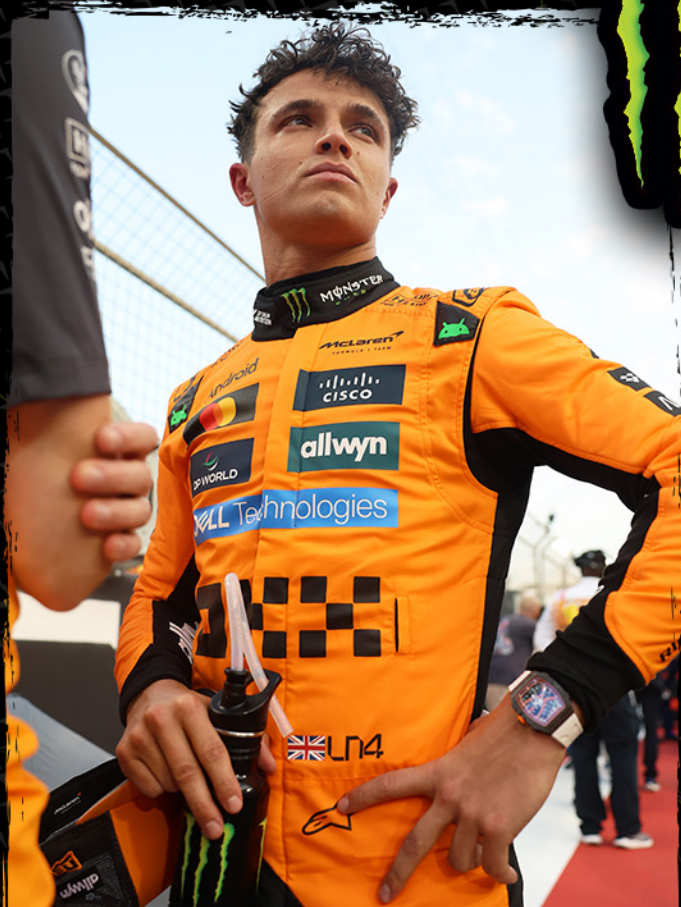


MONSTER

BEVERAGE CORPORATION



LANDO NORRIS
2025 F1 7X GRAND PRIX WINNER



VALENTINA SHEVCHENKO
2025 FLYWEIGHT CHAMPION



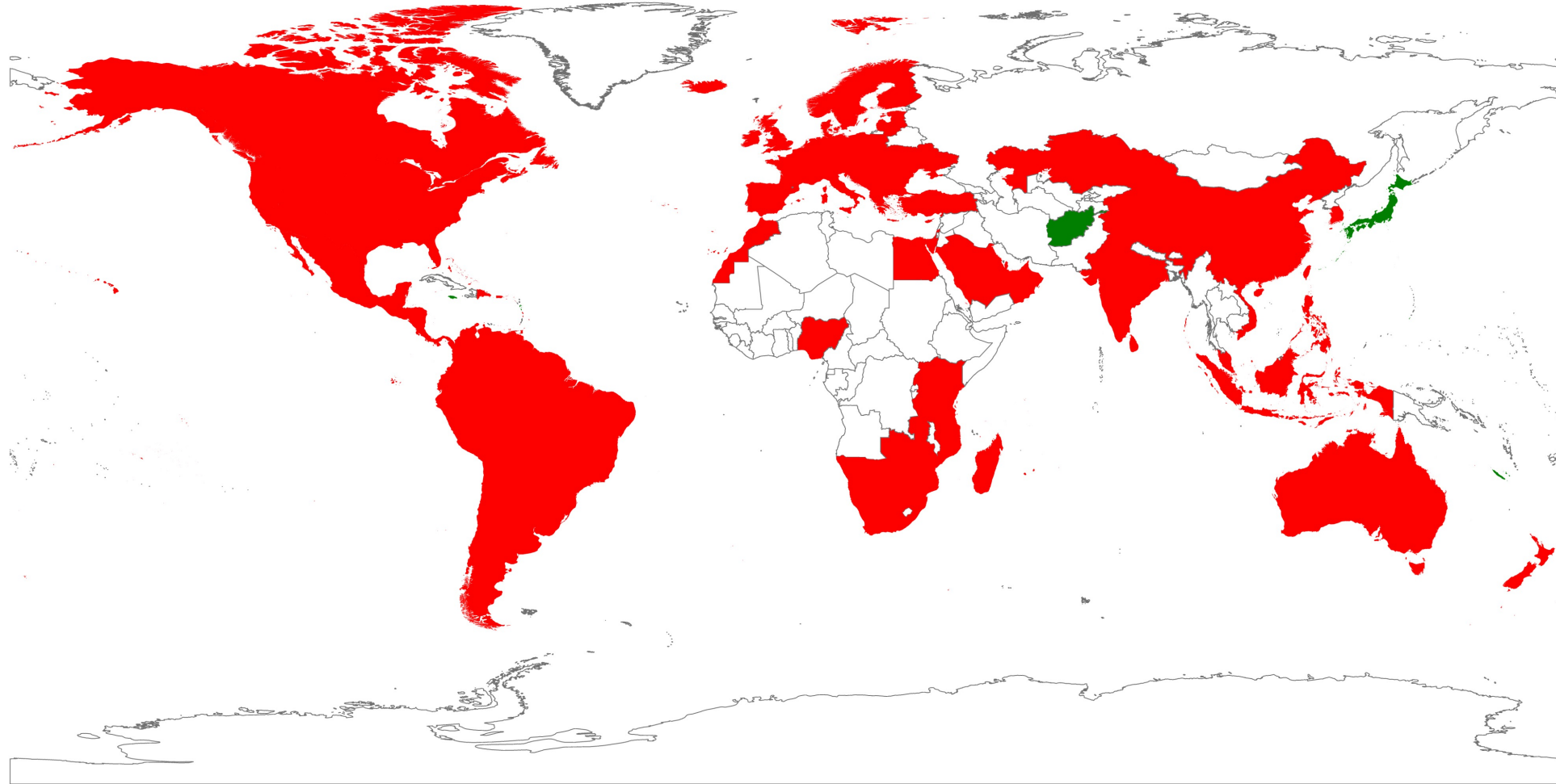
SAFE HARBOR STATEMENT



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: our ability to sustain and/or surpass the current level of sales of our products, to adapt to changing consumer preferences, and to effectively respond to competitive products and pricing pressures; our ability to implement our growth strategy, including expanding our business in existing and new sectors and achieving profitability within our Alcohol Brands segment; our ability to adapt to the changing retail landscape with the rapid growth in e-commerce retailers and e-commerce websites; our ability to absorb, reduce or pass on to our bottlers/distributors increases in commodity costs, including freight costs; the impact of the current U.S. presidential administration’s policies on our energy drinks due to concerns about sugar-sweetened beverages, particular ingredients, such as food dyes, and the “generally recognized as safe” (GRAS) process; the impact of proposed or adopted domestic and/or foreign legislation to limit or restrict the sale of energy drinks (including the prohibition of the sale of energy drinks to certain demographics, at certain establishments, in certain container sizes or pursuant to certain governmental programs, such as the Supplemental Nutrition Assistance Program (SNAP)); the impact of changes in U.S. trade policies and the threat or imposition of tariffs on, among other things, our supply chain, input costs, inflation or consumer demand for our products; the imposition of new and/or increased excise sales and/or other taxes on our products; 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; the effects of unilateral decisions by bottlers/distributors and/or retailers on our business, including their distribution and placement of our products, their consolidation, their discontinuation, or restriction of the range of, all or any of our products that they carry, their limitations on the sale or sizes of our products, and/or their devotion of less resources to the sale of our products; changes in the price and/or availability of raw materials and other supply chain issues, such as the availability of products, suitable production facilities and/or co-packing arrangements; possible recalls of our products and/or the consequences and costs of defective production; disruption to our manufacturing facilities and operations related to climate, labor, production difficulties, capacity limitations, regulations or other causes; disruption to and/or lack of effectiveness of our information technology systems, including internal and external cybersecurity threats and breaches; adverse publicity surrounding obesity, alcohol consumption and other health concerns related to our products, product safety and quality; liabilities resulting from legal or regulatory proceedings, government investigations, and/or injunctions; 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; 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; and the impact of military conflicts, including supply chain disruptions, volatility in commodity prices, increased economic uncertainty and escalating geopolitical tensions. 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, 2024 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 PRODUCTS



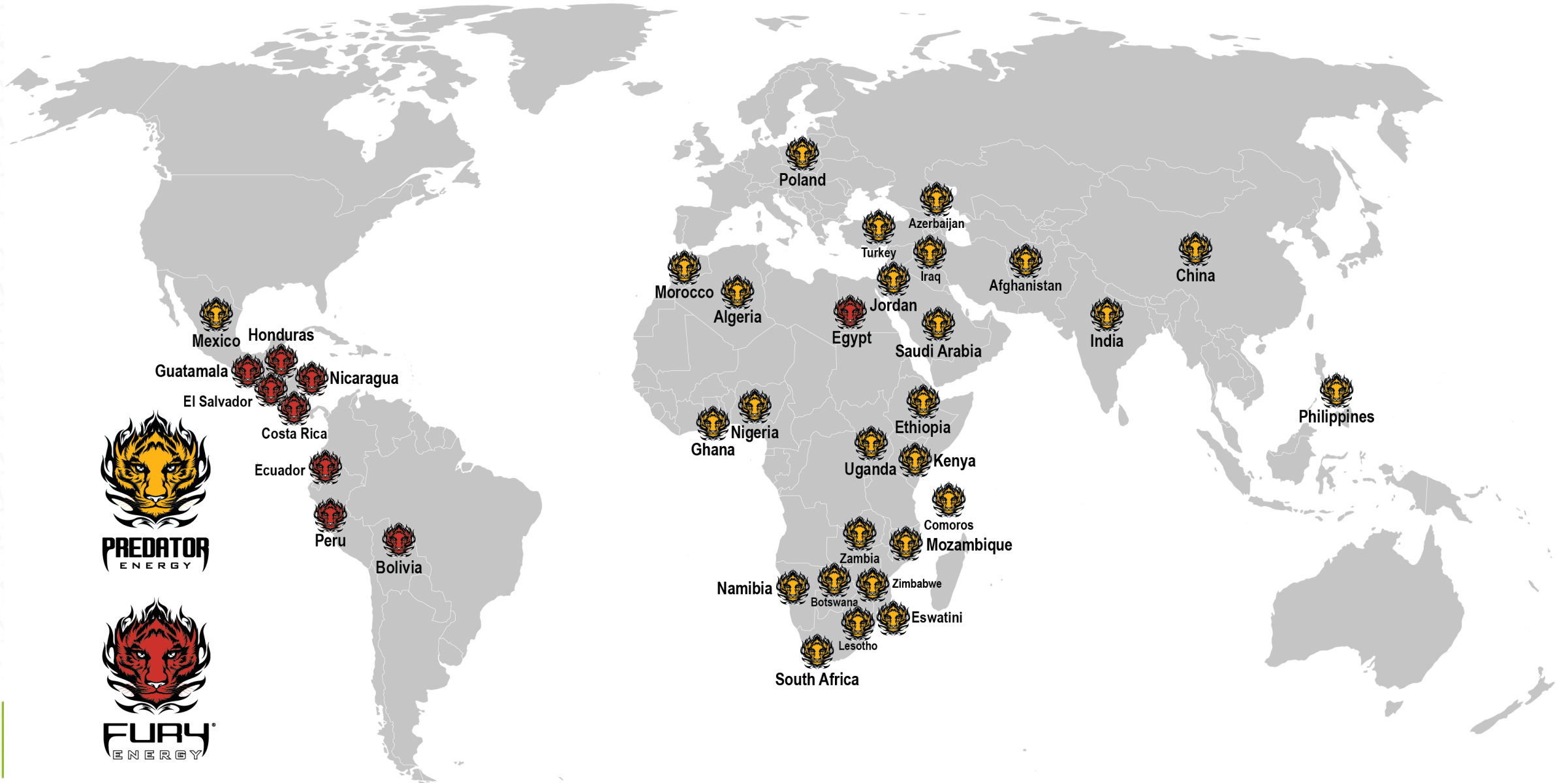
Map not to scale.

World Territories Current Coverage
Monster Energy Brand - Effective as of September 30, 2025

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

DISTRIBUTION

AFFORDABLE ENERGY PRODUCTS



DISTRIBUTION



**MONSTER IS NOW DISTRIBUTED IN
138 COUNTRIES AND TERRITORIES.**

**STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
57 COUNTRIES AND TERRITORIES.**

**REIGN IS NOW DISTRIBUTED IN
27 COUNTRIES AND TERRITORIES.**

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

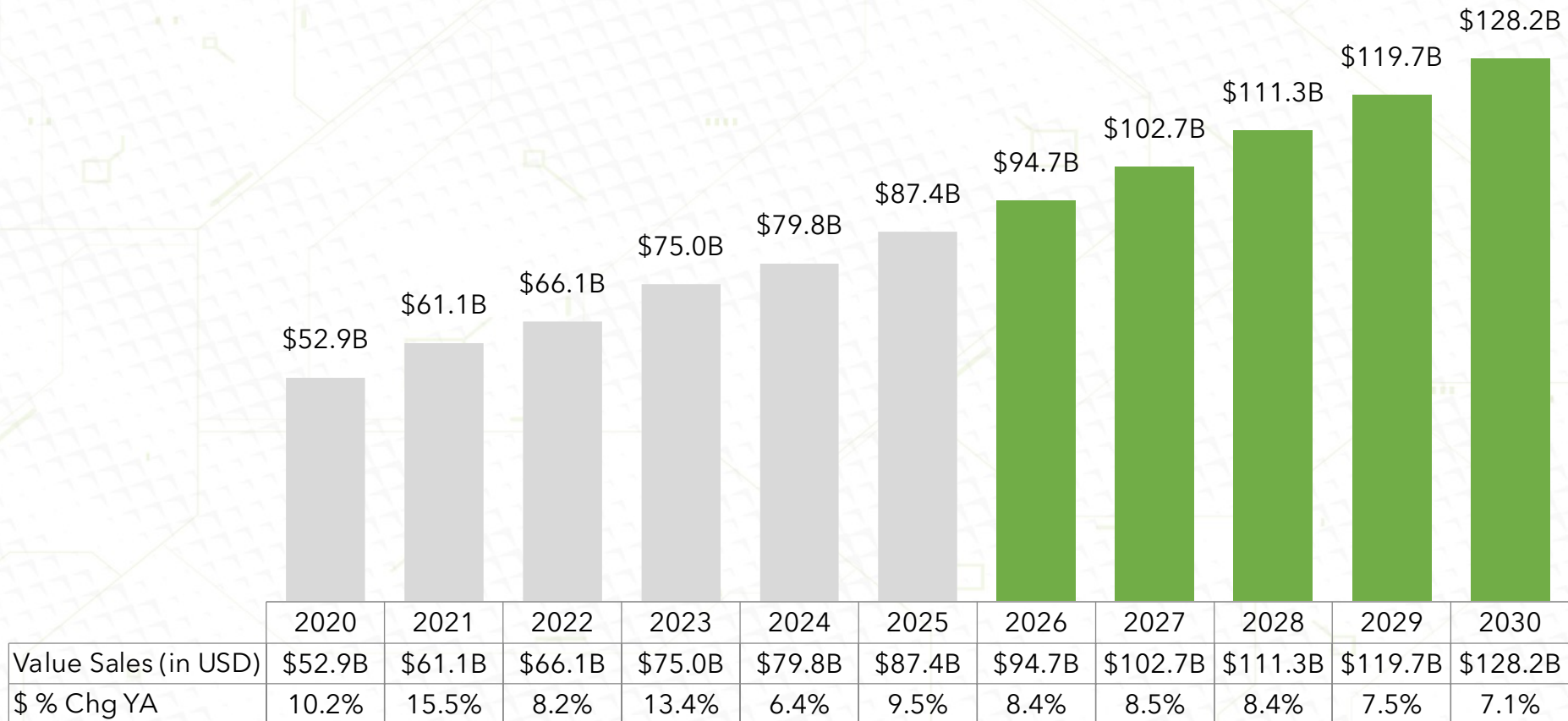
**ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN
A TOTAL OF 158 COUNTRIES AND TERRITORIES WORLDWIDE.**

GLOBAL ENERGY DRINK FORECAST



- GlobalData forecasts a 5-year compound annual growth rate (CAGR) of 8.0% of global off-trade retail sales of energy drinks through 2030.

GLOBAL OFF-TRADE RETAIL SALES & FORECAST OF ENERGY DRINKS 2020-2030



Source: GlobalData total off trade retail sales and forecast of energy drinks; Extracted 11/26/2025, reflecting current Q2-2025 project cycle (with updated preliminary Q3-2025 USA update)

KEY THEMES & TAKEAWAYS



- The global energy drink category remains healthy and is growing.
- Monster is well-positioned in this category, with a diverse portfolio appealing to a broad range of consumers.
- Our marketing messaging continues to resonate and is focused on growing our core and attracting new consumers.
- Innovation is a key contributor to growth, and we maintain a robust new product pipeline.
- We are proud of our relationship with the Coca-Cola system.
- Monster continues to gain market share in many markets globally.





