#### 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 9, 2020

#### **Monster Beverage Corporation**

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-18761

(Commission File Number)

**47-1809393** (IRS Employer Identification No.)

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

**(951**) 739 - 6200

(Registrant's telephone number, including area code)

N/A

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

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

□ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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

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

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

Emerging growth company  $\Box$ 

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

#### Item 7.01. Regulation FD Disclosure.

On January 9, 2020, 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 the Harvard Club of New York City.

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

#### Exhibit 99.1 Presentation slides.

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

#### SIGNATURES

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

Date: January 9, 2020

Monster Beverage Corporation

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





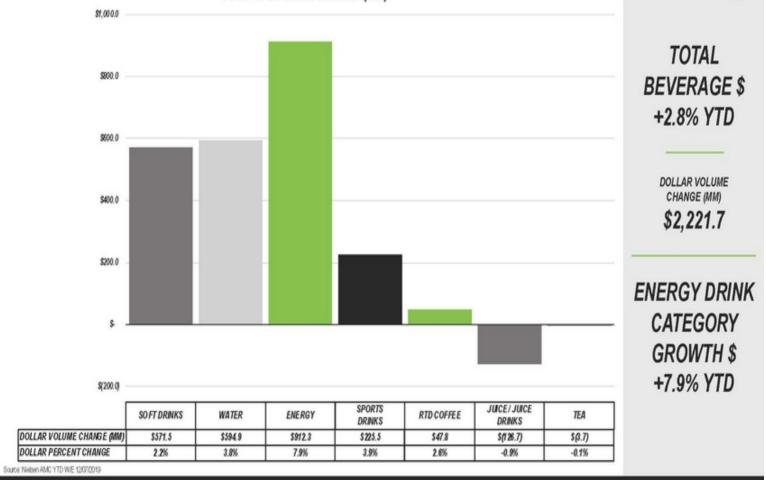
### SAFE HARBOR STATEMENT



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 recognize benefits from The Coca-Cola Company (TCCC) transaction and the American Fruits and Flavors transaction; our extensive commercial arrangements with TCCC and, as a result, our future performance's substantial dependence on the success of our relationship with TCCC; the impact of TCCC bottlers distributing Coca-Cola brand energy drinks; the impact on our business of trademark and trade dress infringement proceedings brought against us relating to our Reign Total Body Fuel™ high performance energy drinks; our ability to introduce and increase sales of both existing and new products; our ability to implement the share repurchase programs; unanticipated litigation concerning the Company's products; the current uncertainty and volatility in the national and global economy; changes in consumer preferences; adverse publicity surrounding obesity and health concerns related to our products, water usage, environmental impact, human rights and labor and workplace laws; changes in demand due to both domestic and international economic conditions; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; 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 including limitations on copacking availability and retort production; 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; or 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 our annual report on Form 10-K for the year ended December 31, 2018 and our 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)



## BRAND PERFORMANCE TOTAL U.S. ALL CHANNELS / DOLLARS

#### AMC ALL MEASURED CHANNELS SNAPSHOT 13WKS

|               | \$ VOL          | \$ VOL CHG     | \$ VOL % CHG | \$ SHR | \$ SHR CHG |
|---------------|-----------------|----------------|--------------|--------|------------|
| TNA ENERGY    | \$3,404,721,505 | \$234,723,586  | 7.4%         | 100.0  | 0.0        |
| TOTAL MEC     | \$1,368,064,324 | \$44,346,869   | 3.4%         | 40.2   | (1.6)      |
| MONSTER       | \$1,140,364,807 | (\$46,574,612) | (3.9%)       | 33.5   | (3.9)      |
| NOS           | \$107,794,763   | (\$3,972,236)  | (3.6%)       | 3.2    | (0.4)      |
| REIGN         | \$98,066,066    | \$98,066,066   |              | 2.9    | 2.9        |
| FULL THROTTLE | \$21,838,688    | (\$3,172,350)  | (12.7%)      | 0.6    | (0.1)      |
| RED BULL      | \$1,128,232,505 | \$57,895,554   | 5.4%         | 33.1   | (0.6)      |
| ROCKSTAR      | \$190,676,144   | (\$14,429,204) | (7.0%)       | 5.6    | (0.9)      |
| AMP           | \$10,620,185    | (\$6,675,229)  | (38.6%)      | 0.3    | (0.2)      |
| BANG          | \$261,777,092   | \$134,901,215  | 106.3%       | 7.7    | 3.7        |
| STARBUCKS     | \$122,454,886   | \$17,366,672   | 16.5%        | 3.6    | 0.3        |
| 5-HOUR        | \$195,604,260   | (\$12,456,871) | (6.0%)       | 5.7    | (0.8)      |
| XYIENCE       | \$8,539,674     | (\$43,970)     | (0.5%)       | 0.3    | 0.0        |
| CELSIUS       | \$16,487,125    | \$6,558,645    | 66.1%        | 0.5    | 0.2        |
| VENOM         | \$8,043,392     | (\$191,075)    | (2.3%)       | 0.2    | 0.0        |
| A/O           | \$94,221,918    | \$7,450,980    | 8.6%         | 2.8    | 0.0        |

Source: Nielsen All Measured Channels 13 W/E 12/28/2019 Total Non-alcoholic (TNA) Energy

