TO PLAY AT HOME

EXCLUSIVE DOWNLOADABLE CONTENT CODE IN EVERY MULTI-PACK

ENTER AT MONSTERENERGY.COM

MONSTER ENERGY

T3 - Assassin's Creed

BIG SCREEN



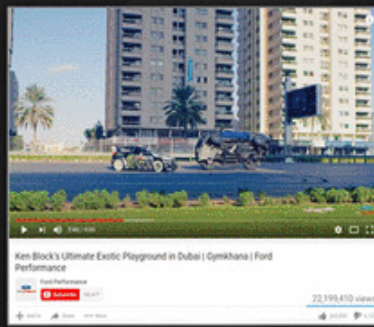
Suicide Squad #9 Grossing Movie in 2016. \$746 Million*

*The-Numbers.com

ONLINE CONTENT INTEGRATION



Monster's Doonies 2, 13M Views



Ken Block's Gymkhana 8, 22.2M Views



Ken Block's Gymkhana 9, 17.5M Views



Five Finger Death Punch
Wash It All Away
31.5M Views



Machine Gun Kelly
Bad Things
31M Views

NEW PRODUCT LAUNCHES LATE 2015/2016



GRONK



MUTANT



**ULTRA
BLACK**



**ULTRA
VIOLET**



**PIPELINE
PUNCH**



**JAVA
SALTED
CARAMEL**



REFRESH

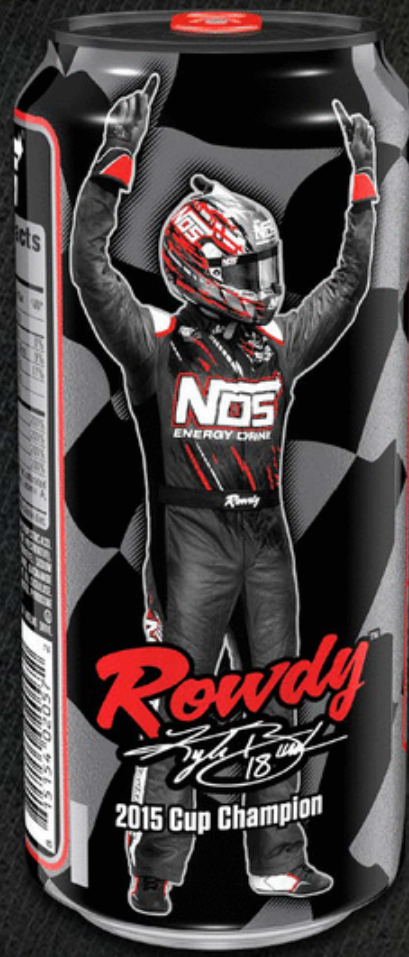