ROB GEHRING

Chief Growth Officer

UNITED STATES AND CANADA



66 Coca-Cola Bottlers



MEC Value \$ Share
Leadership



United States 34.7%



Canada 36.3%

6 Brand Families



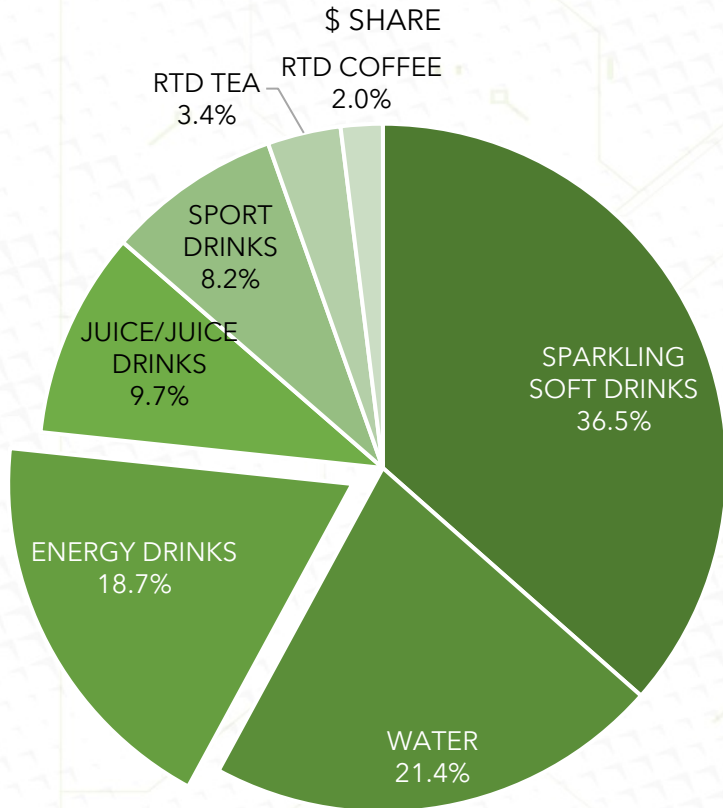
BEVERAGE LANDSCAPE

TOTAL U.S. ALL CHANNELS, LATEST 52 WEEKS, DOLLAR VOLUME



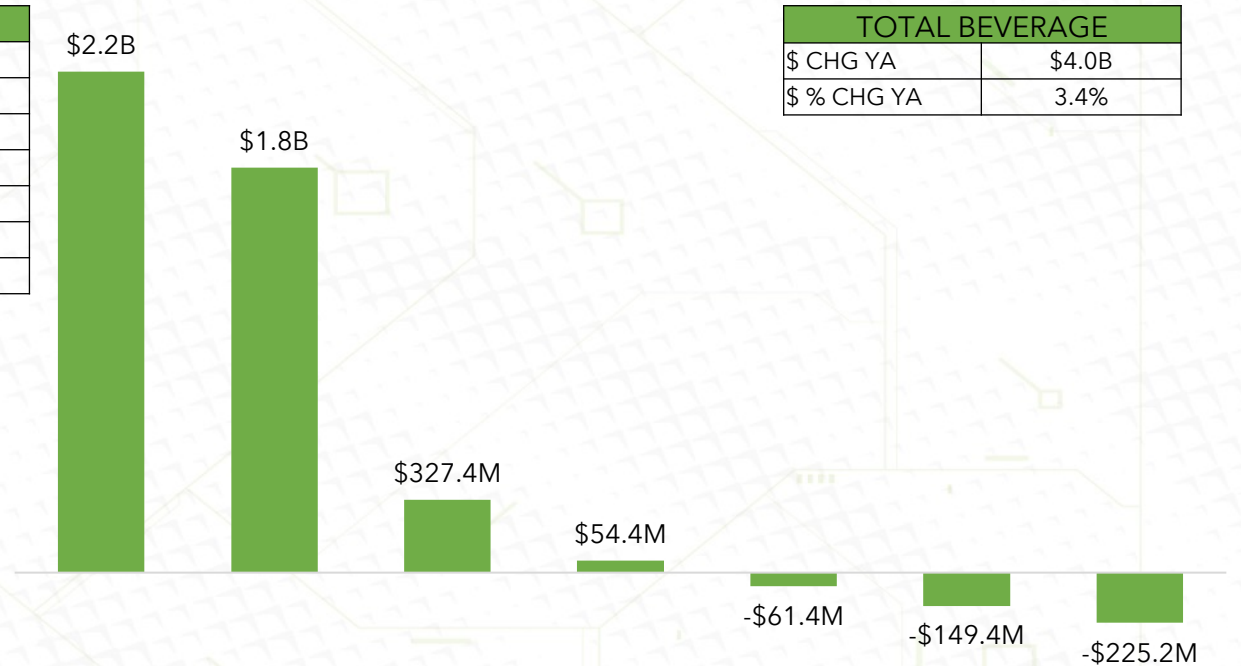
- Over the most recent 52-week period, the U.S. non-alcoholic ready-to-drink beverage market achieved \$122 billion in retail sales.

TOTAL NON-ALC BEVERAGE BY CATEGORY



\$ SHARE CYA	
ENERGY DRINKS	1.3%
SPARKLING SOFT DRINKS	0.3%
RTD TEA	-0.2%
RTD COFFEE	-0.2%
JUICE/JUICE DRINKS	-0.3%
WATER	-0.5%
SPORT DRINKS	-0.5%

TOTAL NON-ALC BEVERAGE BY CATEGORY



	ENERGY DRINKS	SPARKLING SOFT DRINKS	WATER	JUICE/JUICE DRINKS	RTD TEA	RTD COFFEE	SPORT DRINKS
\$ CHG YA	\$2.2B	\$1.8B	\$327.4M	\$54.4M	-\$61.4M	-\$149.4M	-\$225.2M
% CHG YA	10.9%	4.3%	1.3%	0.5%	-1.4%	-5.9%	-2.2%

Source: Nielsen Syndicated db Total US xAOC + Conv 52 weeks ending 11/15/2025

BEVERAGE LANDSCAPE

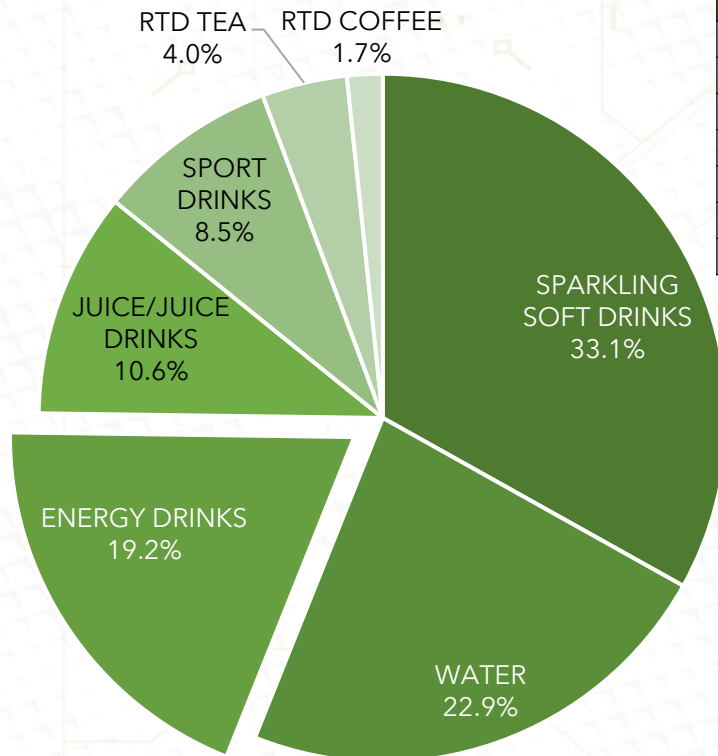
TOTAL U.S. ALL CHANNELS, LATEST 52 WEEKS, UNIT VOLUME



- Over the most recent 52-week period, the U.S. market for non-alcoholic ready-to-drink beverages sold 36.3 billion units at retail.

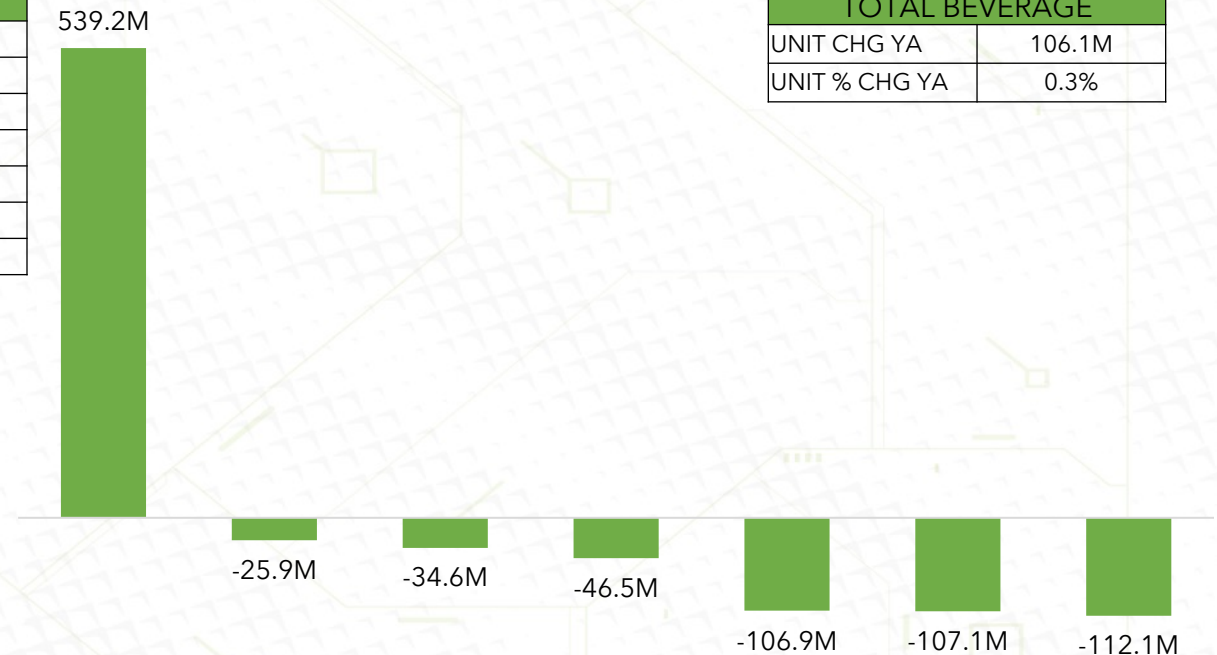
TOTAL NON-ALC BEVERAGE BY CATEGORY

UNIT SHARE



UNIT SHARE CYA	
ENERGY DRINKS	1.4%
RTD COFFEE	-0.1%
RTD TEA	-0.1%
SPARKLING SOFT DRINKS	-0.2%
JUICE/JUICE DRINKS	-0.3%
SPORT DRINKS	-0.3%
WATER	-0.4%

TOTAL NON-ALC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
UNIT CHG YA	106.1M
UNIT % CHG YA	0.3%

	ENERGY DRINKS	SPARKLING SOFT DRINKS	RTD COFFEE	RTD TEA	WATER	JUICE/JUICE DRINKS	SPORT DRINKS
UNIT CHG YA	539.2M	-25.9M	-34.6M	-46.5M	-106.9M	-107.1M	-112.1M
UNIT % CHG YA	8.4%	-0.2%	-5.4%	-3.1%	-1.3%	-2.7%	-3.5%

Source: Nielsen Syndicated db Total US xAOC + Conv 52 weeks ending 11/15/2025

BRAND PERFORMANCE

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



	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA	Units Shr	Units Shr Chg YA
TNA ENERGY	\$6,043,591,564	10.7%	1,806,261,780	7.7%	100.0	0.0	100.0	0.0
MEC	\$2,074,929,850	9.1%	612,963,098	4.1%	34.3	-0.5	33.9	-1.2
MONSTER	\$1,738,970,209	12.4%	500,469,706	7.3%	28.8	0.4	27.7	-0.1
RED BULL	\$1,971,710,758	6.4%	542,523,007	6.0%	32.6	-1.3	30.0	-0.5
CELSIUS	\$553,350,922	10.9%	183,931,207	12.8%	9.2	0.0	10.2	0.5
ALANI NU	\$368,078,898	68.6%	96,942,502	52.1%	6.1	2.1	5.4	1.6
GHOST	\$177,218,112	17.5%	61,688,117	16.8%	2.9	0.2	3.4	0.3
C4	\$171,236,767	7.0%	56,228,481	2.3%	2.8	-0.1	3.1	-0.2
5-HOUR	\$150,766,685	-7.8%	32,744,791	-7.7%	2.5	-0.5	1.8	-0.3
ROCKSTAR	\$134,610,501	-10.2%	60,335,017	-10.1%	2.2	-0.5	3.3	-0.7
STARBUCKS	\$119,741,353	0.2%	33,049,619	8.0%	2.0	-0.2	1.8	0.0
BLOOM	\$82,458,909	936.6%	22,964,599	615.1%	1.4	1.2	1.3	1.1
ALL OTHER	\$239,488,808	1.5%	102,891,342	-2.0%	4.0	-0.4	5.7	-0.6

Source: Nielsen Total US xAOC + Conv 13 weeks ending 11/15/2025 TNA Energy

BRAND PERFORMANCE

TOTAL U.S. CONVENIENCE, LATEST 4-WEEKS

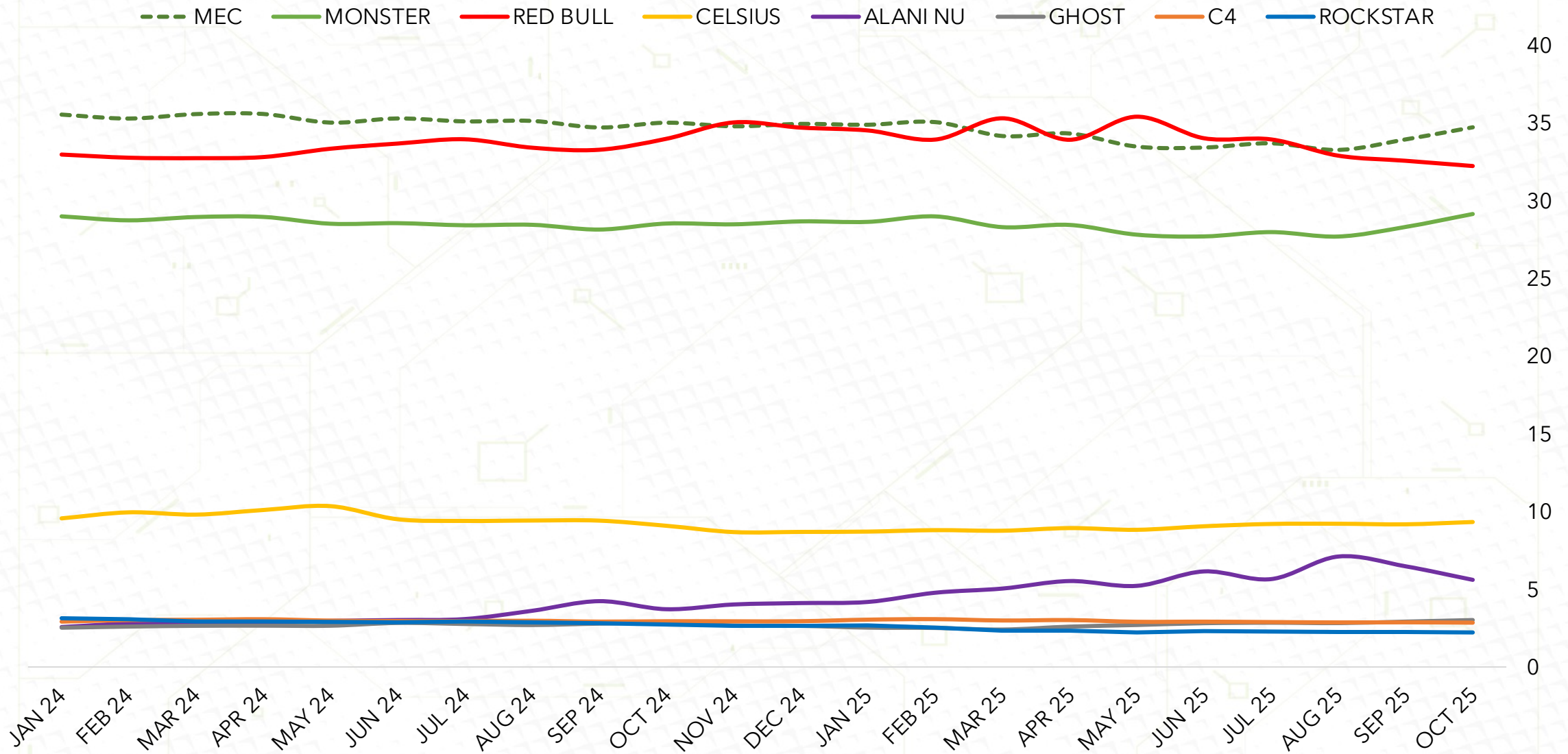


	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA	Units Shr	Units Shr Chg YA
TNA ENERGY	\$1,080,849,153	3.8%	340,366,889	1.6%	100.0	0.0	100.0	0.0
MEC	\$403,552,025	7.0%	127,451,228	2.1%	37.3	1.1	37.4	0.2
MONSTER	\$327,688,067	10.7%	102,908,326	6.7%	30.3	1.9	30.2	1.5
RED BULL	\$377,518,153	-3.4%	109,862,860	-4.0%	34.9	-2.6	32.3	-1.9
CELSIUS	\$85,436,312	13.6%	30,683,183	11.7%	7.9	0.7	9.0	0.8
ALANI NU	\$35,677,441	85.0%	10,571,121	81.5%	3.3	1.4	3.1	1.4
C4	\$35,221,393	-0.6%	11,278,508	-1.7%	3.3	-0.1	3.3	-0.1
GHOST	\$35,186,577	11.9%	11,505,666	9.8%	3.3	0.2	3.4	0.3
5-HOUR	\$27,909,604	-8.8%	7,429,920	-8.9%	2.6	-0.4	2.2	-0.3
ROCKSTAR	\$24,907,612	-11.1%	9,759,784	-13.7%	2.3	-0.4	2.9	-0.5
STARBUCKS	\$22,221,188	-4.7%	5,636,903	-0.9%	2.1	-0.2	1.7	0.0
BLOOM	\$2,684,850	0.0%	913,020	0.0%	0.2	0.2	0.3	0.3
ALL OTHER	\$30,533,999	0.9%	15,274,696	-0.9%	2.8	-0.1	4.5	-0.1