# BRAND PERFORMANCE TOTAL U.S. ALL CHANNELS / UNITS

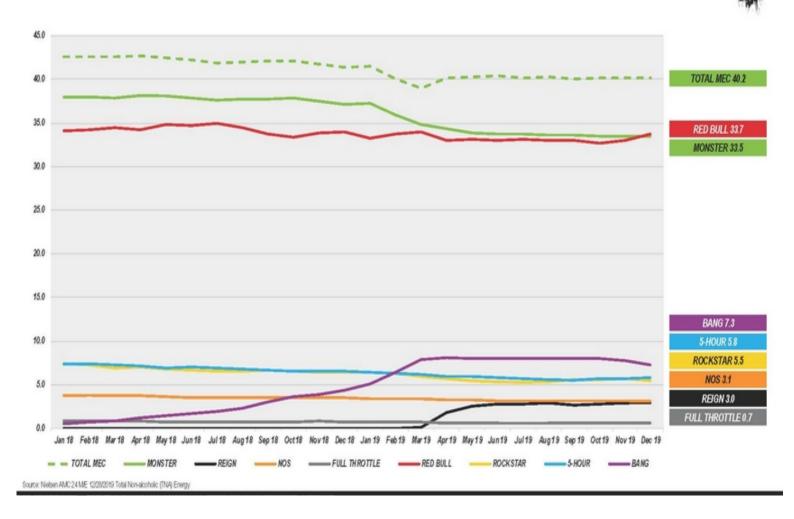


#### AMC ALL MEASURED CHANNELS SNAPSHOT 13 WKS

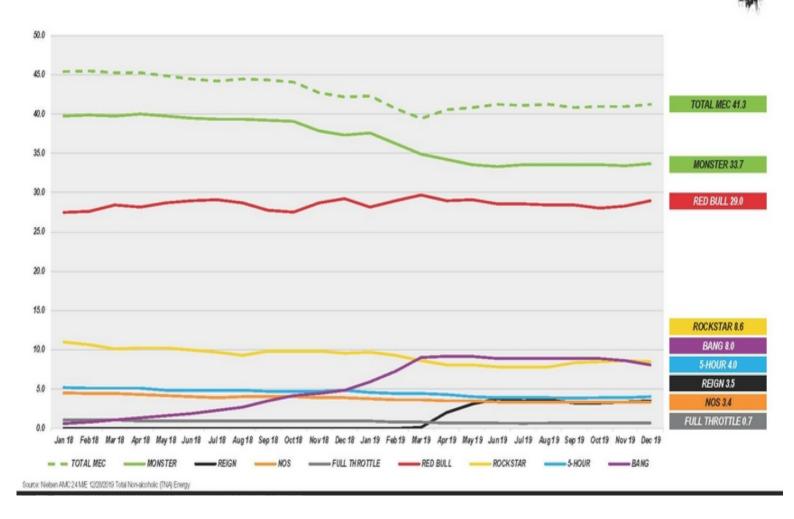
|               | U VOL         | U VOL CHG    | U VOL % CHG | U SHR | U SHR CHG |
|---------------|---------------|--------------|-------------|-------|-----------|
| TNA ENERGY    | 1,248,450,004 | 85,447,637   | 7.3%        | 100.0 | 0.0       |
| TOTAL MEC     | 512,614,777   | 13,104,163   | 2.6%        | 41.1  | (1.9)     |
| MONSTER       | 419,474,707   | (23,579,164) | (5.3%)      | 33.6  | (4.5)     |
| NOS           | 42,381,412    | (3,486,265)  | (7.6%)      | 3.4   | (0.5)     |
| REIGN         | 41,945,393    | 41,945,393   |             | 3.4   | 3.4       |
| FULL THROTTLE | 8,813,264     | (1,775,801)  | (16.8%)     | 0.7   | (0.2)     |
| RED BULL      | 356,107,348   | 24,212,185   | 7.3%        | 28.5  | (0.0)     |
| ROCKSTAR      | 107,018,835   | (6,328,835)  | (5.6%)      | 8.6   | (1.2)     |
| AMP           | 5,054,293     | (4,106,638)  | (44.8%)     | 0.4   | (0.4)     |
| BANG          | 106,433,133   | 53,741,509   | 102.0%      | 8.5   | 4.0       |
| STARBUCKS     | 42,352,681    | 5,209,735    | 14.0%       | 3.4   | 0.2       |
| 5-HOUR        | 49,820,880    | (5,397,651)  | (9.8%)      | 4.0   | (0.8)     |
| XYIENCE       | 4,278,905     | (71,659)     | (1.6%)      | 0.3   | 0.0       |
| CELSIUS       | 8,081,519     | 3,458,297    | 74.8%       | 0.6   | 0.2       |
| VENOM         | 8,302,715     | (117,859)    | (1.4%)      | 0.7   | (0.1)     |
| A/O           | 48,384,918    | 1,744,389    | 3.7%        | 3.9   | (0.1)     |

Source: Nielsen All Measured Channels 13 W/E 1205/2019 Total Non-alcoholic (TNA) Energy