NOS

HIGH PERFORMANCE
ENERGY DRINK



NEW

NOS
HIGH PERFORMANCE
ENERGY DRINK



MARKETING PLATFORMS

NOS
HIGH PERFORMANCE
ENERGY DRINK



Kyle Busch
2015 NASCAR Champion



NOS National TV
Campaign- NBC



Chris Forsberg
2016 World Drift Champion



Brian Deegan
Rally, Off-Road & Motocross



REFRESH



MARKETING PLATFORMS



Hard-Working, Easy-Drinking



Habitat For Heroes



Bike Culture



Hard-Working



REFRESH



MARKETING PLATFORMS



Relentless
ENERGY DRINK



REFRESH

Relentless
ENERGY DRINK



MARKETING PLATFORMS

Relentless
ENERGY DRINK



Mother
— ENERGY DRINK —



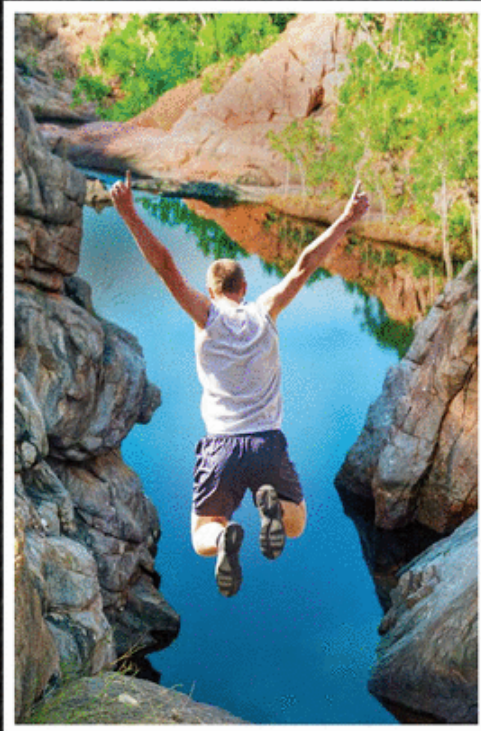
REFRESH

Mother
ENERGY DRINK



MARKETING PLATFORMS

Mother
CLUB DRINK