Source: Nielsen Total US Conv 4 weeks ending 11/15/2025 TNA Energy

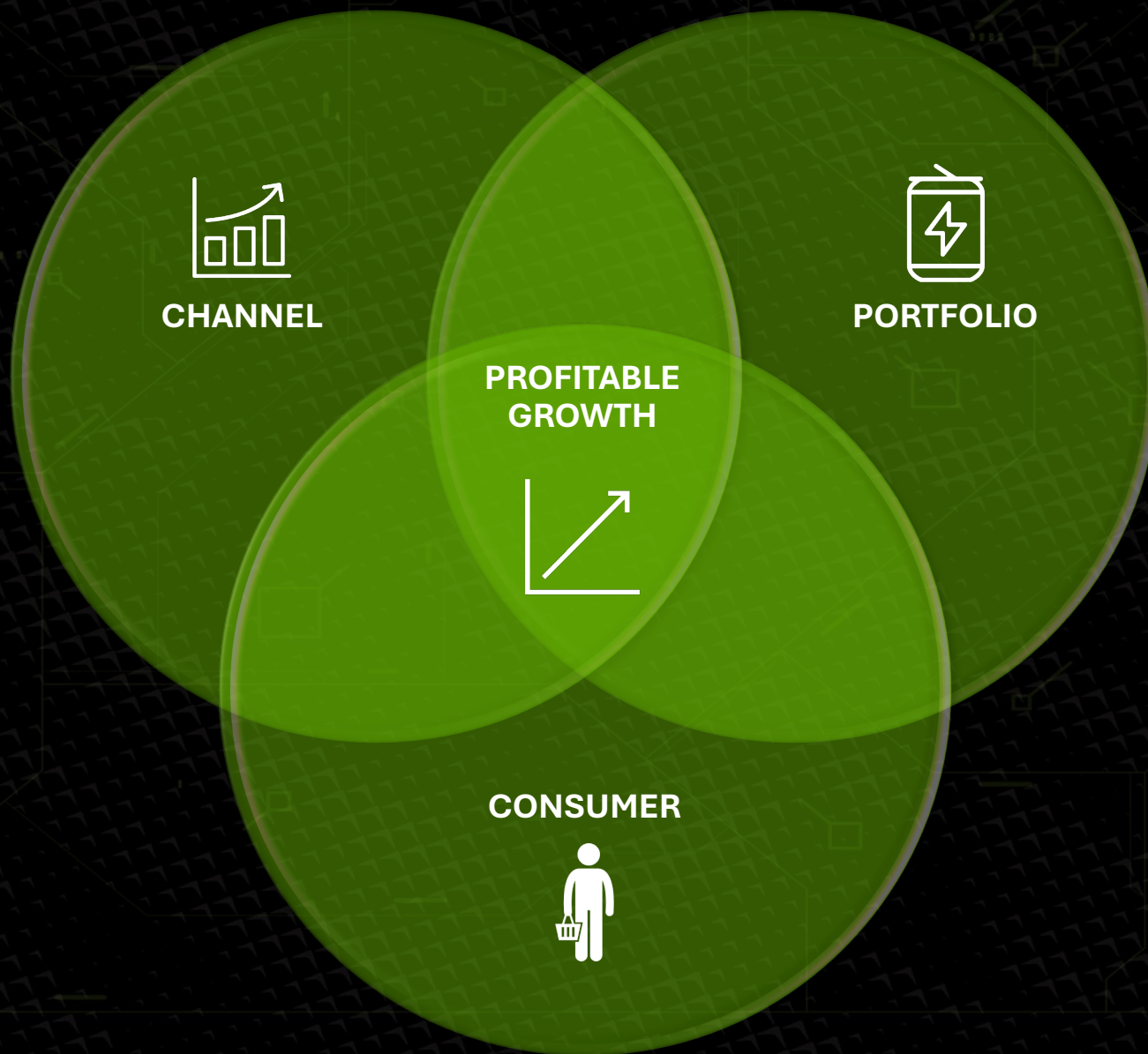
SHARE TRENDS

TOTAL U.S. ALL CHANNELS, DOLLAR SHARE



Source: Nielsen Total US xAOC + Conv TNA Energy

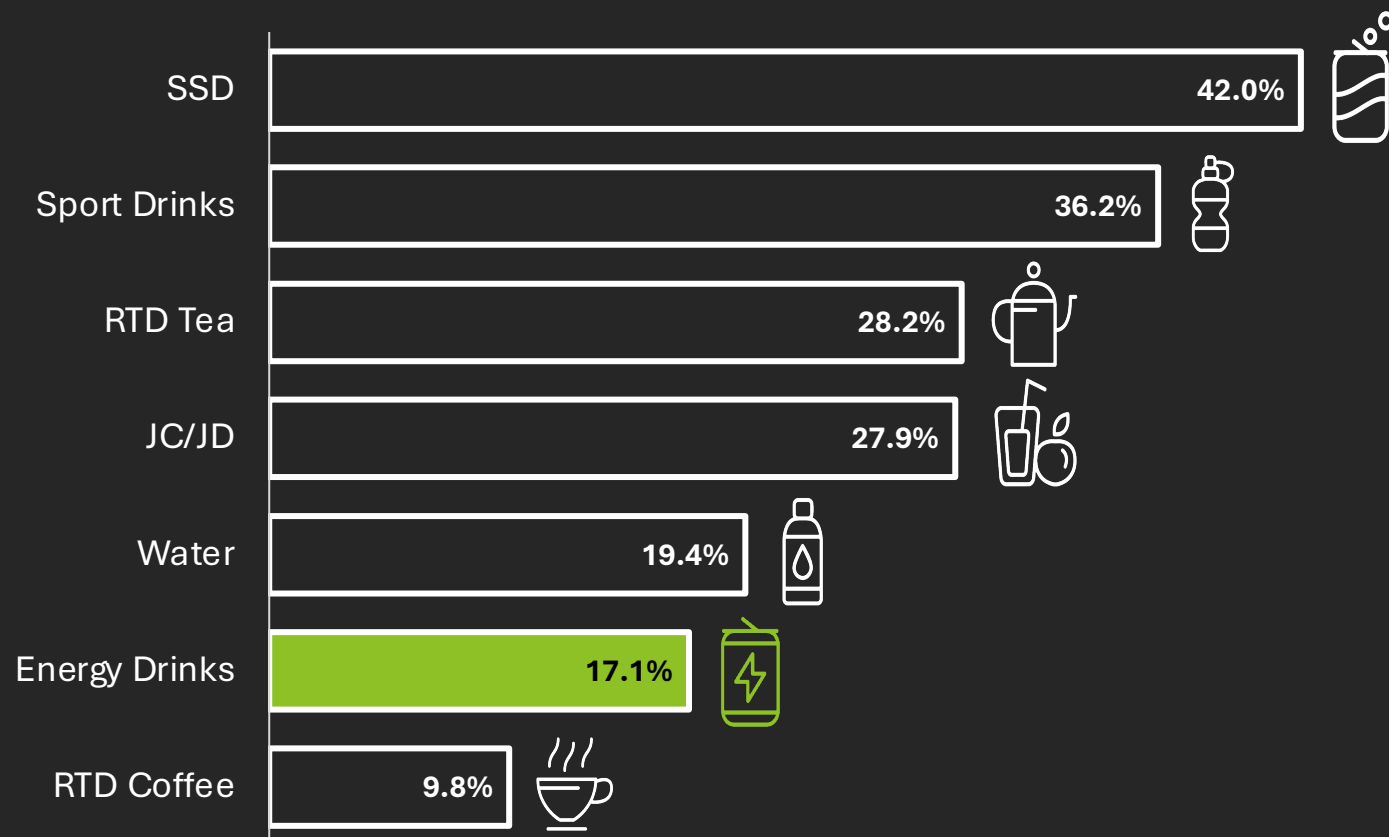
REVENUE GROWTH MANAGEMENT



NARTD PRICING 2022-2025 YTD



AVG 192OZ EQ PRICE % CHG 4YA



POWER OF THE CONSUMER



MEC drives category growth through New Shopper Acquisition!

13% of MEC shoppers are new to the energy drink category, contributing an incremental **\$276M in category growth.**



MEC shoppers are highly engaged with the energy drink category, spending 59% more and making 59% more trips than the average category shopper.



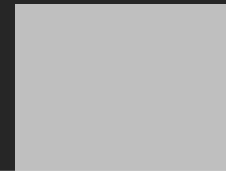
Avg. Annual Trips per Household on Energy Drinks

82.9



MEC Energy Drink Shoppers

52.0



Energy Drink Shoppers



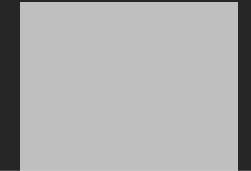
Avg. Annual Spend per Household on Energy Drinks

\$581.99



MEC Energy Drink Shoppers

\$367.12

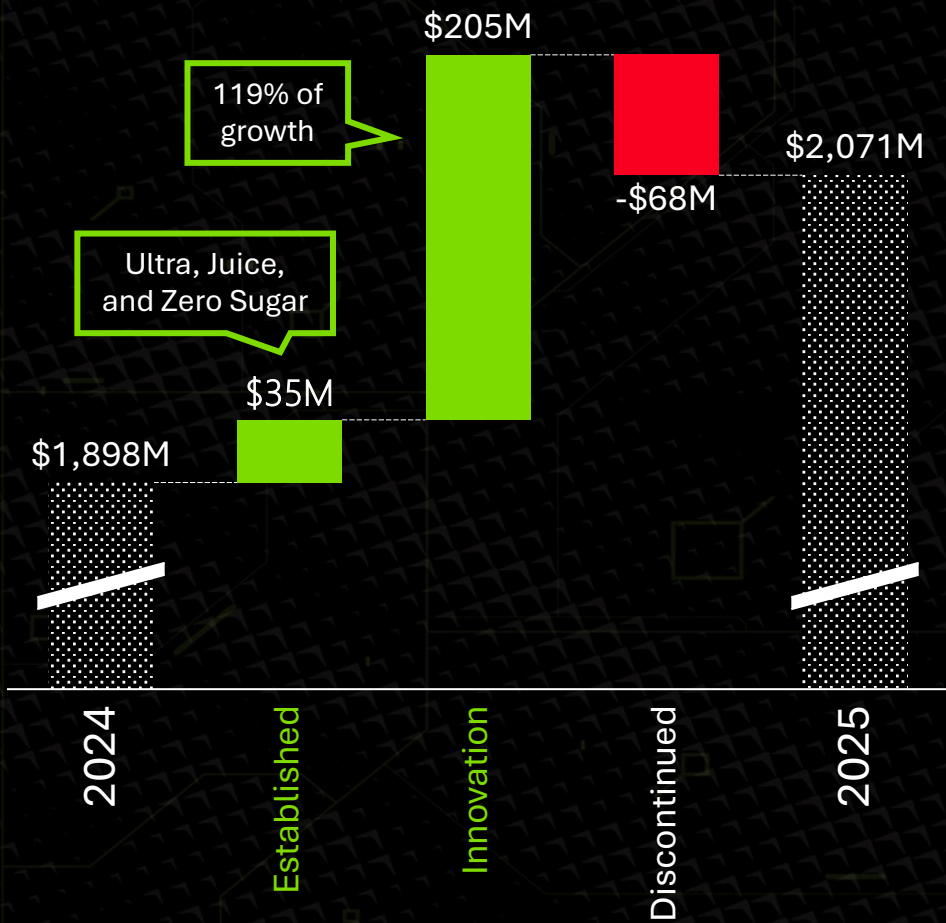


Energy Drink Shoppers

INNOVATION DRIVES OUR CORE



Q3 Portfolio Contributions to Growth (\$M)



U.S. INNOVATION 2026



ULTRA
Wild Passion
Blue Hawaiian
12oz



MONSTER SHOT
Strawberry Shot
ZS Strawberry Shot
16oz



JUICE
Voodoo
Grape
16oz



REIGN
Watermelon
Sour Gummy
16oz



BANG
Lime Pop
Drop
16oz



MONSTER
Zero Sugar
Lando Norris
16oz



ULTRA
Punk Punch
16oz



FULL THROTTLE
Red Apple
16oz



NOS
Grand Prix
Guava
16oz



FLRT
Strawberry
Fling
12oz



FLRT
Guava
Lava
12oz



FLRT
Berry
Tempting
12oz



FLRT
Sunset
Squeeze
12oz



STORM
Guava
Strawberry
12oz



STORM
Tropical
12oz



STORM
Valencia
Orange
12oz



STORM
Harvest
Grape
12oz

NATIONAL LTO LAUNCH
LTO PERIOD: MAY-JUL



ULTRA
Red White
& Blue Razz
16oz



JUICE
Strawberry
Lemonade
16oz

ADDITIONAL INNOVATION UNDER REVIEW



GUY CARLING

President of EMEA & OSP

EMEA & OSP

EUROPE, MIDDLE EAST AND AFRICA & OCEANIA AND SOUTH PACIFIC



- 80 Markets
- 19 Bottlers

14 Brand Families

Markets with MEC Share Leadership



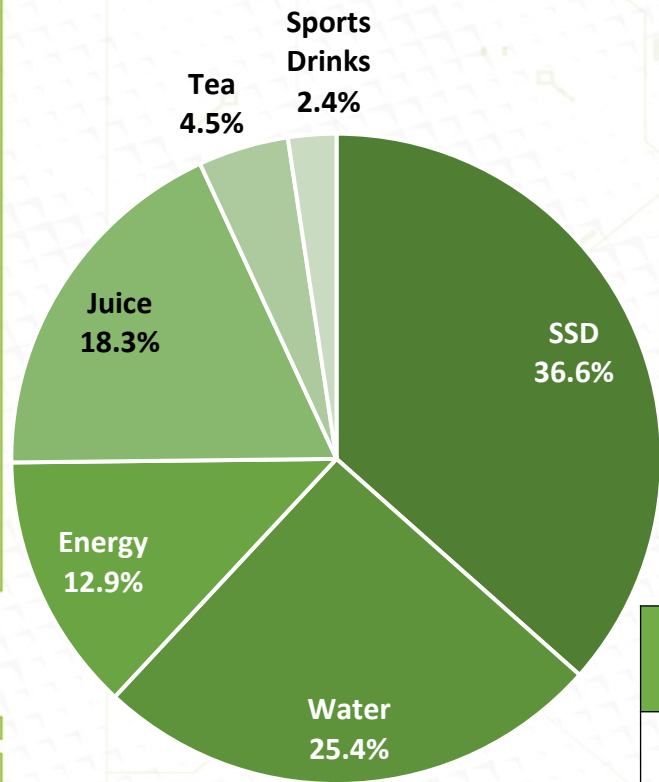
	Australia 31.0%
	Greece 38.0%
	Ireland 34.8%
	Kenya 60.0%
	Latvia 35.4%
	Norway 45.4%
	Portugal 43.2%
	South Africa 29.1%
	Spain 45.1%

BEVERAGE LANDSCAPE EMEA & OSP



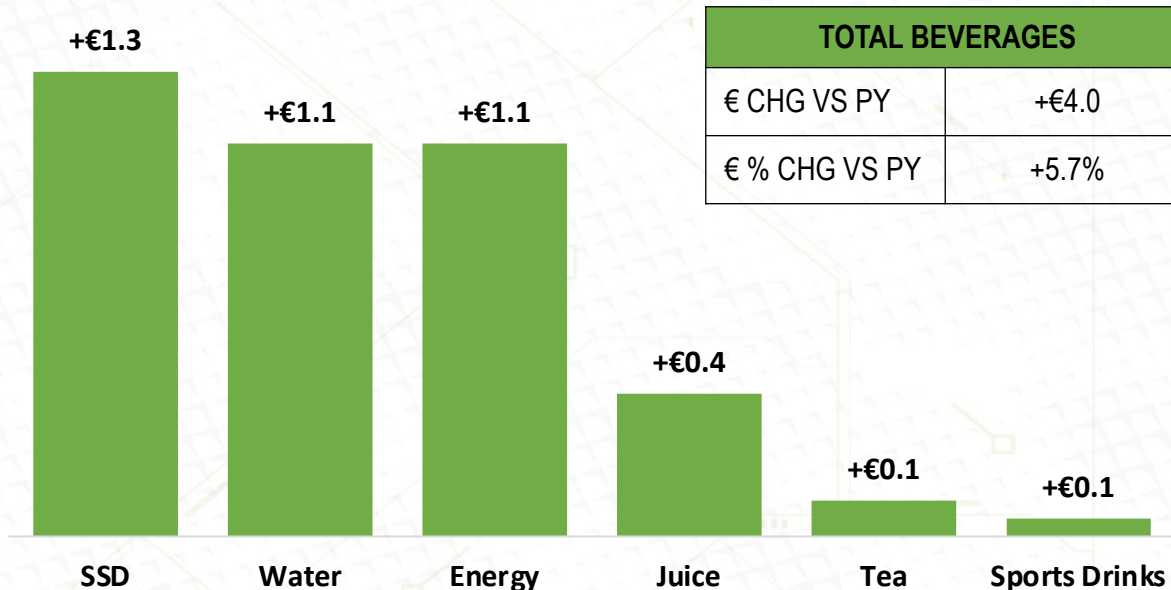
NON-ALCOHOLIC BEVERAGES SNAPSHOT 2025

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY
€ SHARE



€ SHARE CHANGE VS PRIOR YEAR	
Sparkling Soft Drinks	-0.3%
Water	+0.1%
Energy Drinks	+0.8%
Juice	-0.5%
Tea	-0.1%
Sports Drinks	-0.1%

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY (€Bn)



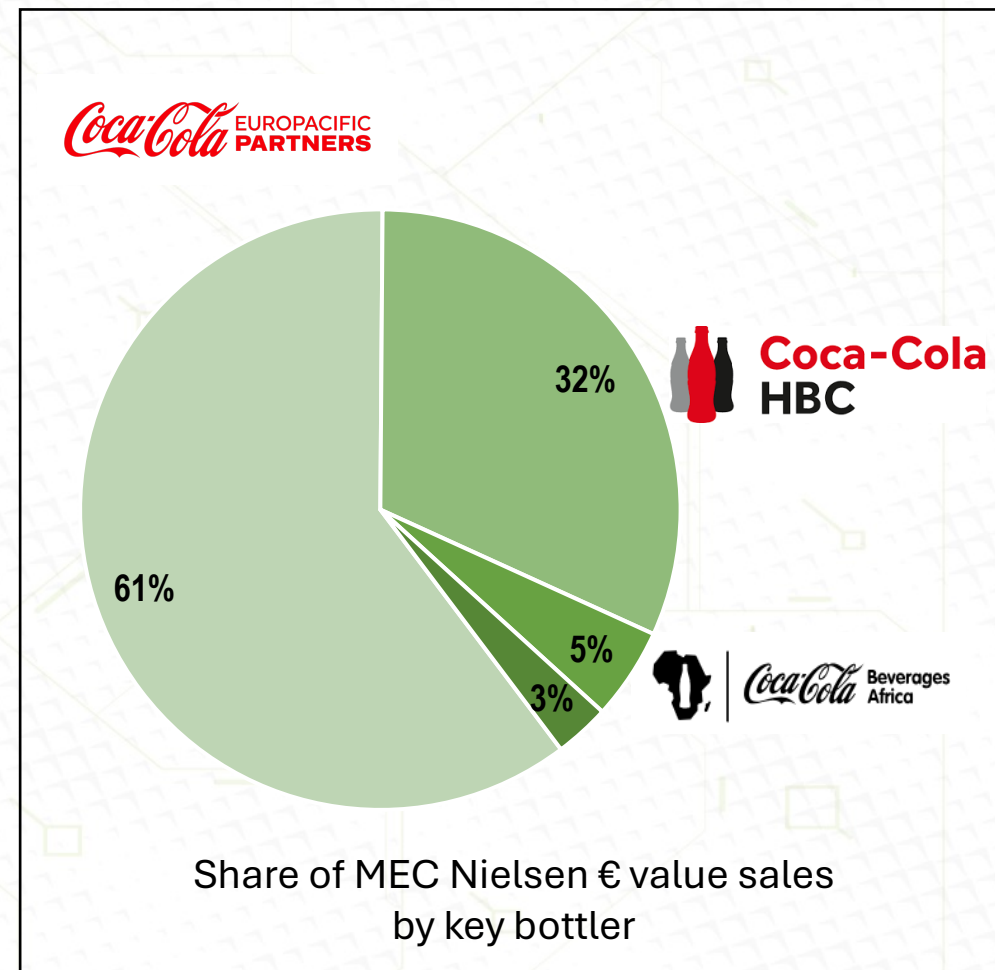
TOTAL BEVERAGES	
€ CHG VS PY	+€4.0
€ % CHG VS PY	+5.7%

	Sparkling Soft Drinks	Water	Energy Drinks	Juice	Tea	Sports Drinks
€ CHG VS PY	+€1.3	+€1.1	+€1.1	+€0.4	+€0.1	+€0.1
€ % CHG VS PY	+4.8%	+6.2%	+11.9%	+3.1%	+3.9%	+3.1%

CATEGORY & MEC NIELSEN EMEA & OSP



YTD	Energy Category	MEC	Monster	Strategic & Affordable Brands
Value Sales (€)	€15.3bn	€3.8bn	€2.9bn	€823.4m
Value Sales vs Prior Year (€)	+€1.9bn	+€695m	+€537m	+€161m
Value Sales vs Prior Year (%)	+14.4%	+22.7%	+22.4%	+18.1%