## ENERGY CATEGORY TOTAL U.S. DOLLAR SHARE - ALL MEASURED CHANNELS



### ENERGY CATEGORY TOTAL U.S. UNIT SHARE - ALL MEASURED CHANNELS



# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE / DOLLARS



### TOTAL U.S. - CONVENIENCE SNAPSHOT 13 WKS

|               | \$ VOL          | \$ VOL CHG     | \$ VOL % CHG | \$ SHR | \$ SHR CHG |
|---------------|-----------------|----------------|--------------|--------|------------|
| TNA ENERGY    | \$2,430,052,550 | \$140,066,660  | 6.1%         | 100.0  | 0.0        |
| TOTAL MEC     | \$983,479,384   | \$28,517,024   | 3.0%         | 40.5   | (1.2)      |
| MONSTER       | \$805,050,747   | (\$39,560,214) | (4.7%)       | 33.1   | (3.8)      |
| NOS           | \$85,534,312    | (\$4,092,153)  | (4.6%)       | 3.5    | (0.4)      |
| REIGN         | \$74,672,030    | \$74,672,030   |              | 3.1    | 3.1        |
| FULL THROTTLE | \$18,222,295    | (\$2,502,639)  | (12.1%)      | 0.7    | (0.2)      |
| RED BULL      | \$812,218,832   | \$34,282,683   | 4.4%         | 33.4   | (0.5)      |
| ROCKSTAR      | \$135,968,012   | (\$12,674,122) | (8.5%)       | 5.6    | (0.9)      |
| AMP           | \$9,291,227     | (\$4,733,110)  | (33.7%)      | 0.4    | (0.2)      |
| BANG          | \$192,538,687   | \$91,875,615   | 91.3%        | 7.9    | 3.5        |
| STARBUCKS     | \$86,153,777    | \$13,034,018   | 17.8%        | 3.5    | 0.4        |
| 5-HOUR        | \$133,394,993   | (\$10,985,815) | (7.6%)       | 5.5    | (0.8)      |
| XYIENCE       | \$6,479,505     | (\$41,137)     | (0.6%)       | 0.3    | (0.0)      |
| CELSIUS       | \$9,464,247     | \$2,931,613    | 44.9%        | 0.4    | 0.1        |
| VENOM         | \$4,349,953     | (\$95,844)     | (2.2%)       | 0.2    | (0.0)      |
| A/O           | \$56,713,933    | (\$2,044,264)  | (3.5%)       | 2.3    | (0.2)      |

Source: Nielsen Total U.S. Convenience 13 W/E 12/05/2019 Total Non-alcoholic (TNA) Energy

# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE / UNITS



#### TOTAL U.S. - CONVENIENCE SNAPSHOT 13 WKS

|               | U VOL       | U VOL CHG    | U VOL % CHG | U SHR | U SHR CHG |
|---------------|-------------|--------------|-------------|-------|-----------|
| TNA ENERGY    | 918,325,661 | 44,055,540   | 5.0%        | 100.0 | 0.0       |
| TOTAL MEC     | 391,690,519 | 5,143,450    | 1.3%        | 42.7  | (1.6)     |
| MONSTER       | 318,593,525 | (20,603,553) | (6.1%)      | 34.7  | (4.1)     |
| NOS           | 34,692,027  | (3,499,967)  | (9.2%)      | 3.8   | (0.6)     |
| REIGN         | 30,564,989  | 30,564,989   |             | 3.3   | 3.3       |
| FULL THROTTLE | 7,839,978   | (1,318,019)  | (14.4%)     | 0.9   | (0.2)     |
| RED BULL      | 268,418,827 | 14,181,006   | 5.6%        | 29.2  | 0.1       |
| ROCKSTAR      | 72,255,244  | (5,561,029)  | (7.1%)      | 7.9   | (1.0)     |
| AMP           | 4,239,860   | (2,841,140)  | (40.1%)     | 0.5   | (0.3)     |
| BANG          | 74,930,303  | 34,456,197   | 85.1%       | 8.2   | 3.5       |
| STARBUCKS     | 29,225,596  | 3,928,301    | 15.5%       | 3.2   | 0.3       |
| 5-HOUR        | 39,297,068  | (3,844,399)  | (8.9%)      | 4.3   | (0.7)     |
| XYIENCE       | 3,048,571   | (93,872)     | (3.0%)      | 0.3   | (0.0)     |
| CELSIUS       | 4,274,494   | 1,462,742    | 52.0%       | 0.5   | 0.1       |
| VENOM         | 4,390,702   | (30,676)     | (0.7%)      | 0.5   | (0.0)     |
| A/O           | 26,554,477  | (2,745,041)  | (9.4%)      | 2.9   | (0.5)     |

Source: Nielsen Total U.S. Convenience 13 W/E 12/25/2019 Total Non-alcoholic (TNA) Energy

# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE / DOLLARS



#### TOTAL U.S. - CONVENIENCE SNAPSHOT 5 WKS

|               | \$ VOL        | \$ VOL CHG     | \$ VOL % CHG | \$ SHR | \$ SHR CHG |
|---------------|---------------|----------------|--------------|--------|------------|
| TNA ENERGY    | \$906,756,915 | \$52,755,811   | 6.2%         | 100.0  | 0.0        |
| TOTAL MEC     | \$367,197,136 | \$14,410,087   | 4.1%         | 40.5   | (0.8)      |
| MONSTER       | \$300,055,033 | (\$11,371,836) | (3.7%)       | 33.1   | (3.4)      |
| NOS           | \$31,647,285  | (\$1,886,906)  | (5.6%)       | 3.5    | (0.4)      |
| REIGN         | \$28,506,075  | \$28,506,075   |              | 3.1    | 3.1        |
| FULL THROTTLE | \$6,988,743   | (\$837,246)    | (10.7%)      | 0.8    | (0.1)      |
| RED BULL      | \$307,234,851 | \$15,843,350   | 5.4%         | 33.9   | (0.2)      |
| ROCKSTAR      | \$50,086,846  | (\$4,993,203)  | (9.1%)       | 5.5    | (0.9)      |
| AMP           | \$3,405,887   | (\$1,691,645)  | (33.2%)      | 0.4    | (0.2)      |
| BANG          | \$69,116,124  | \$28,026,667   | 68.2%        | 7.6    | 2.8        |
| STARBUCKS     | \$31,352,611  | \$5,023,527    | 19.1%        | 3.5    | 0.4        |
| 5-HOUR        | \$50,127,414  | (\$4,050,176)  | (7.5%)       | 5.5    | (0.8)      |
| XYIENCE       | \$2,443,515   | \$35,292       | 1.5%         | 0.3    | (0.0)      |
| CELSIUS       | \$3,398,052   | \$1,018,557    | 42.8%        | 0.4    | 0.1        |
| VENOM         | \$1,597,986   | (\$59,787)     | (3.6%)       | 0.2    | (0.0)      |
| A/O           | \$20,796,494  | (\$806,859)    | (3.7%)       | 2.3    | (0.2)      |