Outdoor Adventure



High-Energy Experiences



Music Lifestyle

POWER
play
ENERGY DRINK

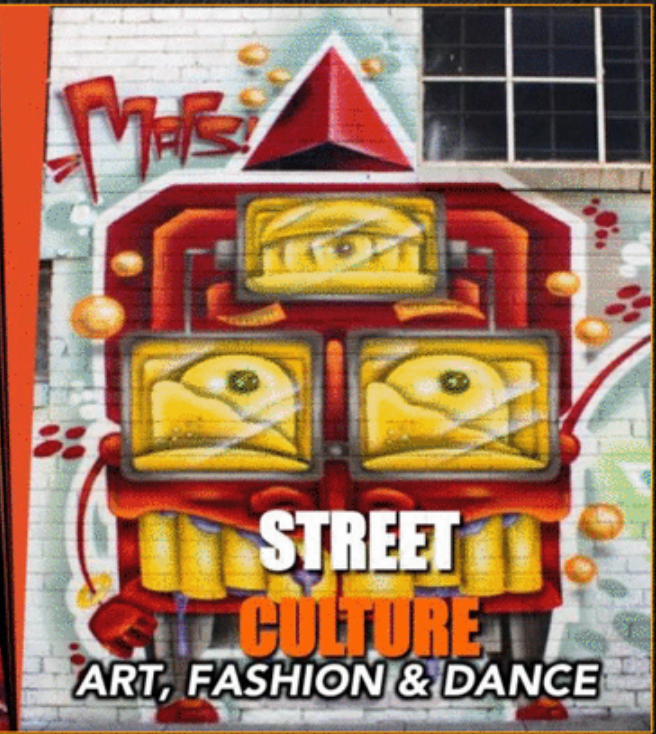


REFRESH

POWER
play
ENERGY DRINK



MARKETING PLATFORMS





REFRESH



MARKETING PLATFORMS



INNOVATION 2017



Q1 2017

INNOVATION 2017



First Half 2017



Later 2017

INNOVATION 2017



AMERICAN FRUITS AND FLAVORS



Effective April 1, 2016

Acquired American Fruits and Flavors

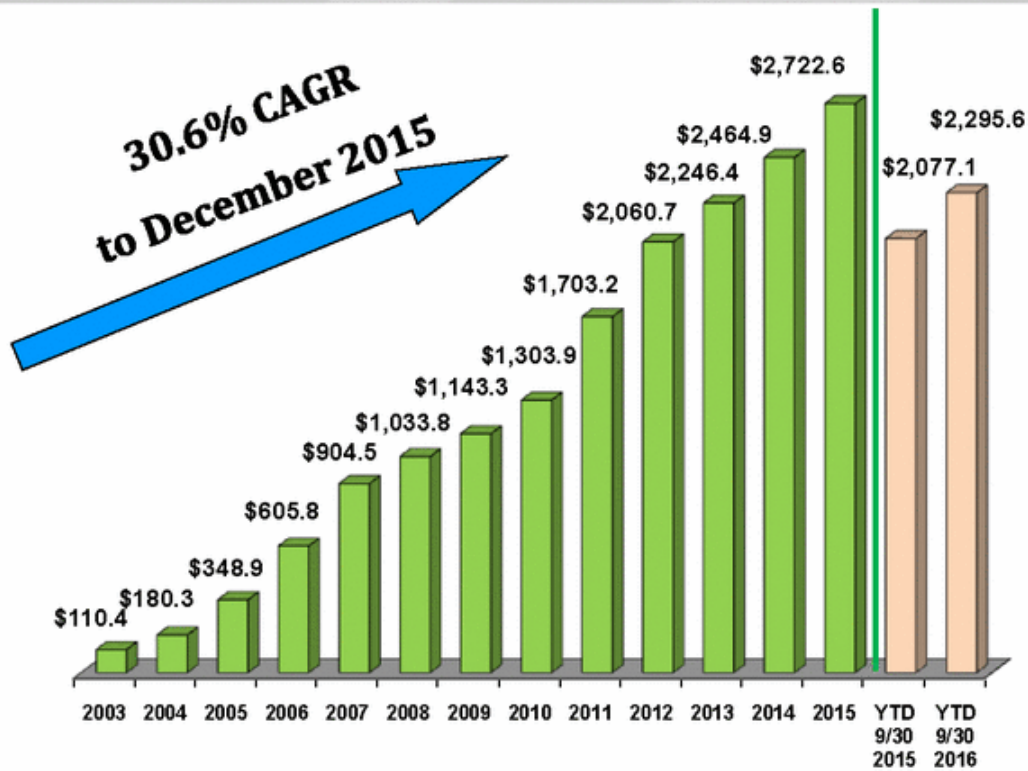
The acquisition brings Monster's primary flavor supplier in-house and secures Monster's ownership of the unique intellectual property created with AFF for its flagship Monster Energy drinks as well as several other key flavors in its beverage portfolio.