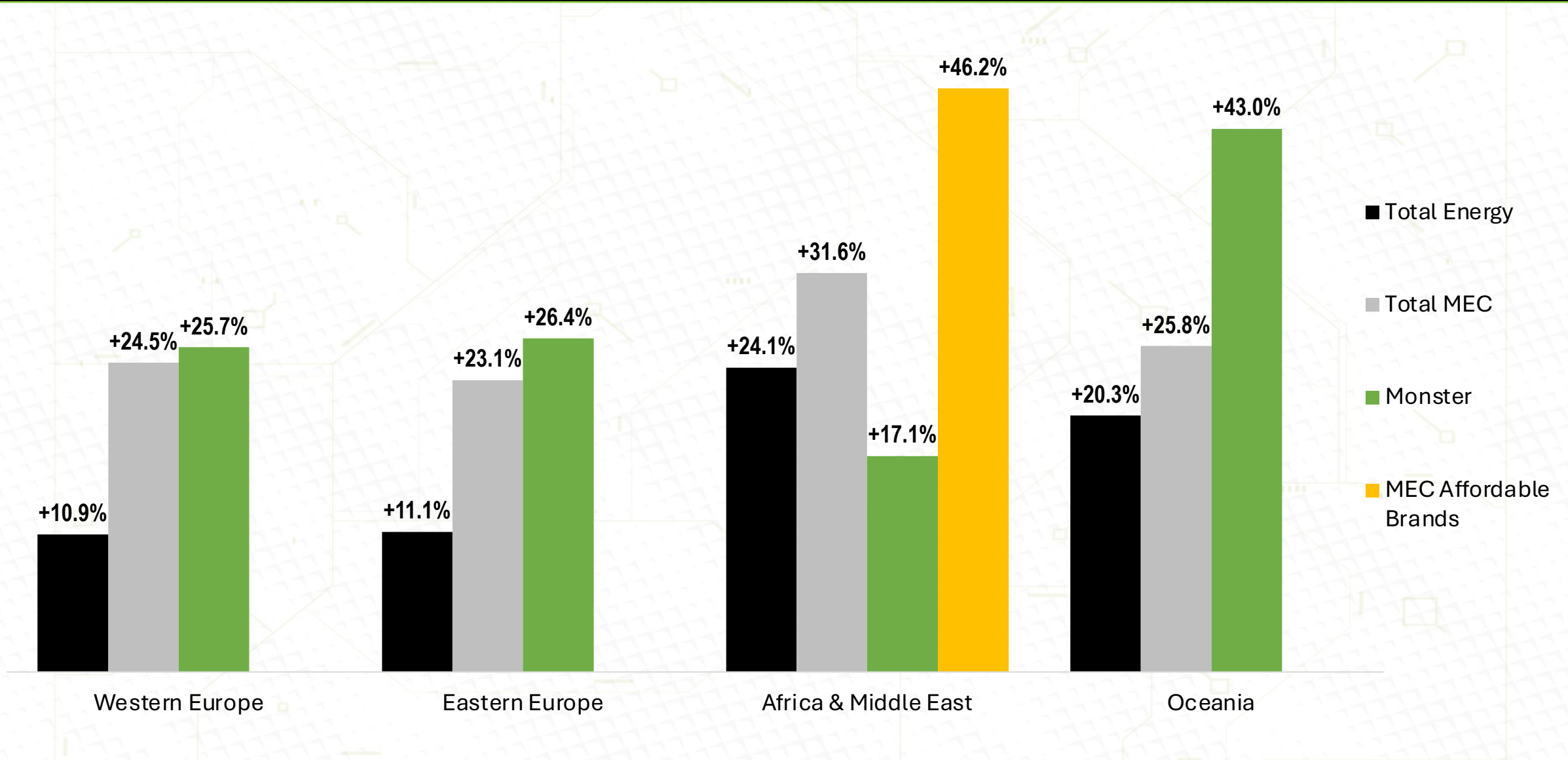


Most Recent Data Available:

Source: Circana Australia to 10/26/2025; Nielsen data (various EMEA countries) YTD ending in September 2025 – October 2025

REGIONAL PERFORMANCE

LAST 13 WEEKS NIELSEN € VALUE GROWTH VS PRIOR YEAR



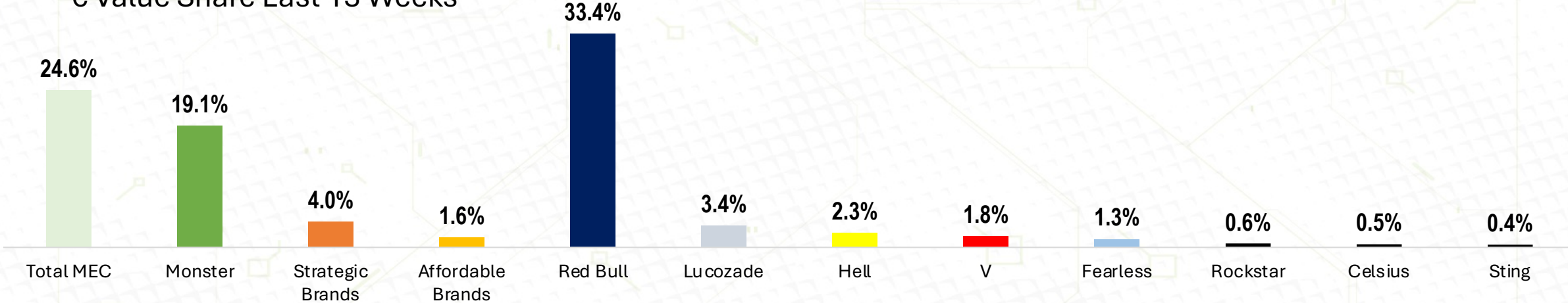
Most Recent Data Available:

Source: Circana Australia to 10/26/2025; Nielsen data (various EMEA countries) 13 Week periods ending in September 2025 – October 2025

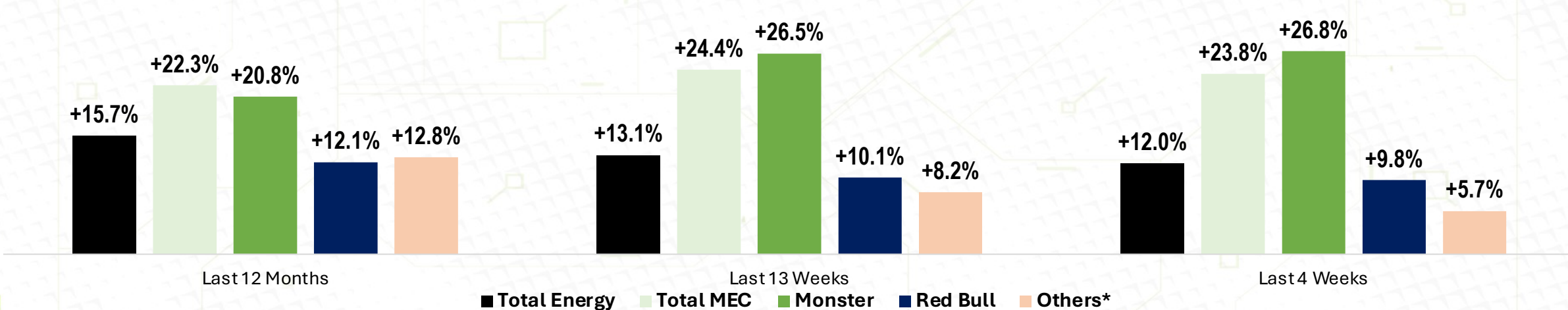
COMPETITIVE OVERVIEW EMEA & OSP



€ Value Share Last 13 Weeks



€ Value Sales vs Prior Year %



Most Recent Data Available:

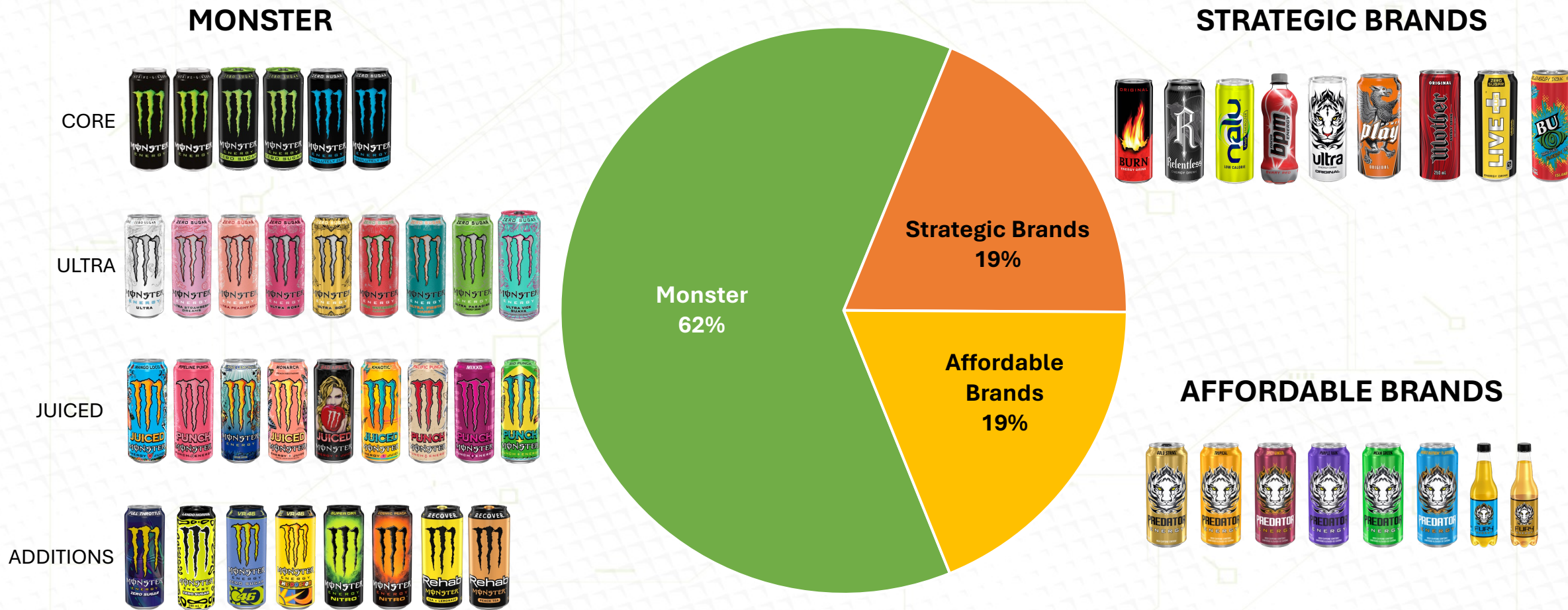
Source: Circana Australia to 09/28/2025; Nielsen data (various EMEA countries) 13 Week periods ending in August 2025 – October 2025

Others* = Lucozade, Hell, V, Fearless, Rockstar, Celsius and Sting combined

MEC PORTFOLIO EMEA & OSP



Unit sales, last 12 months



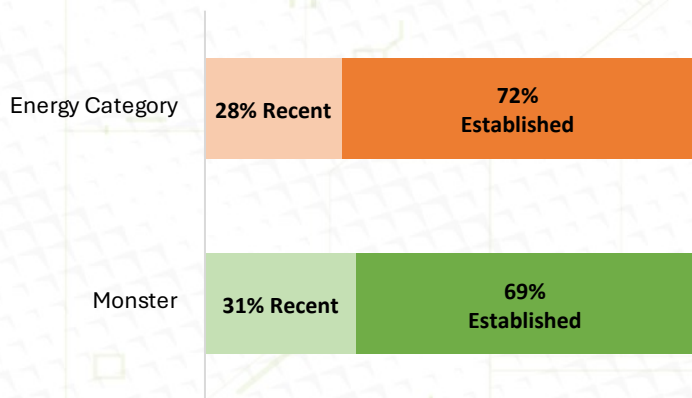
Most Recent Data Available:
 Source: Circana Australia to 10/26/2025; Nielsen data (various EMEA countries) 12 Month periods ending in September 2025 – October 2025

CONSUMER INSIGHTS EMEA & OSP



Recruit New consumers

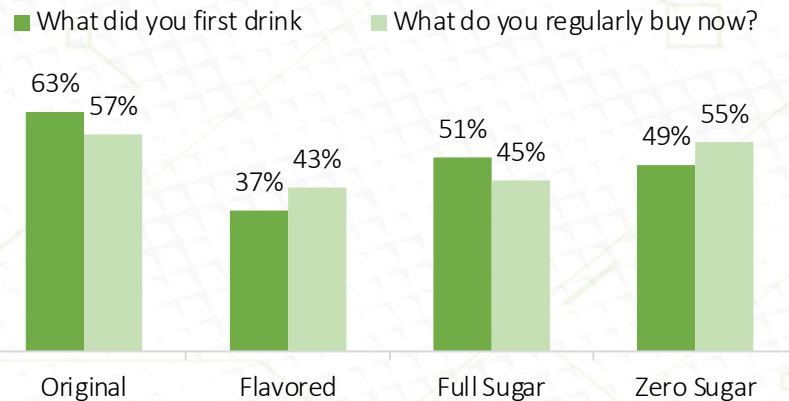
Over 1/4 of energy drinkers have entered the category in the last 12 months



31% of Monster consumers are new to the category over the last 12-months

Retain Through choice

Choice in flavor and zero drives retention in the category

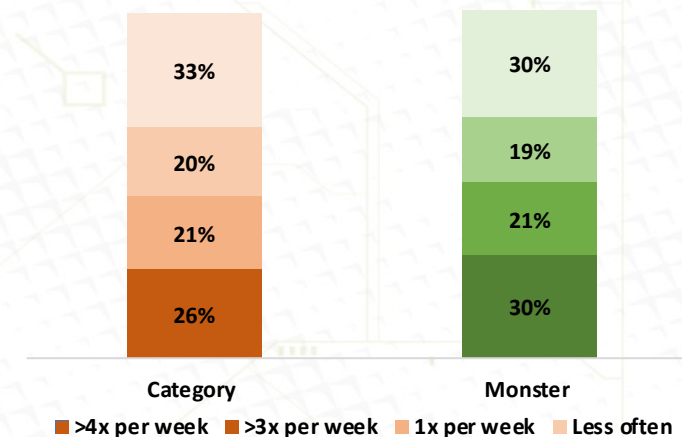


~2/3 of Monster first-time consumers drink Monster original, ~1/3 drink flavors

Monster first-time consumers are split ~50% full sugar and ~50% zero sugar

Repeat Purchase frequency

Monster consumers drink more frequently than the category average

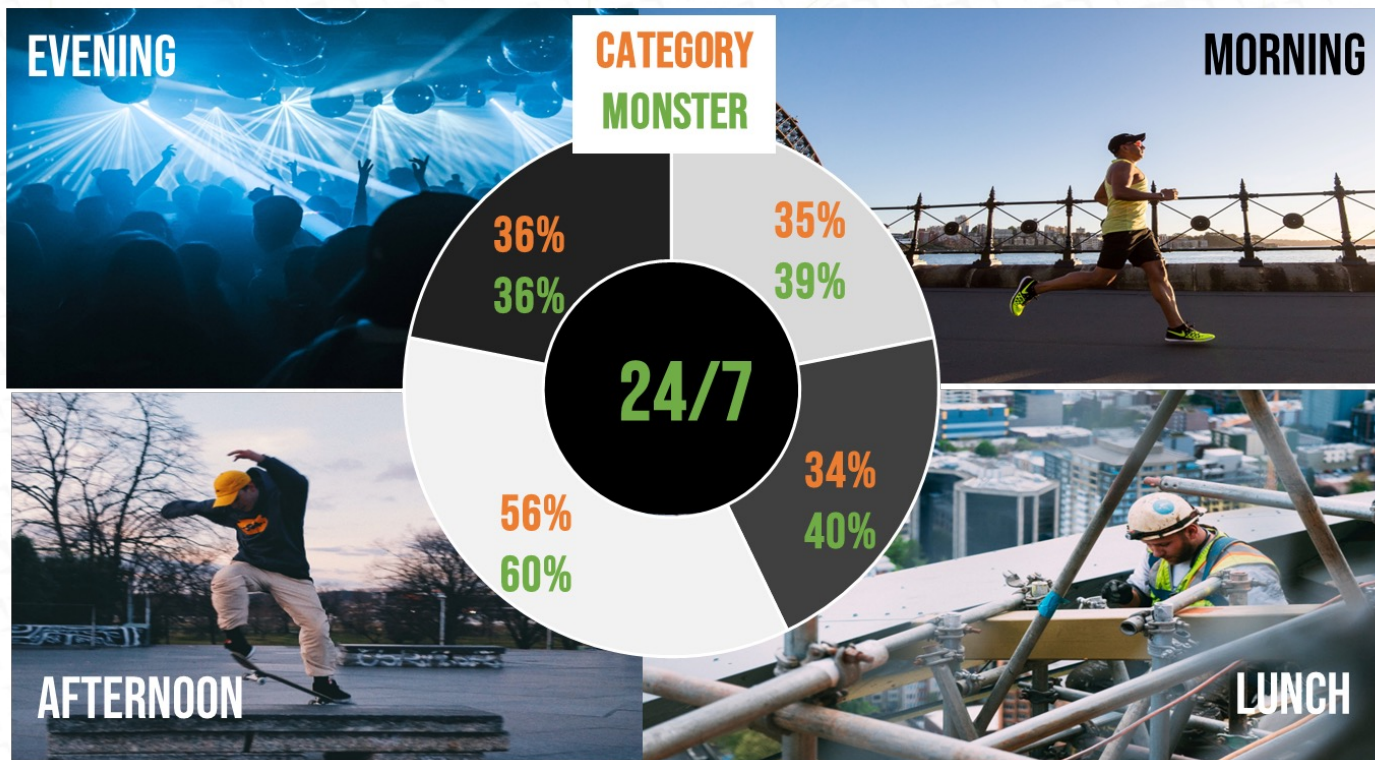


30% of Monster drinkers consume over 4x per week vs category 26%

ENERGY CONSUMPTION OCCASIONS EMEA & OSP



Energy is consumed across all day parts
 Monster consumption over-indexes relative
 to the category



Energy used for multiple occasions
 Monster over-indexes



Q1- Q3 2025 innovation launches (189)

CORE: 5



JUICED: 50



- Ultra Strawberry Dreams available in 40 markets Q3 YTD
- L13W Nielsen Value Sales €27.3m
- 10% of L13W Monster Value Sales growth

ADDITIONS : 52



- Monster Juiced Rio Punch available in 34 markets Q3 YTD
- L13W Nielsen Value Sales €32.8m
- 17% of L13W Monster Value Sales growth

STRATEGIC : 23



ULTRA: 59

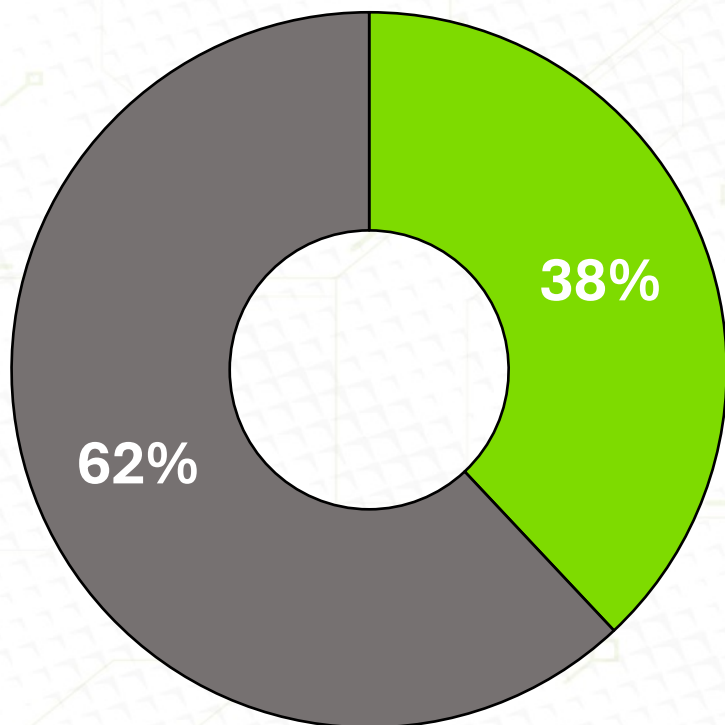


- Monster Valentino Rossi Zero Sugar available in 12 markets Q3 YTD
- 1 further market in Q4, 17 more markets in 2026