Source: Nielsen Total U.S. Convenience 5 W/E 12/28/2019 Total Non-alcoholic (TNA) Energy

# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE / UNITS

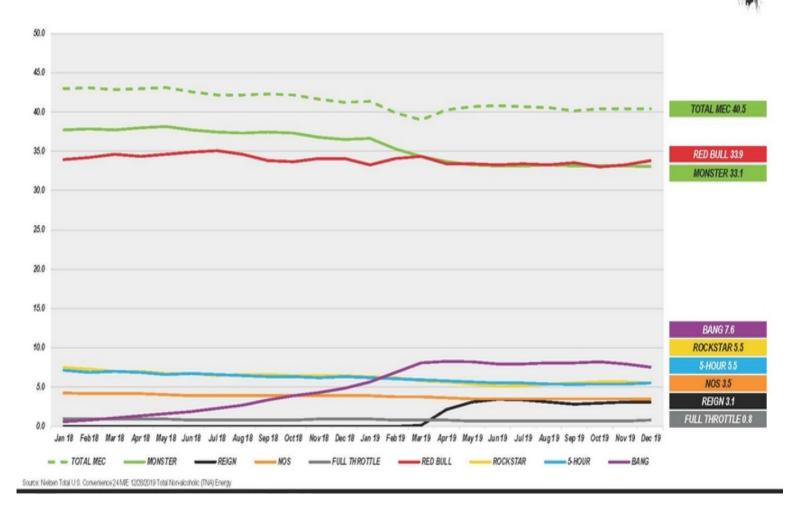


#### TOTAL U.S. - CONVENIENCE SNAPSHOT 5 WKS

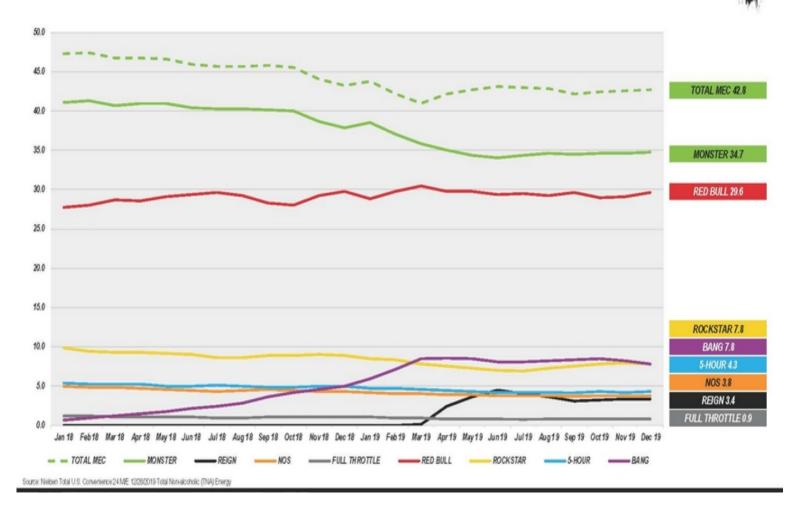
|               | U VOL       | U VOL CHG   | U VOL % CHG | U SHR | U SHR CHG |
|---------------|-------------|-------------|-------------|-------|-----------|
| TNA ENERGY    | 341,908,064 | 19,496,863  | 6.0%        | 100.0 | 0.0       |
| TOTAL MEC     | 146,314,496 | 6,977,391   | 5.0%        | 42.8  | (0.4)     |
| MONSTER       | 118,732,294 | (3,396,797) | (2.8%)      | 34.7  | (3.2)     |
| NOS           | 12,850,455  | (975,640)   | (7.1%)      | 3.8   | (0.5)     |
| REIGN         | 11,722,130  | 11,722,130  |             | 3.4   | 3.4       |
| FULL THROTTLE | 3,009,617   | (372,301)   | (11.0%)     | 0.9   | (0.2)     |
| RED BULL      | 101,309,458 | 5,301,590   | 5.5%        | 29.6  | (0.1)     |
| ROCKSTAR      | 26,783,639  | (1,711,145) | (6.0%)      | 7.8   | (1.0)     |
| AMP           | 1,557,070   | (1,014,703) | (39.5%)     | 0.5   | (0.3)     |
| BANG          | 26,607,949  | 10,286,745  | 63.0%       | 7.8   | 2.7       |
| STARBUCKS     | 10,606,975  | 1,560,542   | 17.3%       | 3.1   | 0.3       |
| 5-HOUR        | 14,787,774  | (1,233,648) | (7.7%)      | 4.3   | (0.6)     |
| XYIENCE       | 1,154,178   | (170)       | (0.0%)      | 0.3   | (0.0)     |
| CELSIUS       | 1,543,647   | 522,679     | 51.2%       | 0.5   | 0.1       |
| VENOM         | 1,614,363   | (35,130)    | (2.1%)      | 0.5   | (0.0)     |
| A/O           | 9,628,514   | (1,157,287) | (10.7%)     | 2.8   | (0.5)     |

Source: Nielsen Tidal U.S. Convenience 5 W/E 12/25/2019 Tidal Non-alcoholic (TNA) Energy