Solid Financial Results

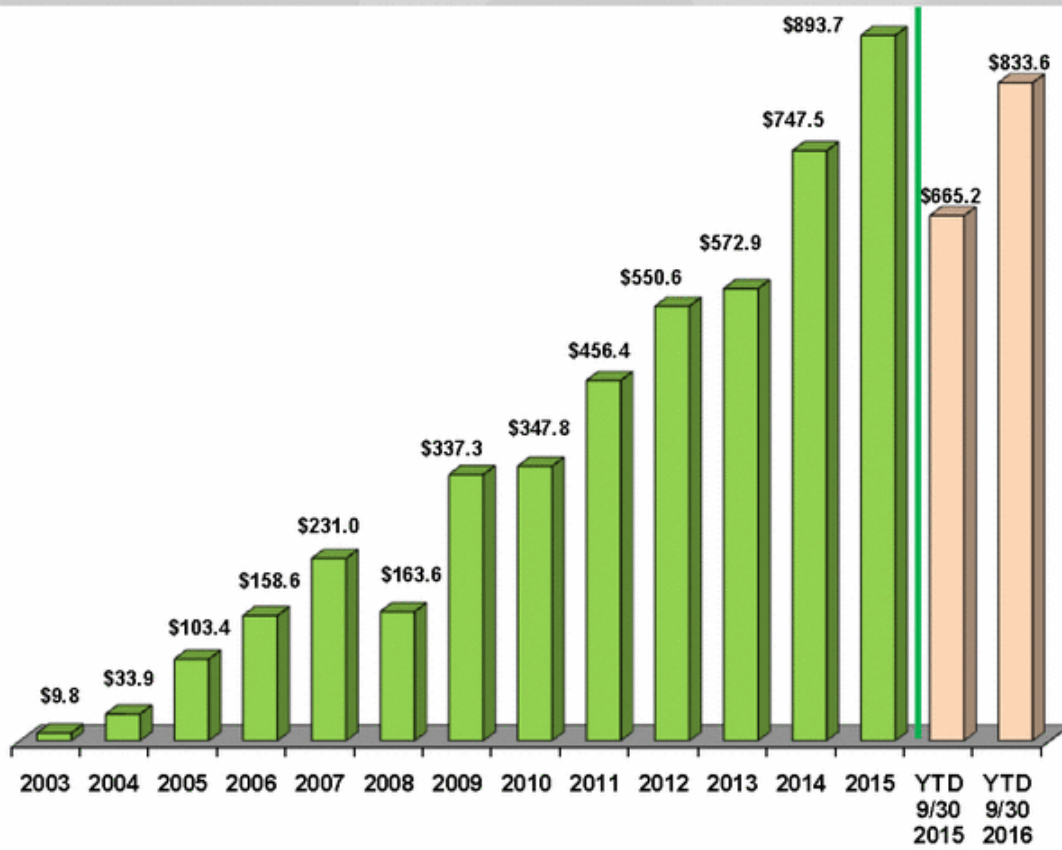


- 24 consecutive years of increased sales since the acquisition of the Hansen beverage business in 1992.
- Achieved \$2.7 billion in net sales in 2015, up 10.5% over net sales of \$2.5 billion in 2014.
- For the nine months ended September 30, 2016, achieved \$2.3 billion in net sales, up 10.5% over net sales of \$2.1 billion for the same period in 2015.
- Net sales for the third quarter of 2016 increased to \$788.0 million, up 4.1% from the same quarter last year. Net income for the third quarter of 2016 increased to \$191.6 million, up 9.8% from the same quarter last year.

Monster Beverage Corporation Net Sales (\$ in millions)



Monster Beverage Corporation Reported Operating Income (\$ in millions)

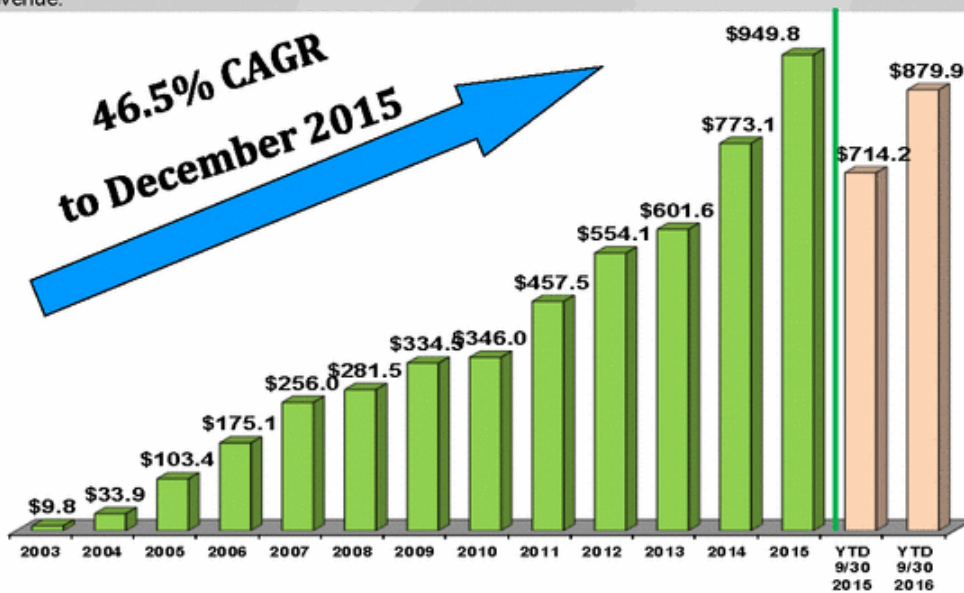


Monster Beverage Corporation

Adjusted Operating Income ("OI") (\$ in millions)