PERFORMANCE OF EXISTING SKUS EMEA & OSP



Nielsen value contribution to growth
L13W 2025



■ Innovation ■ Existing SKUs

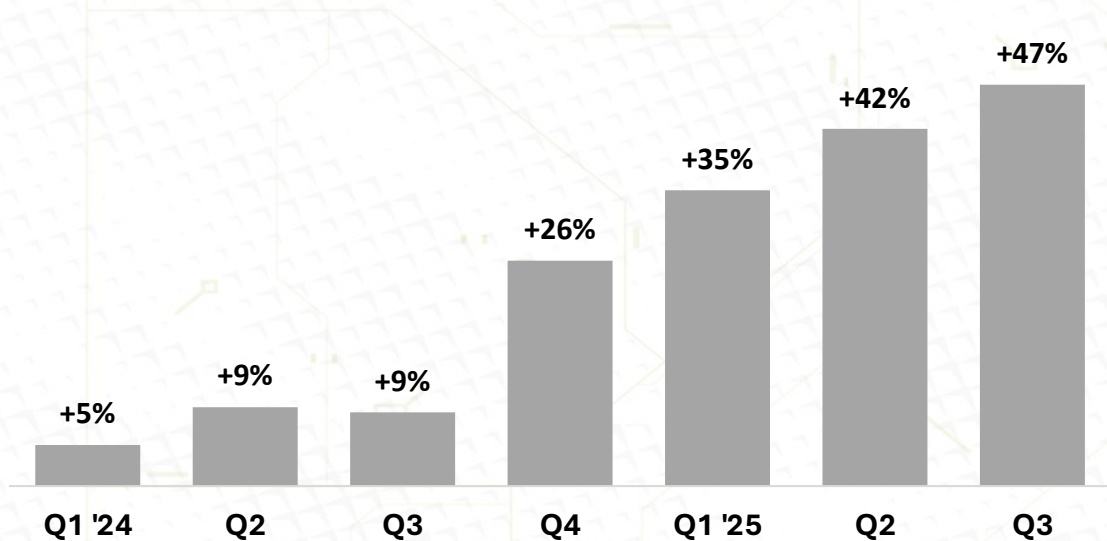


Platform Lead SKUs
Value +26.4% L13W

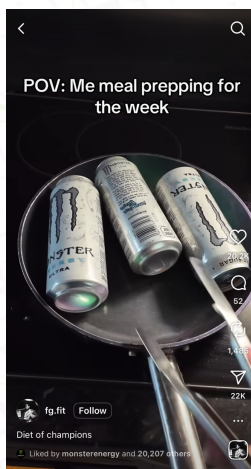
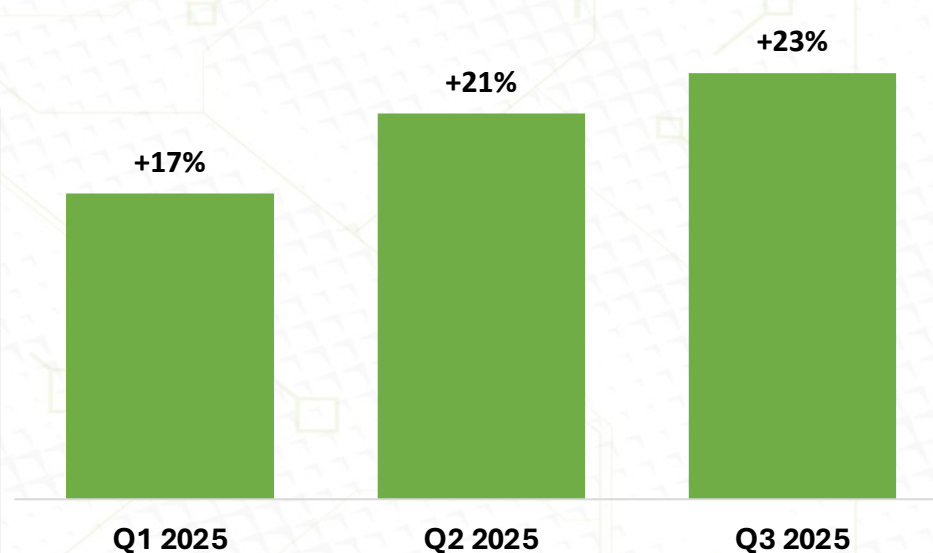
GROWTH OF ULTRA & JUICED PLATFORMS EMEA & OSP



Monster Ultra L13W Value Sales Growth vs. PY



Monster Juiced L13W Value Sales Growth vs. PY



MONSTER ULTRA:

- L13W Value Sales +46.8% vs. PY
- 53% of total Monster L13W Value Sales growth
- 6.5% Value Share L13W (+1.5ppts vs. PY)

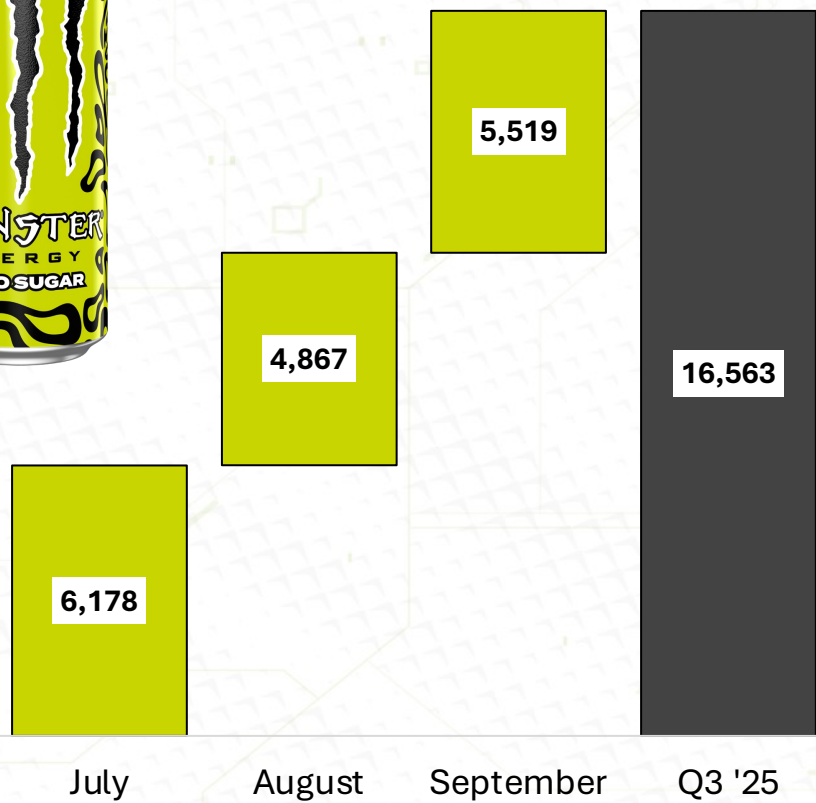
MONSTER JUICED:

- L13W Value Sales +23.0% vs. PY
- 27% of total Monster L13W Value Sales growth
- 5.6% Value Share L13W (+0.5ppts vs. PY)

LANDO NORRIS AVAILABLE IN 27 MARKETS **EMEA & OSP**



Nielsen value sales (€000s)



- Lando Norris Zero Sugar available in 27 markets Q3 YTD
- 8% of Monster L13W Value Sales growth
- 19% of total NPD Value Sales in L13W across EMEA & OSP
- 8 further markets to launch in Q4 2025
- 26% consumers new to Energy
- 33% consumers are new to Monster Brand



WESTERN EUROPE*

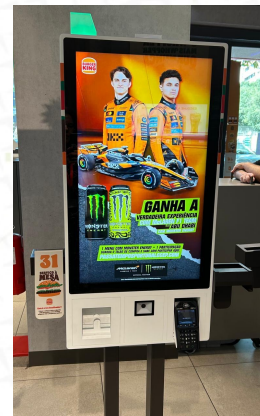


Monster in the FMCG Top 10 brands (Western Europe)

Top 10 FMCG Brands, ranked on Absolute Sales Growth (€M)

Ranking	Value €	Brand	Growth (€M)
1		Monster	+268
2		Red Bull	+266
3		Coca Cola	+249
4		Lindt	+147
5		Milka	+132
6		Pepsi	+129
7		Magnum	+127
8		Kinder (Ferrero)	+119
9		Lu (Mondelez)	+106
10		Cadbury	+98

- MEC 29.2% € Value Share in Western Europe
- MEC No. 1 Value Share in Spain, Portugal and Norway
- Driving Share through Multi-Channel Availability and Retail Space Gains



Burger King, Portugal



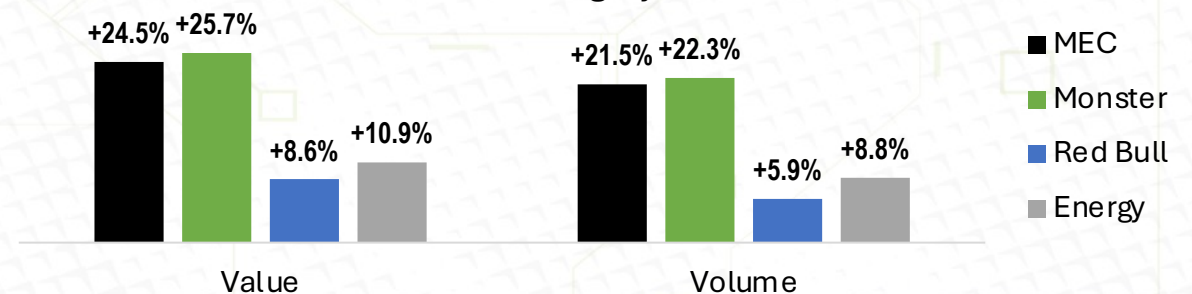
Carrefour, France



Energy Zone, Belgium

- Monster is now the 5th largest FMCG brand, ahead of Pepsi, Heinz, Heineken and Fanta
- Monster is the fastest growing FMCG brand in Europe, and is the biggest contributor to growth

MEC & Monster Value and Volume Sales growing ahead of Red Bull & the Category in L13W



*Source: NielsenIQ Strategic Planner YTD Data to WE 07/09/2025 Countries included are DE, GB, ES, FR, BE, NL, SE, PT & NO. Nielsen syndicated category definitions. Includes top 20 Fast Moving Consumer Goods brands on value sales over the last MAT at a Total Europe level

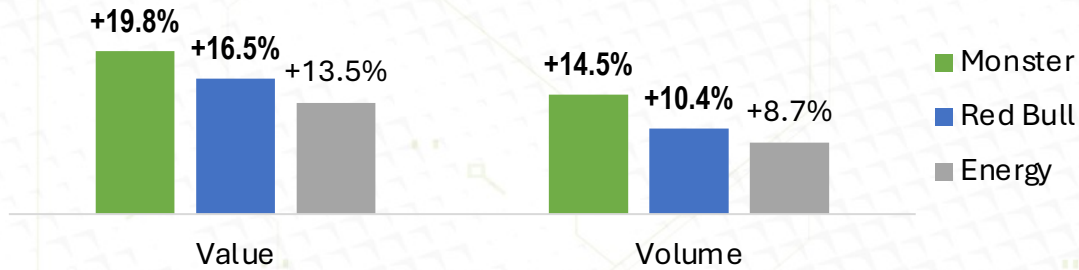
Most Recent Data Available:
Source: NielsenIQ data (various EMEA countries) [13 week] periods ending in September 2025 – October 2025

DRIVING ENERGY ACROSS MARKETS EMEA & OSP



Great Britain

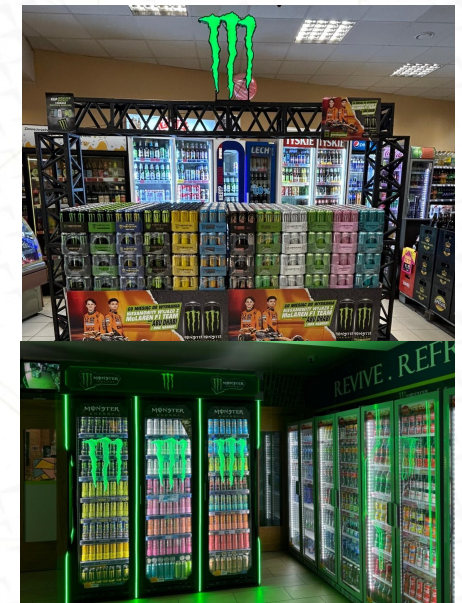
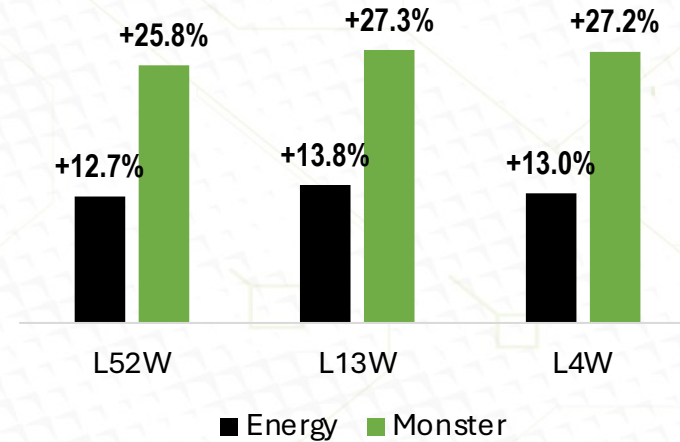
Nielsen 2025 YTD Value Sales Growth



- MEC YTD 2025 Value Share in Great Britain 36.3%; +1.7 ppts vs. PY
- Monster is the largest contributor to Energy YTD 2025: 47.9% of Value growth and 56.3% of Volume growth

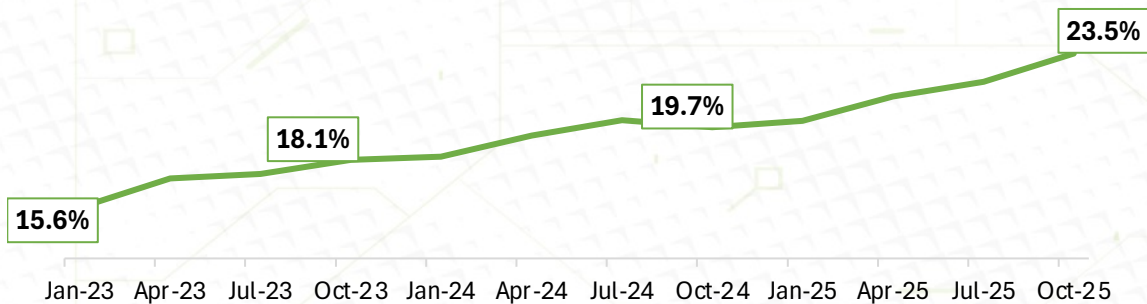
Poland

€ Value Sales vs Prior Year



Australia

Monster Value Share L13W⁽¹⁾



- Monster #1 Contributor to Energy Category Growth: driving 45% of total Energy \$ growth vs PY

Africa



South Africa



Nigeria



Kenya



Egypt

Country	Energy Category Last 13 Weeks €	MEC € Share
South Africa	+14.3%	29.1% #1
Nigeria	+41.2%	28.5% #2
Kenya	+8.4%	60.0% #1
Egypt	+60.2%	18.2% #2

Most Recent Data Available:
Source: NielsenIQ data (various EMEA countries) [13 week] periods ending in September 2025 – October 2025

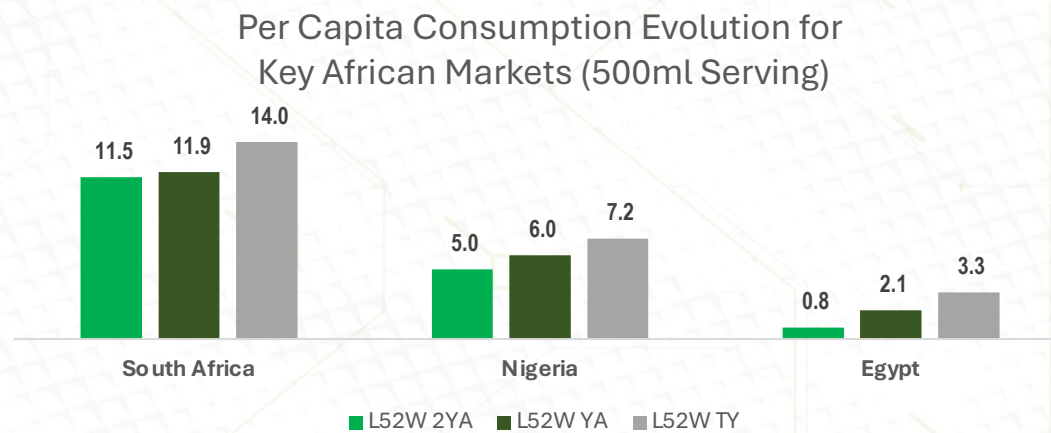
PREDATOR CONTINUES TO GAIN SHARE IN AFRICA



- MEC Portfolio is the leader in Africa with Predator, the leading brand in Value Sales in Africa
- Predator is the leading brand in Kenya and gaining share in Nigeria, Egypt and Morocco

- The Energy Category Volume L52W vs 2YA is up +24% in South Africa, +51% in Nigeria and +307% in Egypt

Key Brands in Africa		L4W Value Share	Change
MEC Portfolio		28.3%	+0.2 ppt
1.	Predator	16.4%	+1.9 ppt
2.	Fearless	14.5%	-0.9 ppt
3.	Red Bull	12.8%	-0.3 ppt
4.	SupaKomando	9.4%	+1.5 ppt
5.	Monster	8.5%	-0.8 ppt



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

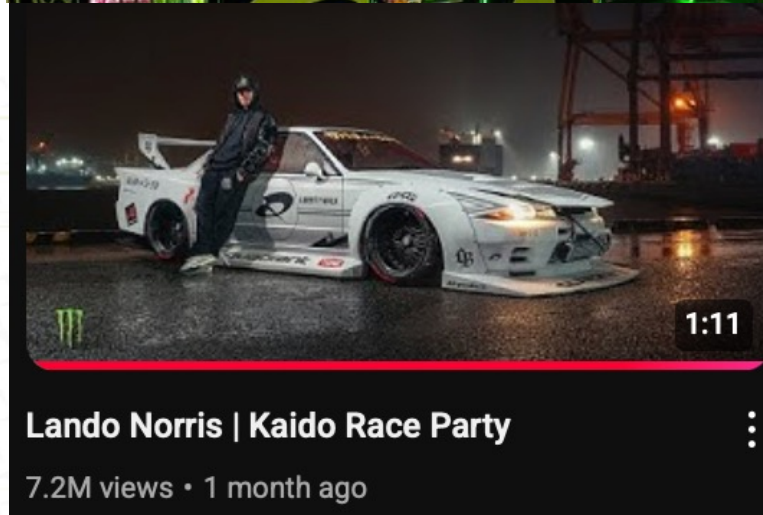


Most Recent Data Available:

Source: Nielsen data (South Africa, Kenya, Egypt, Morocco and Nigeria) various periods ending in September 2025 – October 2025. Predator sales also include Fury sold in Egypt. PCC consumption based on extrapolated Nielsen data of 500ml servings

360° LEVERAGE OF F1: McLAREN & LANDO NORRIS

EMEA & OSP





EMELIE TIRRE

Chief Commercial Officer

LATIN AMERICA



- 41 Markets
- 36 Coca-Cola Bottlers



Top Brands



Markets with MEC Value \$ Share Leadership YTD



Brazil: 43.8%



Mexico: 37.8%



Argentina: 52.8%



Uruguay: 77.7%



Paraguay: 72.8%



Puerto Rico: 32.0%

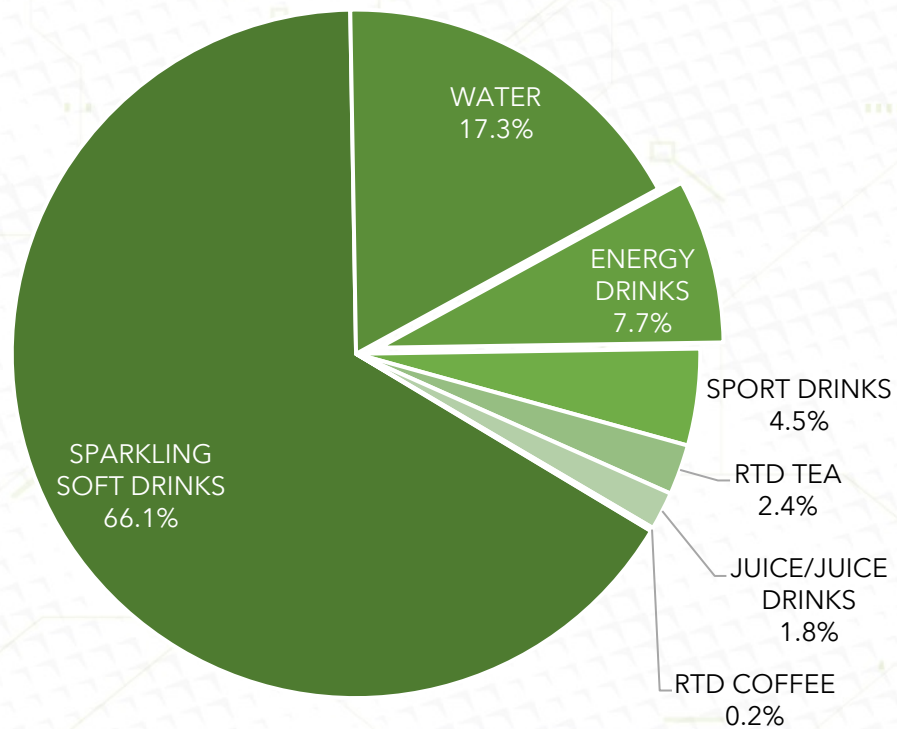
BEVERAGE LANDSCAPE LATAM



- In 2025, the Latin American market for non-alcoholic ready-to-drink beverages is forecasted to generate ~\$144 billion in retail sales.