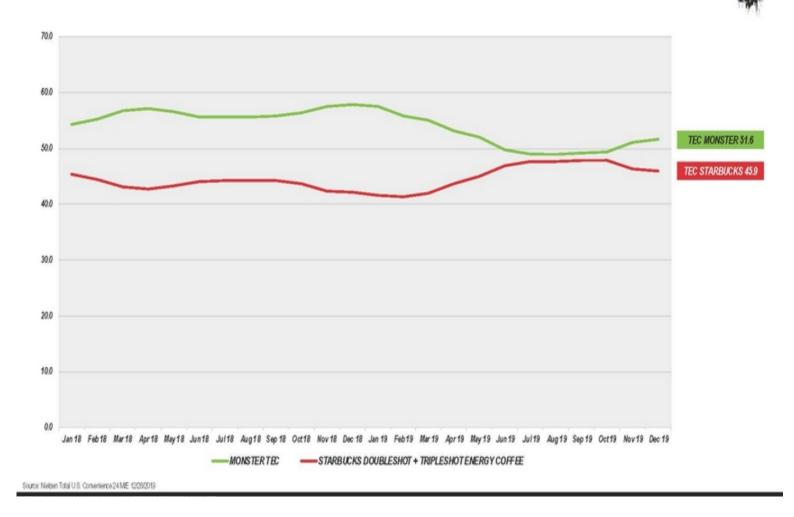
## ENERGY CATEGORY DOLLAR SHARE - CONVENIENCE



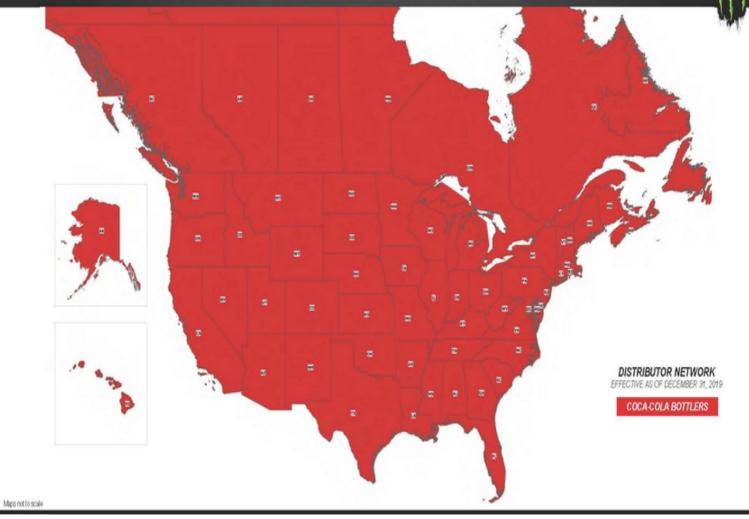
## ENERGY CATEGORY UNIT SHARE - CONVENIENCE



# ENERGY COFFEE CATEGORY DOLLAR SHARE - CONVENIENCE



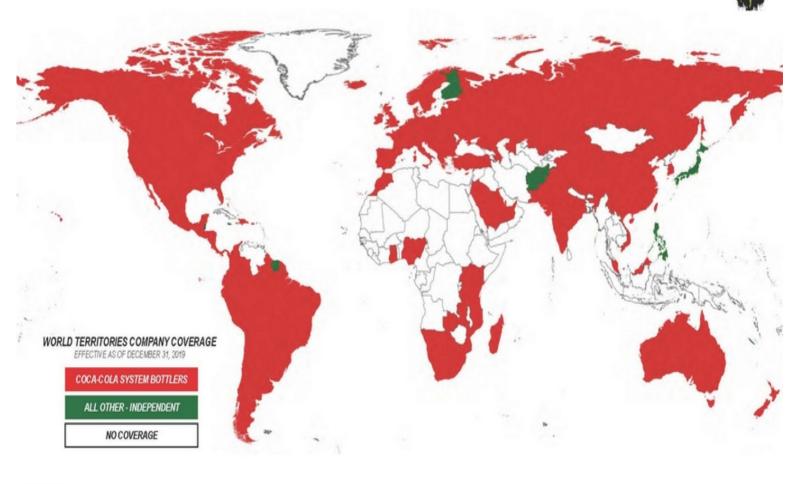
# DISTRIBUTION MAP NORTH AMERICA



# **DISTRIBUTION** AT LEAST ONE COMPANY BRAND FOLLOWING KO TRANSACTION



# DISTRIBUTION MONSTER ENERGY DRINKS



Maps not to scale

### DISTRIBUTION

MONSTER IS NOW DISTRIBUTED IN 139 COUNTRIES AND TERRITORIES.

STRATEGIC BRANDS ARE NOW DISTRIBUTED IN 93 COUNTRIES AND TERRITORIES.

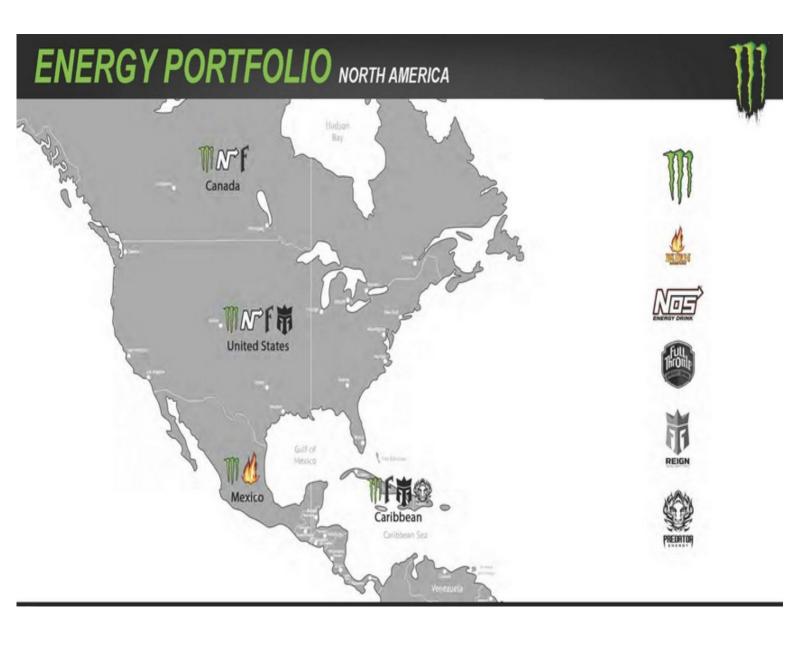
AFFORDABLE ENERGY (PREDATOR) IS NOW DISTRIBUTED IN 16 COUNTRIES WORLDWIDE.