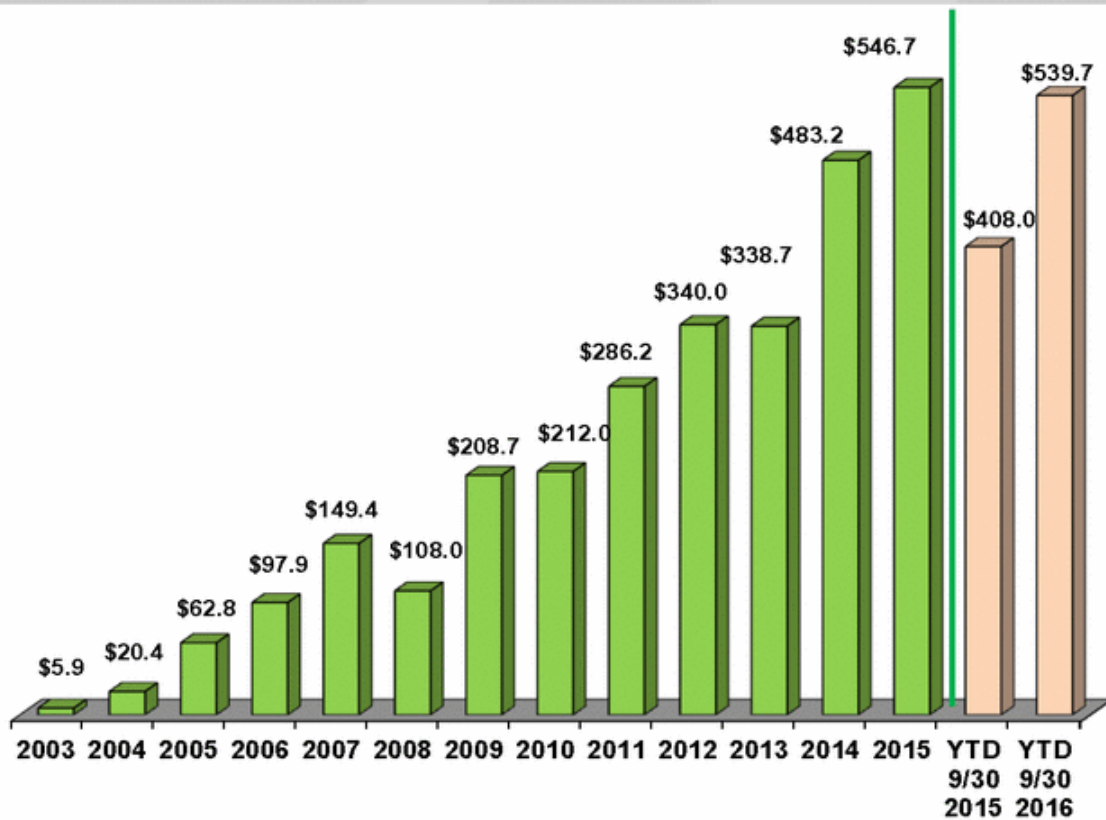
* Adjusted operating income is a non-GAAP financial measure that includes adjustments for (1) termination costs to prior distributors; (2) professional service fees, net of insurance reimbursements, associated with the review of stock option grants and granting practices; (3) expenditures related to regulatory matters and litigation concerning the advertising, marketing, promotion, ingredients, usage, safety and sale of the Company's Monster Energy brand energy drinks; (4) Coca-Cola transaction expenses; (5) the gain on sale of the Monster non-energy business; and (6) the acceleration of deferred revenue.



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	9/30 2015	9/30 2016
Reported OI	\$9.8	\$33.9	\$103.4	\$158.6	\$231.0	\$163.6	\$337.3	\$347.8	\$456.4	\$550.6	\$572.9	\$747.5	\$893.7	\$665.2	\$833.6
*Adjustments				16.5	25.0	117.9	-2.8	-1.8	1.1	3.5	28.7	25.6	56.1	49.0	46.3
Adjusted OI	\$9.8	\$33.9	\$103.4	\$175.1	\$256.0	\$281.5	\$334.5	\$346.0	\$457.5	\$554.1	\$601.6	\$773.1	\$949.8	\$714.2	\$879.9

* Non-GAAP financial measures are not prepared in accordance with GAAP and may be different from non-GAAP financial measures used by other companies. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. We include these non-GAAP financial measures because we believe they are useful to investors in allowing for greater transparency related to our ongoing operations. Investors are encouraged to review the reconciliation of the non-GAAP financial measures used to their most directly comparable GAAP financial measures as provided in the table above.