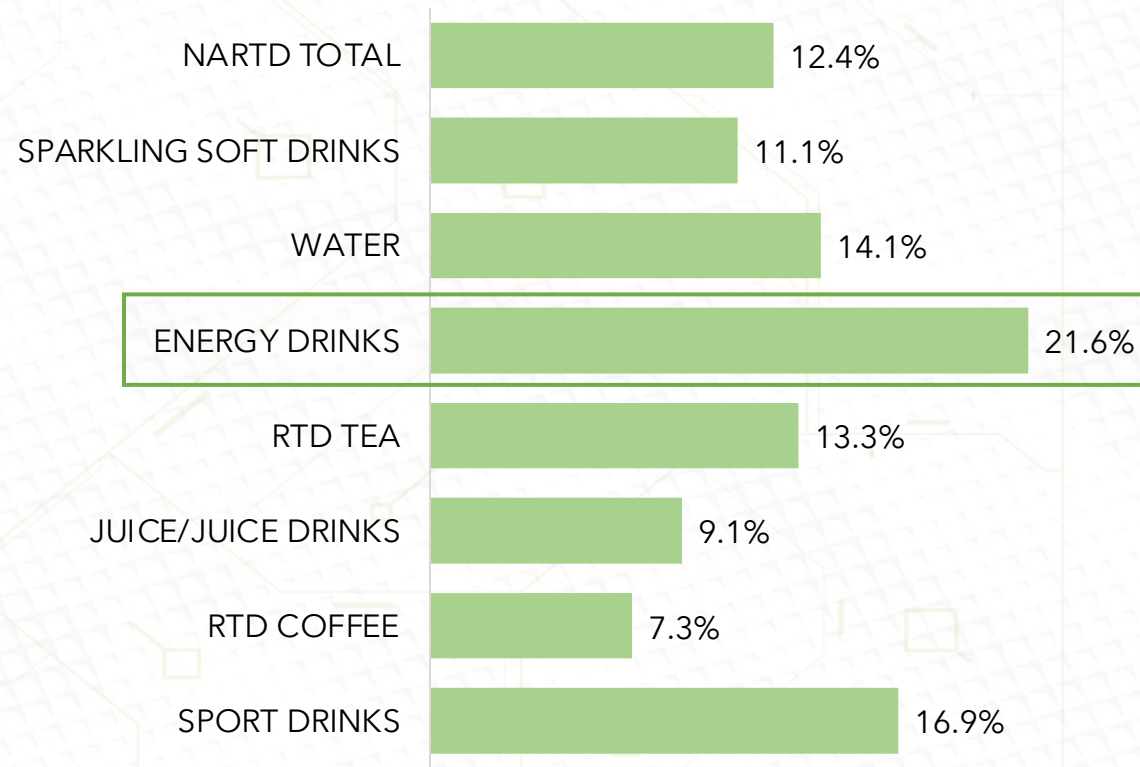
TOTAL NON-ALC BEVERAGE BY CATEGORY

\$ SHARE



PERFORMANCE BY CATEGORY

\$ CAGR (2020-2025)



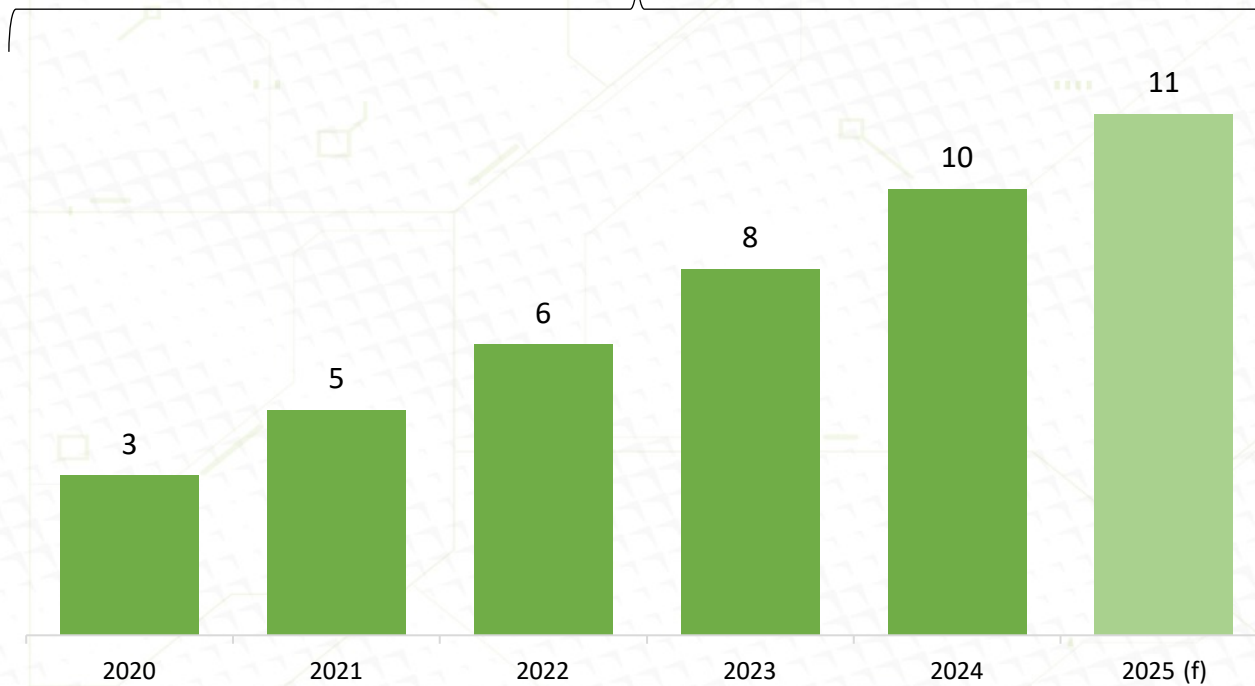
LATAM ENERGY CATEGORY

TOTAL LATAM ALL CHANNELS, 2025, VALUE SALES (USD)

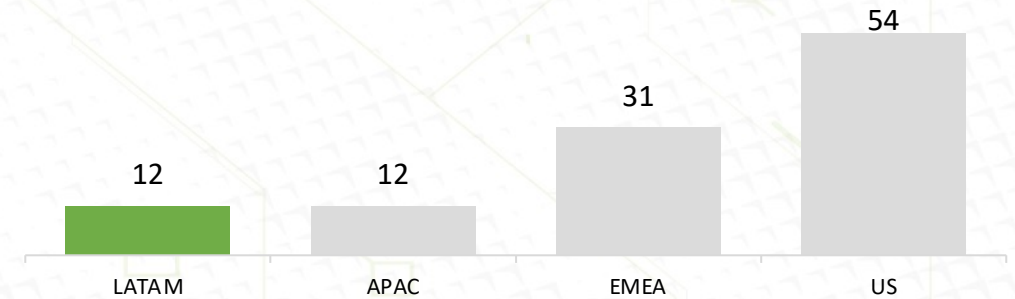


ENERGY DRINK CATEGORY IN BILLIONS OF USD \$

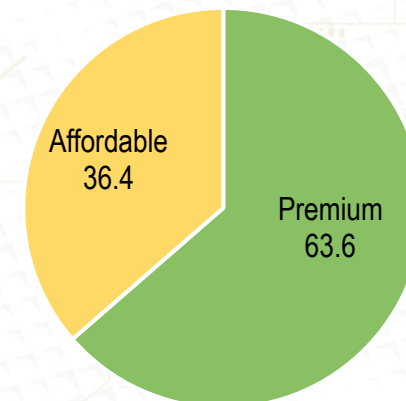
CAGR 2020-25: +21.6%



ENERGY DRINK PER CAPITA CONSUMPTION IN NUMBER OF 8 OZ SERVINGS



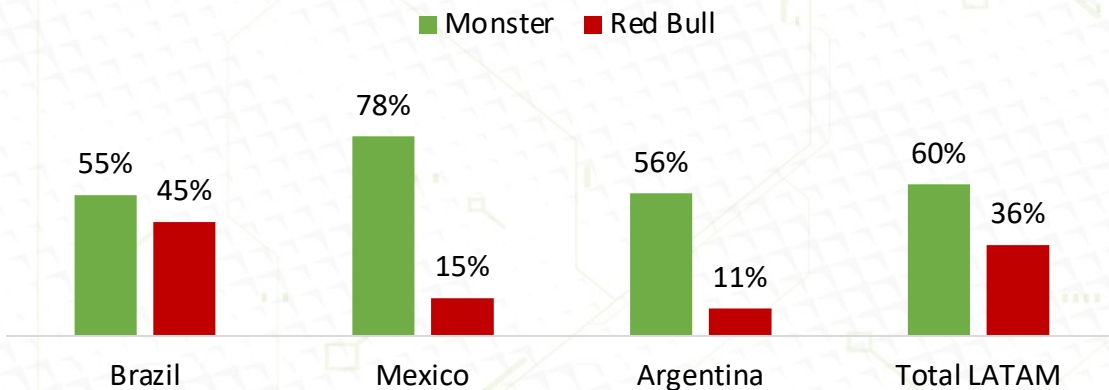
ENERGY DRINK CATEGORY BY SEGMENT \$ SHARE



PREMIUM ENERGY SEGMENT LATAM



% VALUE SHARE WITHIN PREMIUM ENERGY DRINK SEGMENT



LEAD SKUS BY BRAND FAMILY



IN-TRADE EXECUTION & ACTIVATION

By year-end 2025, LATAM will have over 100K coolers placed in trade



BRAZIL

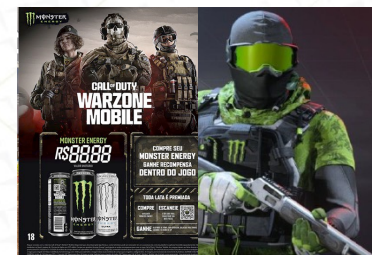


MEXICO



ARGENTINA

MARKETING PLATFORMS



BRAZIL



MEXICO



ARGENTINA

Source: Nielsen YTD October Segment Mix | \$ Premium Sales | Total LATAM: BR, MX, CL, AR, GT, CR, HN, SV, PA, NI, CO, EC

BRAZIL ENERGY DRINK CATEGORY

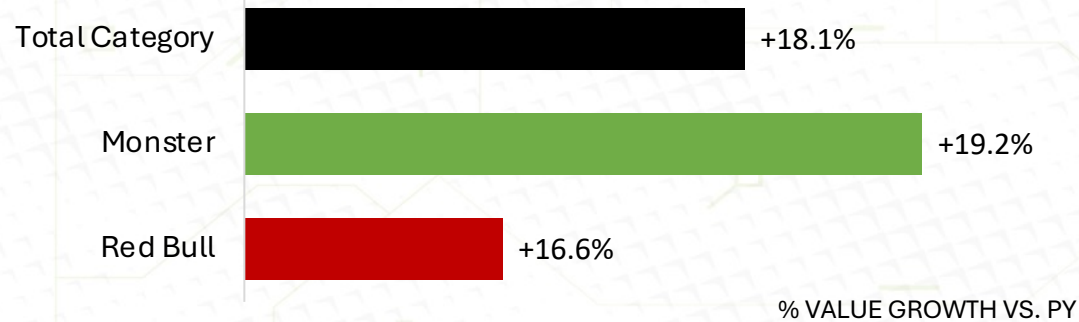


MONSTER MAINTAINS \$ SHARE LEADERSHIP 43.8%

PRODUCT PORTFOLIO

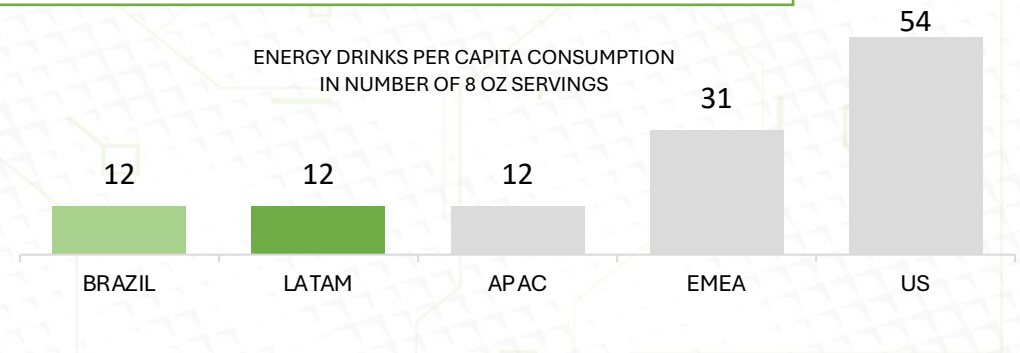


CATEGORY GROWTH DRIVEN BY MONSTER



GROWTH IN ENERGY DRINK CONSUMPTION

- Energy Drinks in 2025 make up 11% of NARTD.
- 2025 energy drink per cap consumption +2.2 vs PY



Source: Nielsen YTD October 2025 | \$ Sales | Brazil | Monster Tea and Reign not shown (0.7 share)

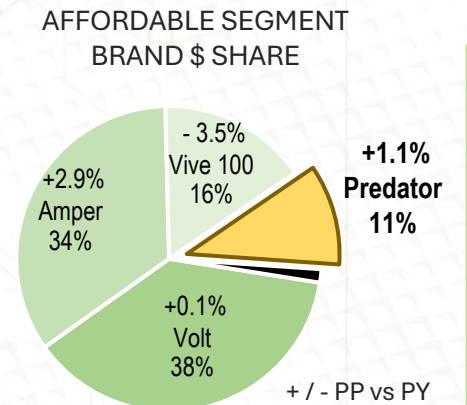
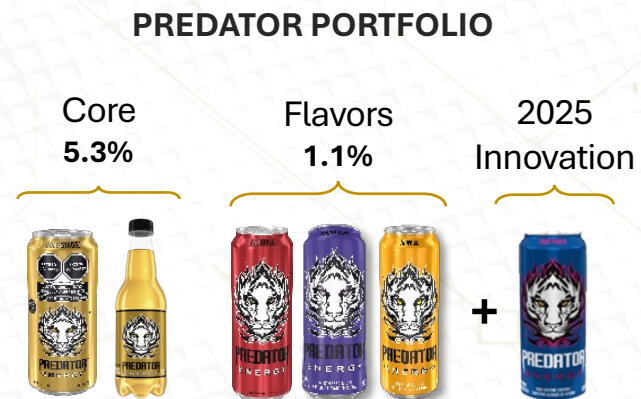
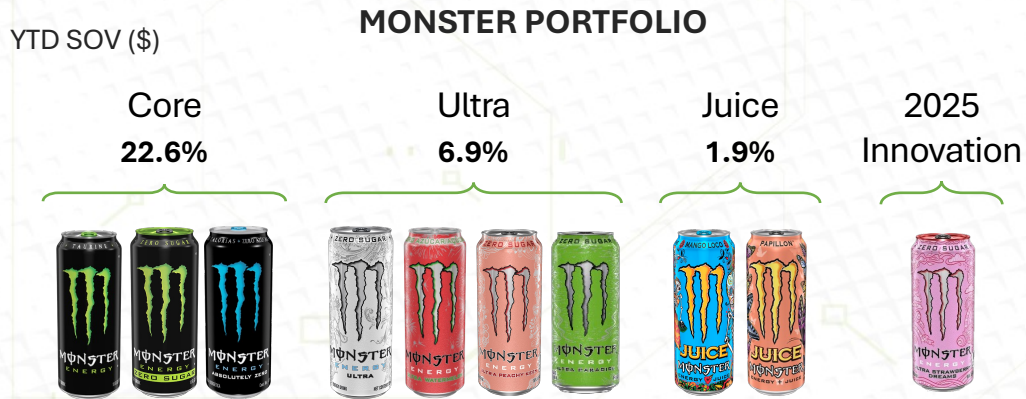
Source: LATAM Per Cap Consumption – CATMAN Nielsen L12M & Global Data 2025 Regional Data

MEXICO ENERGY DRINK CATEGORY

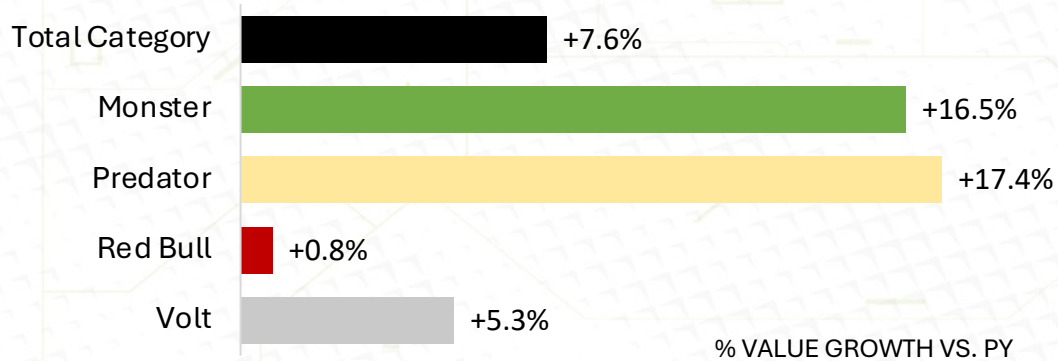


MONSTER MAINTAINS YTD \$ SHARE LEADERSHIP 31.4%

+ PREDATOR \$ SHARE GAINING RELEVANCE 6.4%

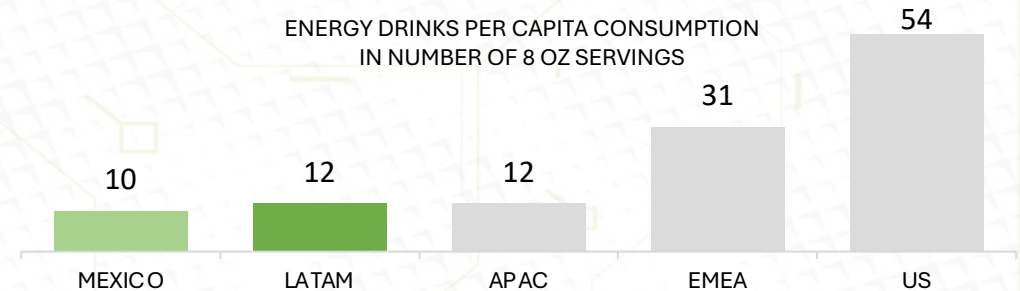


CATEGORY GROWTH DRIVEN BY BOTH MONSTER & PREDATOR



GROWTH IN ENERGY DRINK CONSUMPTION

• Energy Drinks in 2025 make up 6% of NARTD and it is the fastest-growing category.