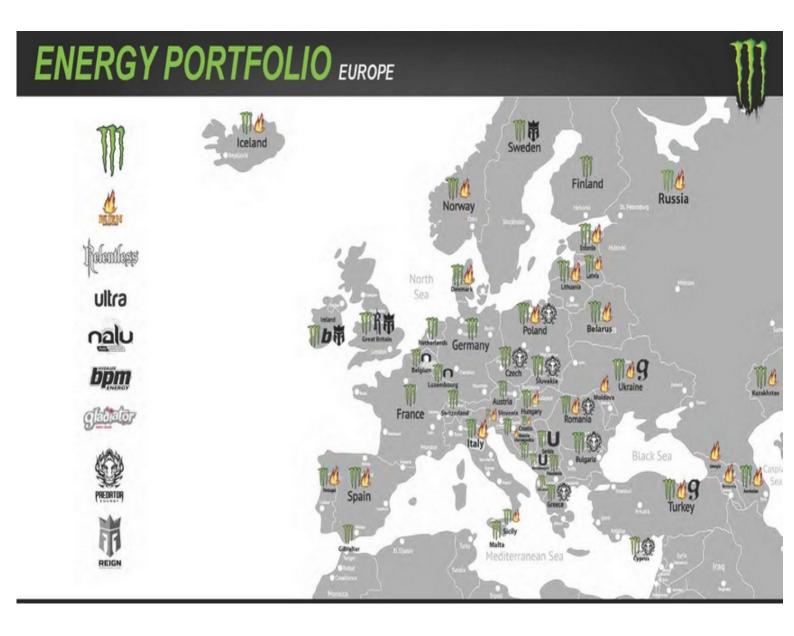
ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN A TOTAL OF 153 COUNTRIES AND TERRITORIES WORLDWIDE.

### **BRAND IMAGE**

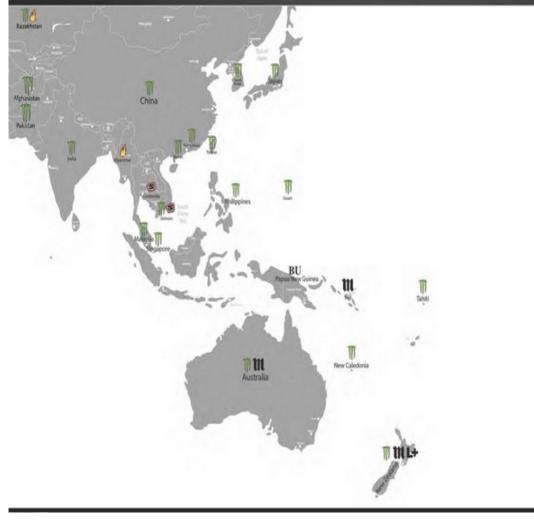
| #+ TAURINE + N | PURCHASE INTENT  | +10%                       |
|----------------|--|----------------------------|
|                | CONSIDERATION  | +6%                        |
|                | NEGATIVE BRAND IMAGE   | -22%                       |
|                | POSITIVE MENTIONS OF MONSTER ON SOCIAL   | +10%                       |
|                | MONSTER CHATTER ON SOCIAL  | +16%                       |
| MUNSTER        | NEGATIVE MONSTER MENTIONS ON SOCIAL  | -18%                       |
| ENERGY         | NEGATIVE MONSTER & INGREDIENTS ON SOCIAL   | -25%                       |
| BAK BILL       | YOUGOV BRANDINDEX, REGION: US, SECTOR: BEVERAGES, DEMOGRAPHIC: 18+, DATE: 1/1/2018-10/31/2018 VS 1/1/2019-10/31/2019 | BLAZE SOCIAL LISTENING TOO |