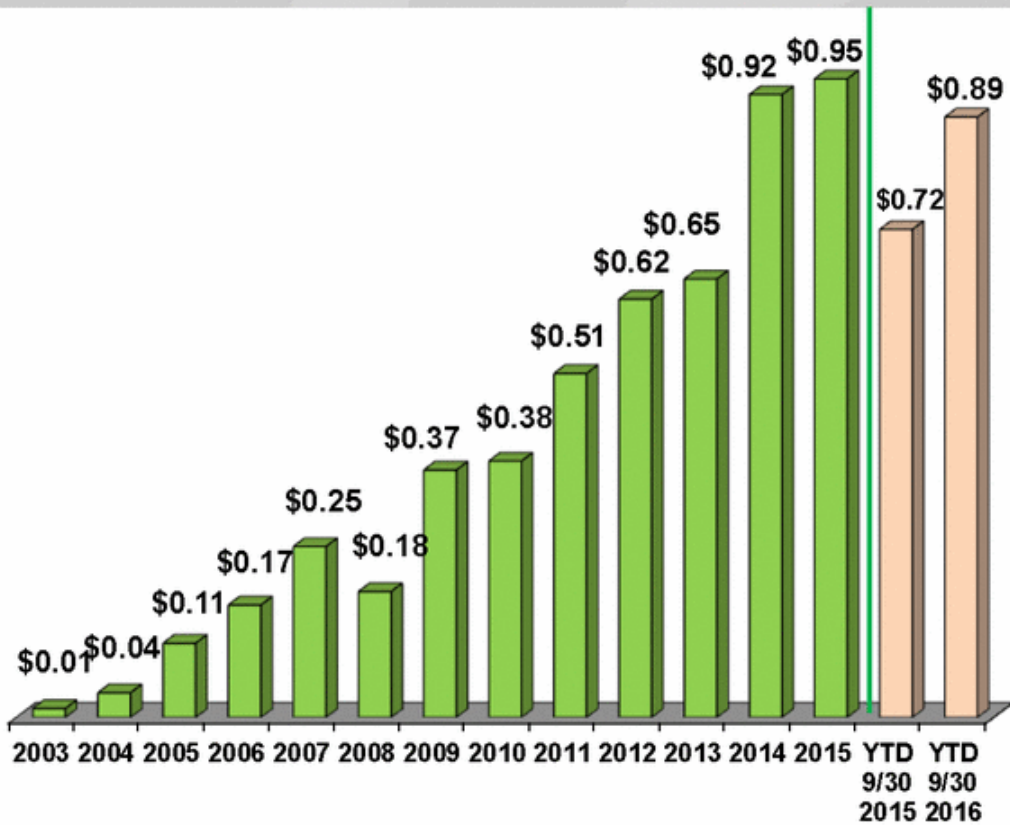
Monster Beverage Corporation Reported Net Income (\$ in millions)



Monster Beverage Corporation Reported Diluted Earnings Per Share



As Adjusted for Stock Splits (After 3:1 Stock Split on November 10, 2016)