Source: Nielsen YTD October 2025 | \$ Sales | Mexico

Source: LATAM Per Cap Consumption – CATMAN Nielsen L12M & Global Data 2025 Regional Data



PHILIPPE WOTHKE

Chief Commercial Officer, APAC

APAC

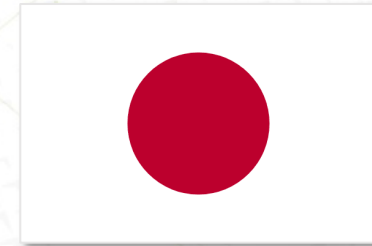


- 18 Markets
- 8 Bottlers / Distributor Groups

Markets with MEC Value
\$ Share Leadership YTD



Asahi
BEVERAGES



Japan: 58.6%



South Korea 50.1%

5 Brand Families

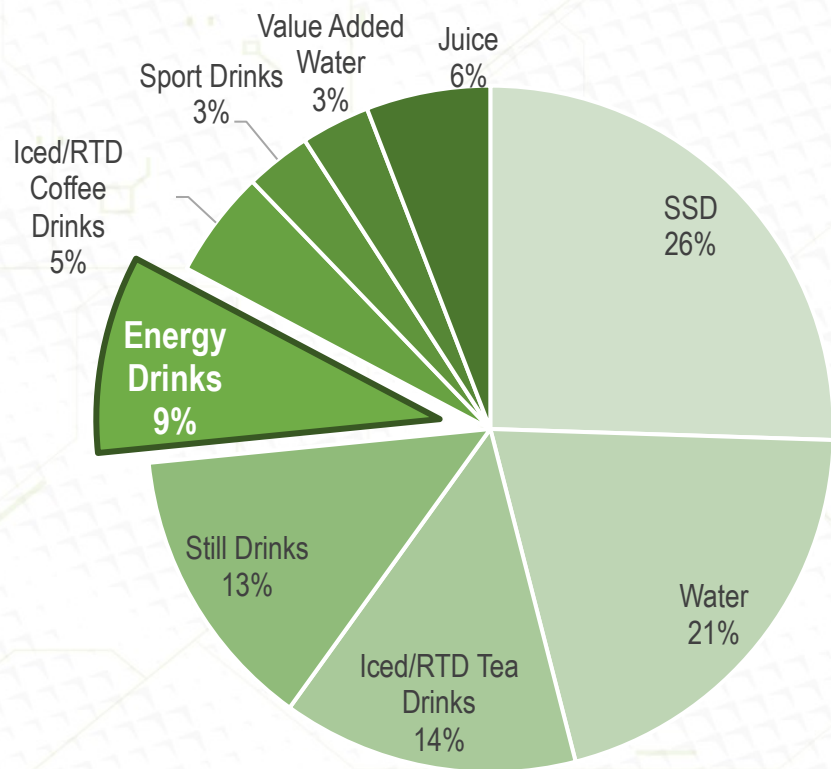


BEVERAGE LANDSCAPE APAC

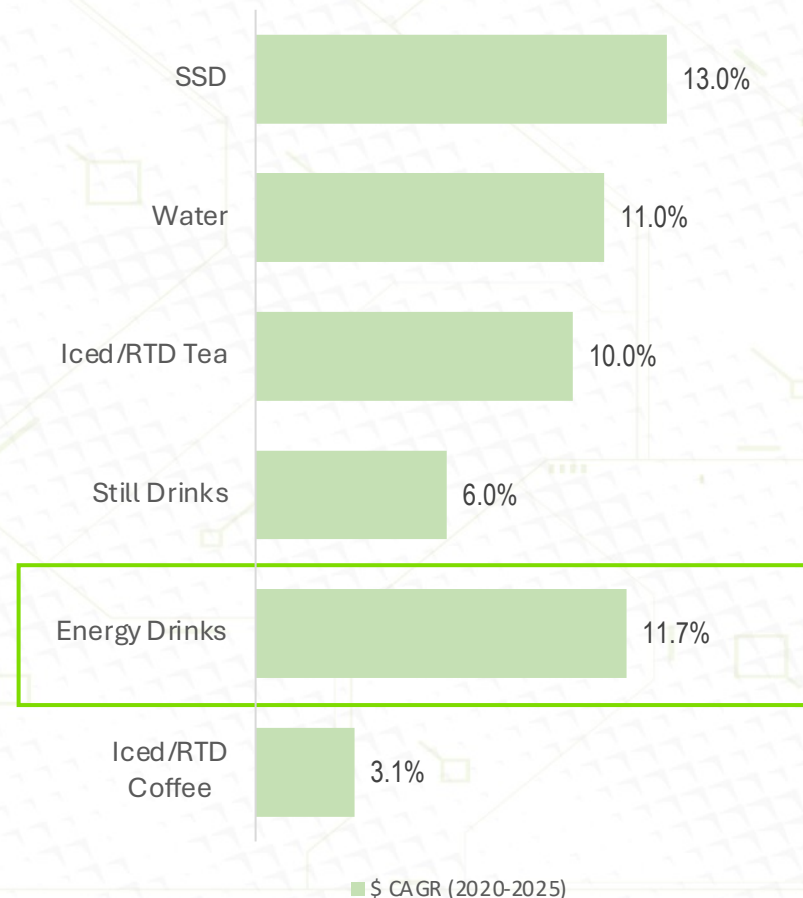


- In 2025, the Asia Pacific market for non-alcoholic ready-to-drink beverages is forecasted to generate ~\$330 billion in retail sales.

TOTAL NON-ALCOHOLIC BEVERAGE CATEGORY
\$ SHARE



PERFORMANCE BY CATEGORY



Source: GlobalData (formerly known as Canadean) Annual Data published July 2025. (SSD: Sparkling Soft Drinks, Water: Packaged Water).

APAC ENERGY CATEGORY

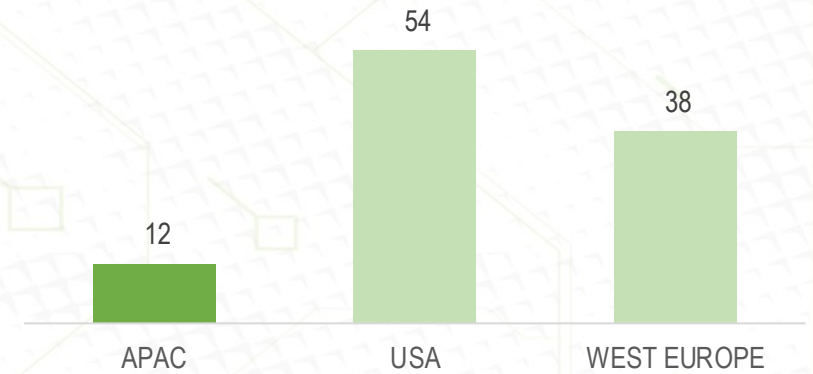
TOTAL APAC ALL CHANNELS, 2025, VALUE SALES (USD)



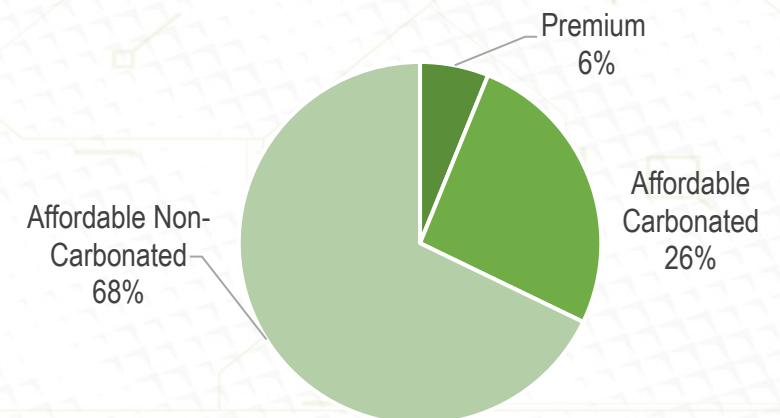
ENERGY DRINK CATEGORY IN BILLIONS OF USD \$



ENERGY DRINK PER CAPITA CONSUMPTION IN NUMBER OF 8 OZ SERVINGS



ENERGY DRINK CATEGORY BY SEGMENT \$ SHARE

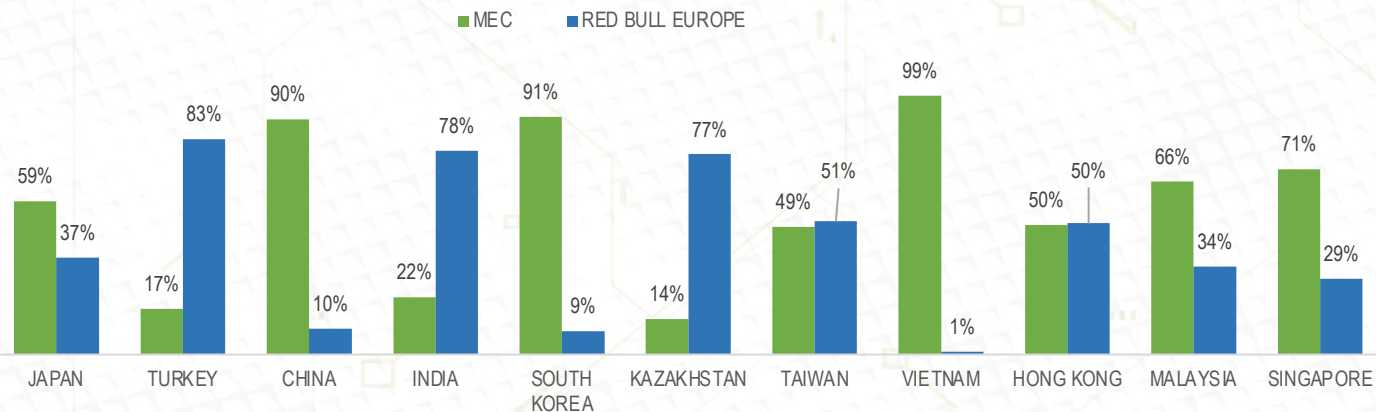


Source: GlobalData (formerly known as Canadean) Annual Data published July 2025.

PREMIUM ENERGY SEGMENT APAC



% VALUE SHARE WITHIN PREMIUM ENERGY DRINK SEGMENT



PORTFOLIO – LEAD SKUS BY BRAND FAMILY



IN-TRADE EXECUTION & ACTIVATION



CHINA



INDIA



SOUTH KOREA



TURKEY

MARKETING PLATFORMS



JAPAN



SOUTH KOREA



INDIA



TURKEY

Source: Year-To-Date by end of September or October as available; Value Share

- Intage / Nielsen: Japan (CVS), Turkey / India / South Korea (Total Offline), Taiwan / Hong Kong / Singapore / Malaysia (Modern Trade)
- GlobalData / MEC Internal Estimate: China, Kazakhstan and Vietnam

JAPAN ENERGY DRINK CATEGORY



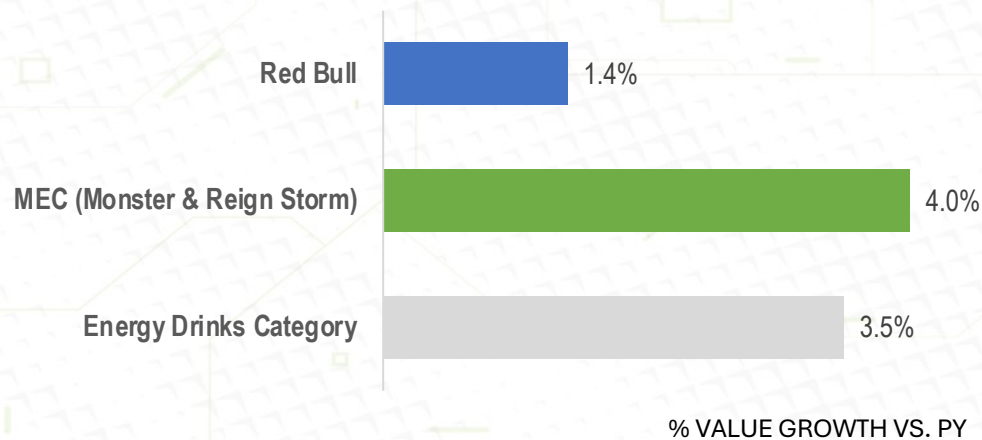
MONSTER MAINTAINS LEADERSHIP

PRODUCT PORTFOLIO



2025 Innovations

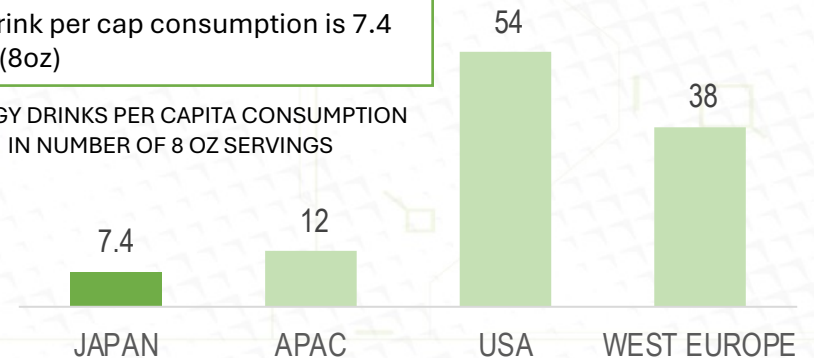
CATEGORY GROWTH DRIVEN BY MONSTER



CATEGORY HAS POTENTIAL FOR GROWTH

- Energy drink category is 6% of total NARTD
- Energy drink per cap consumption is 7.4 servings (8oz)

ENERGY DRINKS PER CAPITA CONSUMPTION
IN NUMBER OF 8 OZ SERVINGS



Source: Intage Japan Convenience channel YTD through 10/31/24

JAPAN MONSTER OVERVIEW



GROW THE ENERGY DRINK CATEGORY AS SHARE LEADER

DRIVE FREQUENCY AMONG LIGHT USERS THROUGH COUPON PROMO



GROW BUSINESS THROUGH NON-CVS CHANNELS



On-Premise

Supers

Vending

EXPANDED MARKETING PLATFORMS TO RECRUIT NEW USERS



Baseball Activations



Music Festival Sponsorships

INNOVATION TO TAP INTO NEW USER SEGMENTS



Reign Storm 250ml CAN (2 flavors)
Targeting Drug/Quasi Shelf & Female Users

... New Reign Storm Flavors in 2026

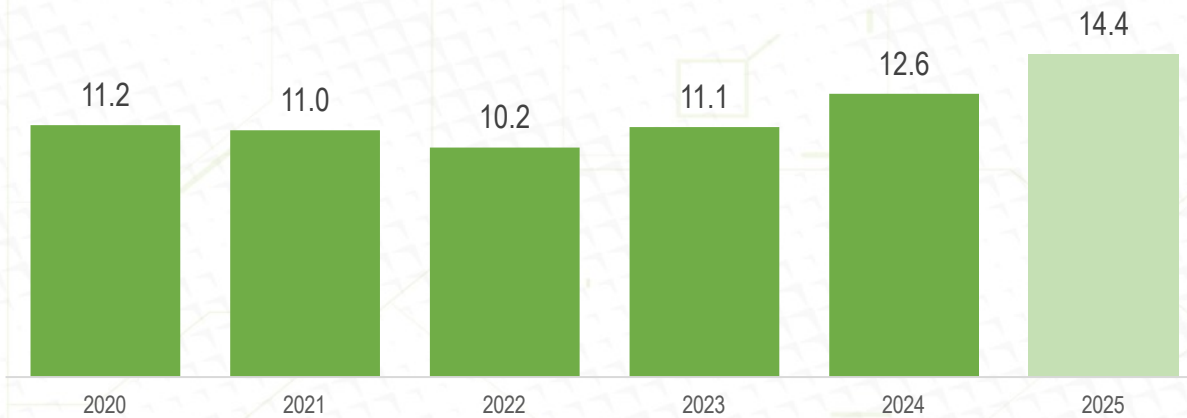
CHINA ENERGY DRINK CATEGORY



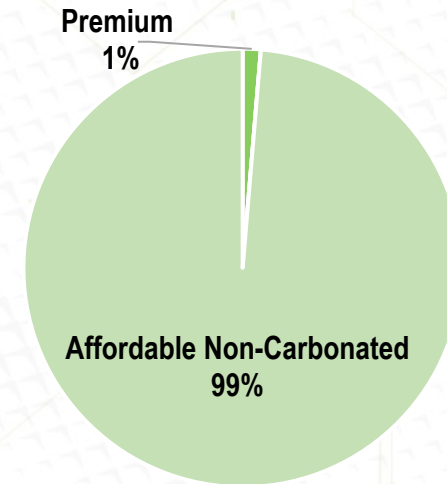
ENERGY DRINK CATEGORY IN BILLIONS OF USD \$

CAGR 2020-25: +5.1%

- Energy drink category is 5% of total NARTD
- Energy drink per capita consumption is 16 servings (8oz)



ENERGY DRINK CATEGORY LARGELY IN AFFORDABLE NON-CARBONATED SEGMENT



WE REMAIN OPTIMISTIC ABOUT THE PROSPECTS FOR OUR BRANDS IN CHINA.