# ENERGY PORTFOLIO ASIA PACIFIC



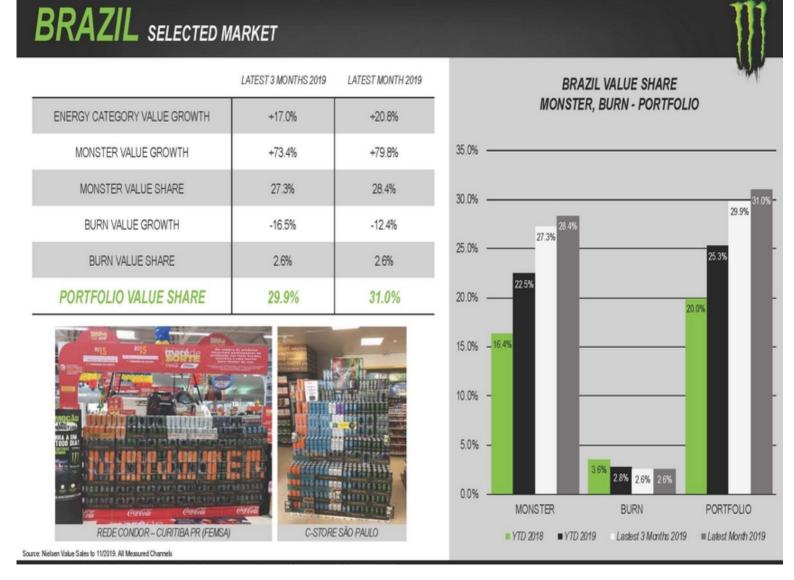


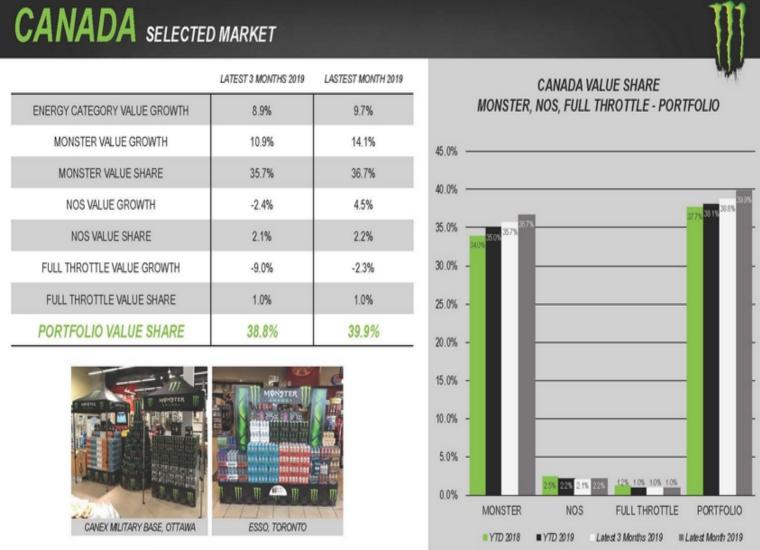
# ENERGY PORTFOLIO CENTRAL & SOUTH AMERICA



# ENERGY PORTFOLIO AFRICA







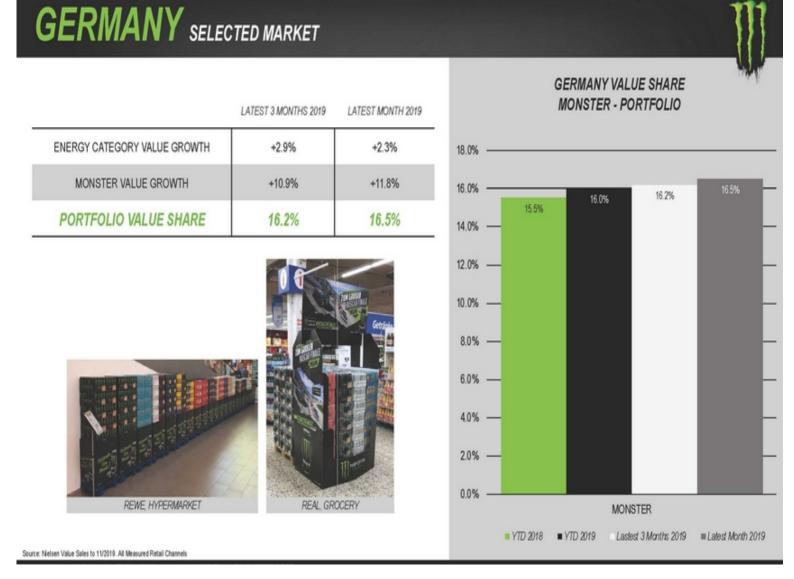
Source: Nielsen Value Sales to 102019. All Measured Channels