Monster Beverage Corporation

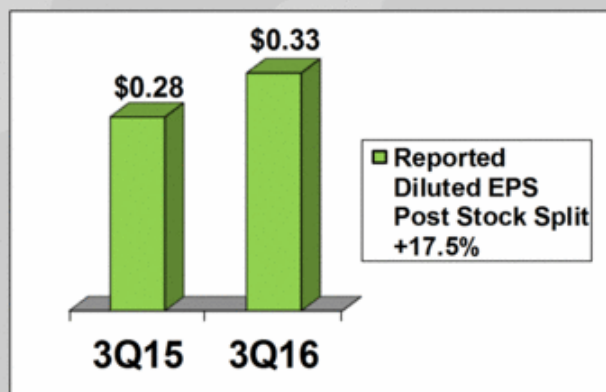
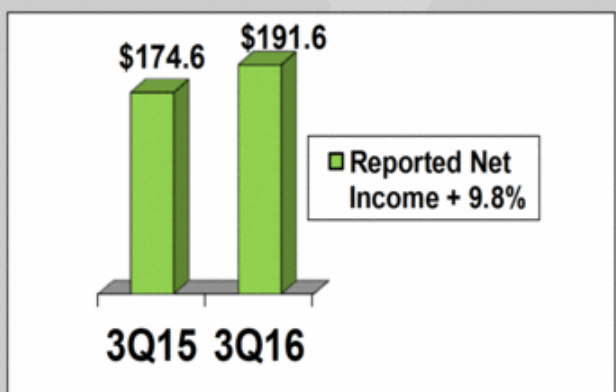
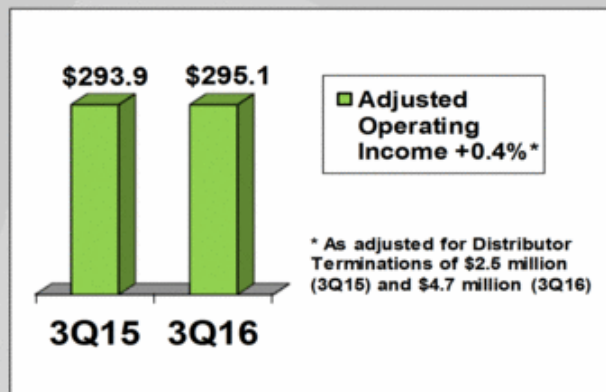
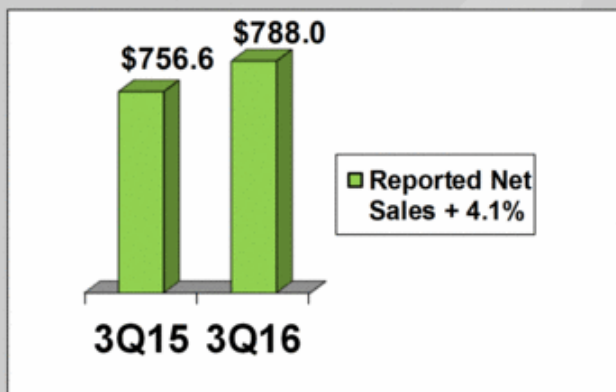
Balance Sheet Highlights



(\$ in thousands)

	<u>September 30, 2016</u>	<u>December 31, 2015</u>	<u>Percentage Change</u>
Cash and cash equivalents	\$ 341,526	\$2,175,417	-84%
Investments:			
Short-term investments	\$ 257,653	\$ 744,610	-65%
Long-term investments	<u>\$ 9,519</u>	<u>\$ 15,348</u>	<u>-38%</u>
Total Investments	\$ 267,172	\$ 759,958	-65%
Total cash and investments	\$ 608,698	\$2,935,375	-79%
Accounts receivable, net	\$ 467,348	\$ 352,955	32%
Inventories	\$ 167,840	\$ 156,121	8%
Current liabilities	\$ 472,642	\$ 410,277	15%
Deferred revenue – long-term	\$ 365,389	\$ 351,590	4%
Total stockholders' equity	\$3,398,400	\$4,809,410	-29%

Monster Beverage Corporation 3rd Quarter Results (in millions except per share data)





MONSTER

BEVERAGE CORPORATION

JANUARY 12, 2017



NICO ROSBERG
2016 FORMULA 1
CHAMPION



CONOR MCGREGOR
2016 UFC TWO-BELT
CHAMPION