CHINA MONSTER OVERVIEW



PORTFOLIO



330mL CAN

MARKETING ACTIVATION



Street Basketball

Skating



PORTFOLIO



500mL PET

MARKETING ACTIVATION



Build Rate Of Sales Targeting Blue-Collar Consumers

MONSTER IN-TRADE EXECUTION



Modern Trade Display



E-Commerce Full Case



Convenience Store Rack

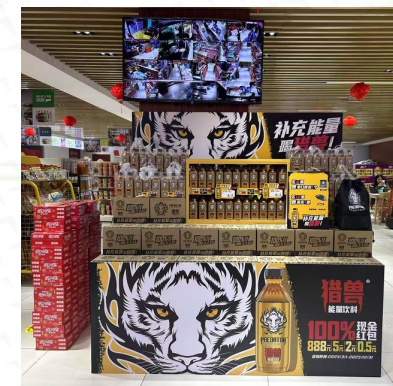


General Trade Cooler

PREDATOR IN-TRADE EXECUTION



General Trade Hang Rack



Modern Trade Display



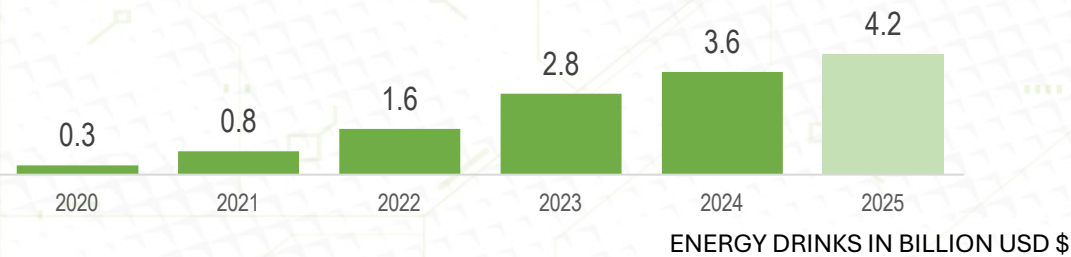
Bottler Distribution Drive

INDIA ENERGY DRINK CATEGORY



ENERGY DRINK CATEGORY IN BILLIONS OF USD

- 2020-2025 CAGR: +67% | Energy Drinks hit ~200 million UC
- Energy Drinks less than 4% of total NARTD
- Energy Drinks Per Capita Consumption in 2024: 3.6 servings (8oz)



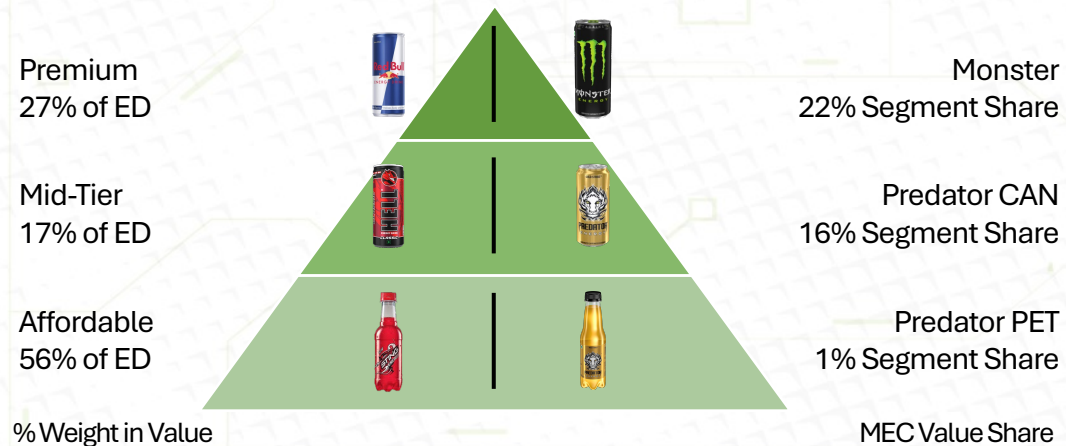
MONSTER BUSINESS DISTRIBUTION & EXECUTION



Modern Trade Displays

General Trade Activation

CATEGORY WEIGHT BY SEGMENT IN RETAIL VALUE



MARKETING PLATFORMS



Motorsports / 2-Wheels

E-Sports / Gaming

Street Cricket

Blue-Collar / Factory

Source: GlobalData (formerly known as Canadean) Annual Data published July 2025. Category Segmentation based on Nielsen's YTD Sept 2025



DAN MCHUGH

Chief Marketing Officer

PORTFOLIO ADVANTAGE



MONSTER ENERGY



MONSTER ULTRA



JAVA MONSTER



NOS



REIGN



REIGN STORM



BANG



BURN



MOTHER



PREDATOR

BRAND OBJECTIVES



GROW THE CORE



ATTRACT NEW CONSUMERS



PREMIUM PARTNERSHIPS



GLOBAL REACH



BRAND AMBASSADORS



ICE CUBE
MUSIC & LIFESTYLE ICON



TIGER WOODS
GOLF LEGEND



CHLOE KIM
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

NEW AMBASSADORS



DRUSKI



CREATOR / MUSICIAN
/ COMEDIAN

MAXX CROSBY



NFL PLAYER

ZAC BROWN



COUNTRY MUSIC ARTIST
GRAMMY AWARD WINNER

LUKE KUECHLY



FORMER NFL PLAYER

LANDO NORRIS LAUNCH AND POP-UP



AUSTIN, TX - F1



RETAIL EXECUTION – U.S.



INNOVATION



LOYALTY PROGRAMS



GAMING



RETAIL EXECUTION – INTERNATIONAL



UFC



BRAZIL

F1



AUSTRALIA

MOTO GP



HUNGARY

RETAIL EXECUTION – STRATEGIC BRANDS



NOS



UNITED STATES

BURN



EUROPE

MOTHER



AUSTRALIA

MARKETING – STRATEGIC BRANDS



MOTORSPORTS



MUSIC



AUSTRALIAN DNA



AFFORDABLE ENERGY



PREDATOR
ENERGY



FURY
ENERGY

MARKETS



- | | |
|-------------|--------------|
| Afghanistan | Lesotho |
| Algeria | Mexico |
| Azerbaijan | Morocco |
| Botswana | Mozambique |
| China | Namibia |
| Comoros | Nigeria |
| Eswatini | Philippines |
| Ethiopia | Poland |
| Ghana | Saudi Arabia |
| India | South Africa |
| Iraq | Turkey |
| Jordan | Uganda |
| Kenya | Zambia |
| | Zimbabwe |

MARKETS



- Bolivia
- Costa Rica
- Ecuador
- Egypt
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Peru

AFFORDABLE ENERGY



LATAM



CHINA



INDIA



AFFORDABLE ENERGY



FULL FLAVORS AND PACKAGING PORTFOLIO



AFFORDABLE ENERGY MARKETING



CHINA



GLOBAL ASSET
CHELSEA FOOTBALL CLUB



STREET CRICKET
INDIA



IN STORE ACTIVATION
CHINA



SOCCER PITCH BRANDING
MEXICO



CONSUMER PROMOTION
NIGERIA

ATTRACT NEW CONSUMERS



FEMALE CONSUMERS



12oz CANS



SAMPLING



GAMING



THE MOST POPULAR GAME, TEAMS, STREAMERS & EVENTS

THE MOST POPULAR GAME



AMBASSADORS



LVNDMARK SWEETTAILS TEEP

EVENTS



MUSIC



MUSIC & LIFESTYLE RECRUITS NEW CONSUMERS & GROWS OUR BASE

ARTISTS & AMBASSADORS



EVENTS



CONTENT



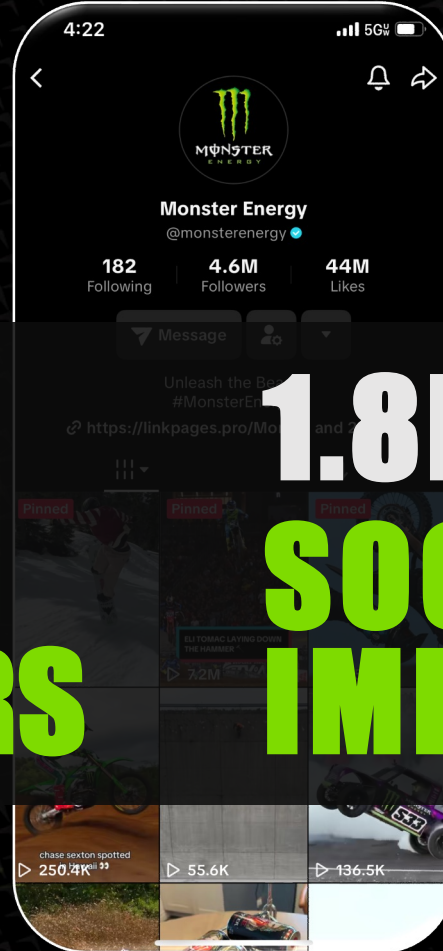
SOCIAL



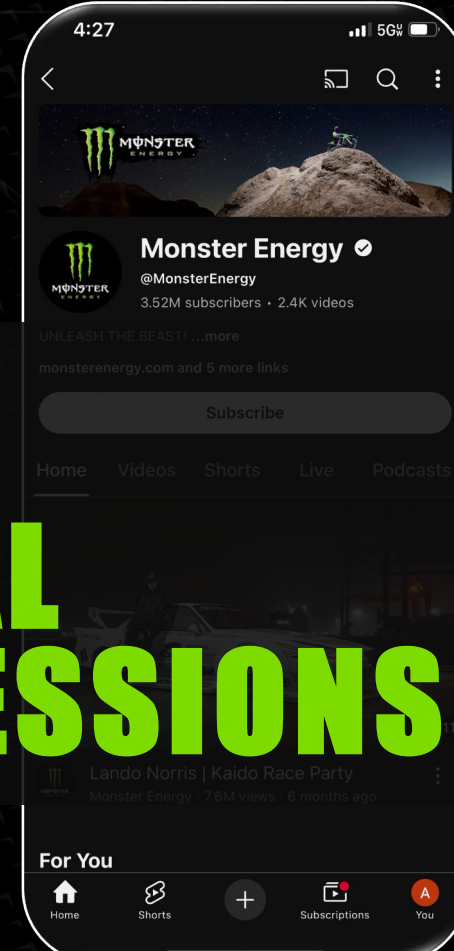
Instagram



TikTok



YouTube



54.1M
SOCIAL
FOLLOWERS

1.8B
SOCIAL
IMPRESSIONS

PORTFOLIO EXPANSION



ULTRA

STORM

FLRT



STORM



ULTRA MOMENTUM



ULTRA MOMENTUM



IN STORE ACTIVATION



CAMPAIGN



STORM



Meet your new crush in a can,



get ready to **FLRT** with energy.

GLOBAL ICON



A WORLD-CLASS AMBASSADOR ROSTER

550+ GLOBAL AMBASSADORS



**RELENTLESS
INNOVATION**

FOR A RAPIDLY EVOLVING
CONSUMER WORLD



ONE OF ENERGY'S
MOST DIVERSE
BRAND PORTFOLIOS



INDUSTRY
LEADING
SPONSORSHIPS

MONSTER BREWING COMPANY

2026 INNOVATION



LINE EXTENSIONS



10% ABV 19.2oz



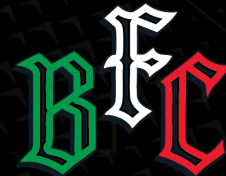
Beer extensions & Seasonal Rotations



NEW ENTRIES



Tex - Mex Lager



A story in every sip



Spirit RTD 4.5% ABV

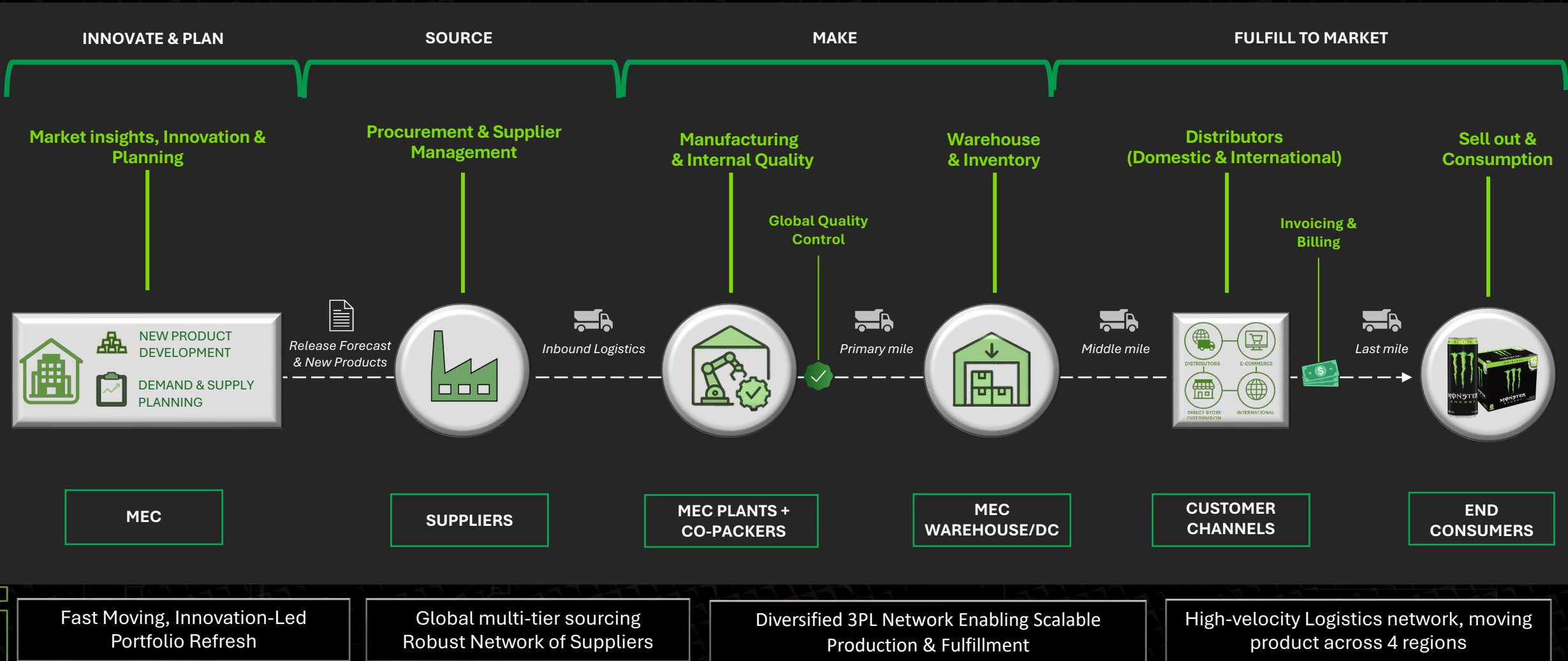


MIKE RODRIGUEZ

Chief Operating Officer

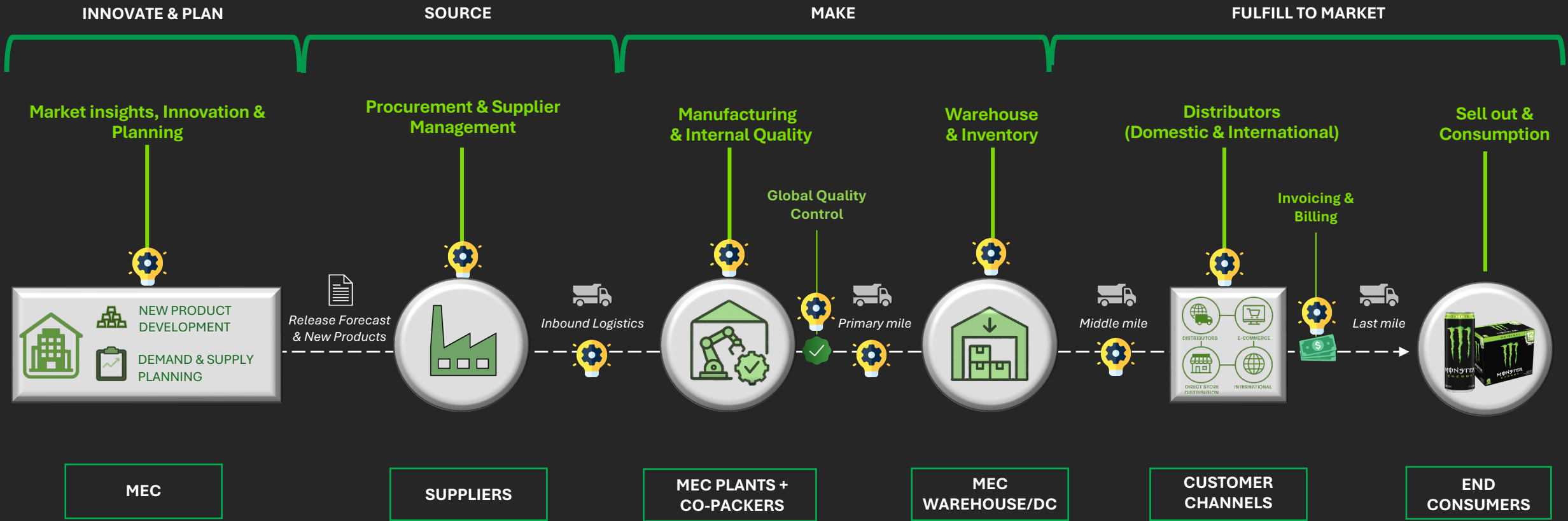
MONSTER END TO END NETWORK

Our supply chain is complex, interconnected, and built for speed — requiring advanced technologies and data-driven decisioning to operate efficiently at scale



MONSTER END TO END NETWORK

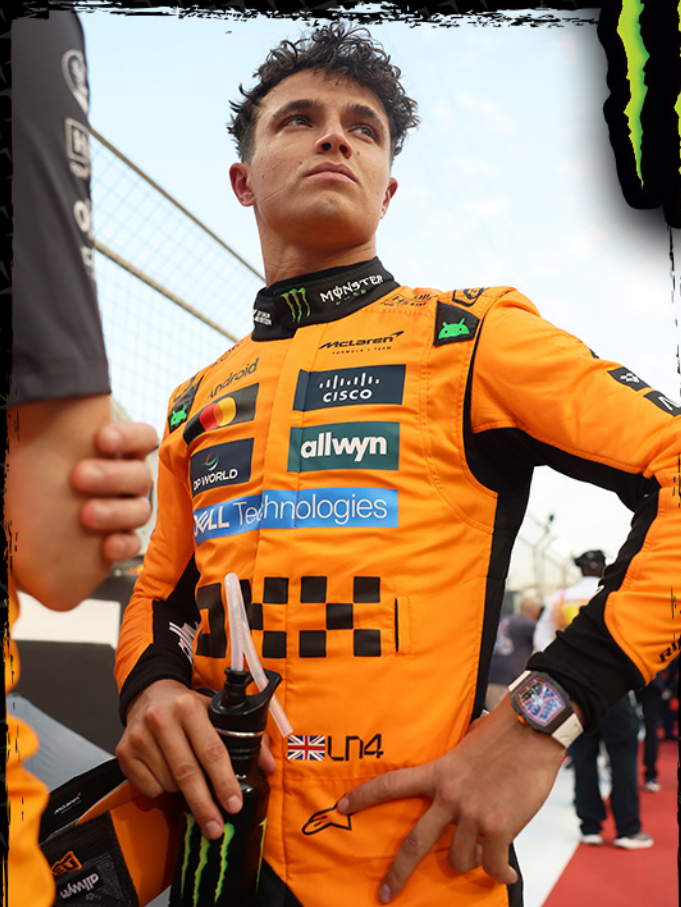
Transforming Business for the next stage of growth



INNOVATION & DIGITAL TRANSFORMATION: Connecting customer insights, product data, planning, sourcing, manufacturing and delivery into one digitally integrated supply chain. Improvement in any node journey unlocks momentum across others creating a systematic engine of growth.

MONSTER

BEVERAGE CORPORATION



LANDO NORRIS
2025 F1 7X GRAND PRIX WINNER



VALENTINA SHEVCHENKO
2025 FLYWEIGHT CHAMPION