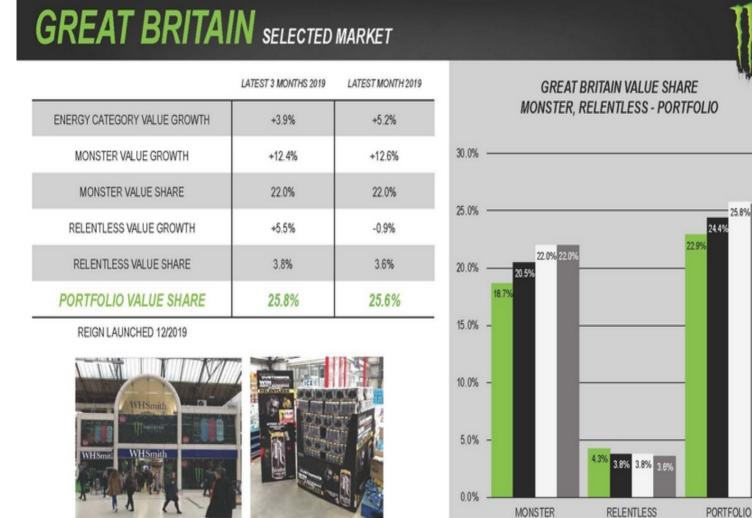
### FRANCE SELECTED MARKET



FRANCE VALUE SHARE MONSTER - PORTFOLIO







BESTWAY, WHOLESALE

VTD 2018 YTD 2019

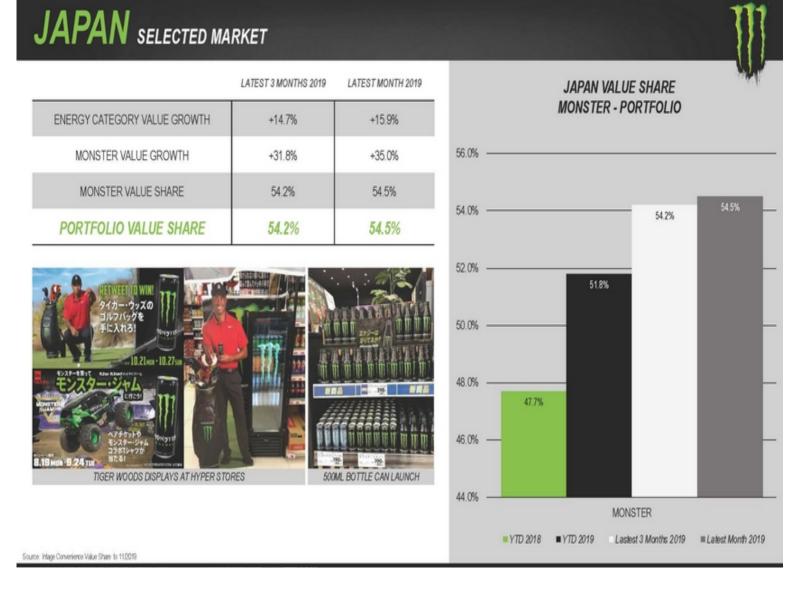
Lastest 3 Months 2019

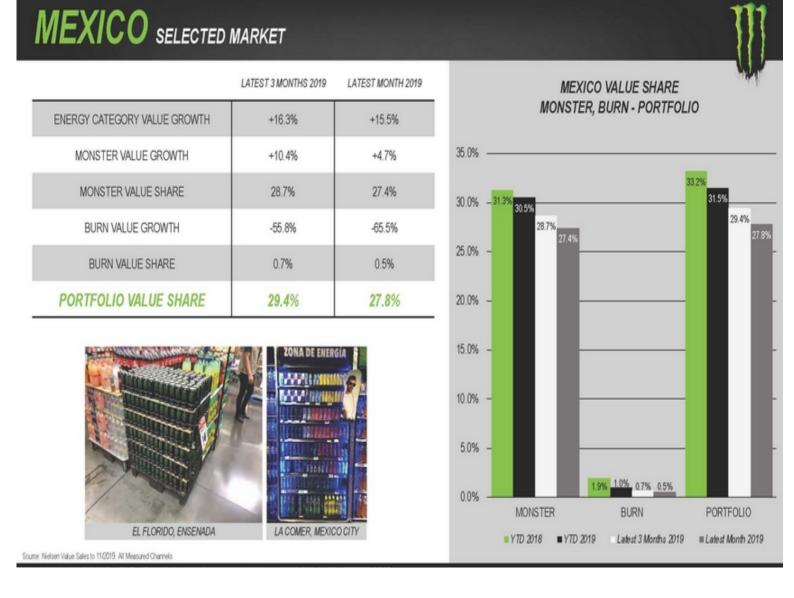
25.8% 25.69

■ Latest Month 2019

Source: Nielsen Value Sales to 11/2019. All Measured Retail Channels

WH SMITH, CONVENIENCE





# POLAND SELECTED MARKET

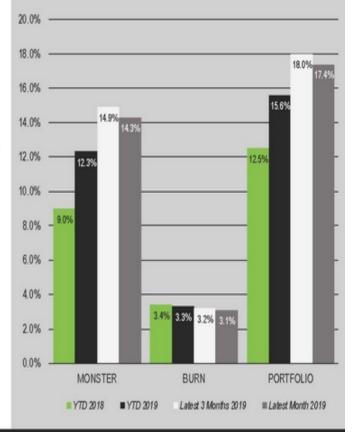
|                              | LASTEST 3 MONTHS 2019 | LATEST MONTH 2019 |
|------------------------------|-----------------------|-------------------|
| ENERGY CATEGORY VALUE GROWTH | +12.0%                | +14.9%            |
| MONSTER VALUE GROWTH         | +52.8%                | +50.6%            |
| MONSTER VALUE SHARE          | 14.9%                 | 14.3%             |
| BURN VALUE GROWTH            | +4.6%                 | +9.3%             |
| BURN VALUE SHARE             | 3.2%                  | 3.1%              |
| PORTFOLIO VALUE SHARE        | 18.0%                 | 17.4%             |

PREDATOR LAUNCHED 1/2020





POLAND VALUE SHARE MONSTER, BURN - PORTFOLIO



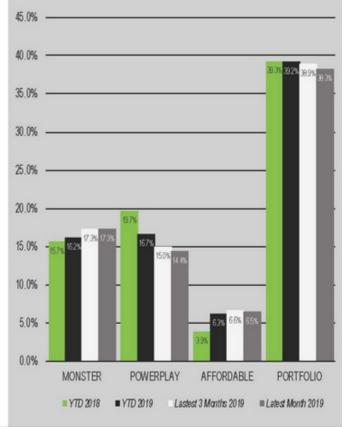
Source: Nielsen Value Sales to 10/2019. All Measured Retail Channels



|   | LATEST 3 MONTHS 2019 | LATEST MONTH 2019 |
|---|----------------------|-------------------|
| ENERGY CATEGORY VALUE GROWTH              | +23.1%               | +23.8%            |
| MONSTER VALUE GROWTH                      | +34.7%               | +36.7%            |
| MONSTER VALUE SHARE                       | 17.3%                | 17.3%             |
| PLAY VALUE GROWTH                         | +12.0%               | +7.5%             |
| PLAY VALUE SHARE                          | 15.0%                | 14.4%             |
| AFFORDABLE (PREDATOR + BURN) VALUE GROWTH | +26.0%               | +19.6%            |
| AFFORDABLE (PREDATOR + BURN) VALUE SHARE  | 6.6%                 | 6.5%              |
| PORTFOLIO VALUE SHARE                     | 38.9%                | 38.3%             |

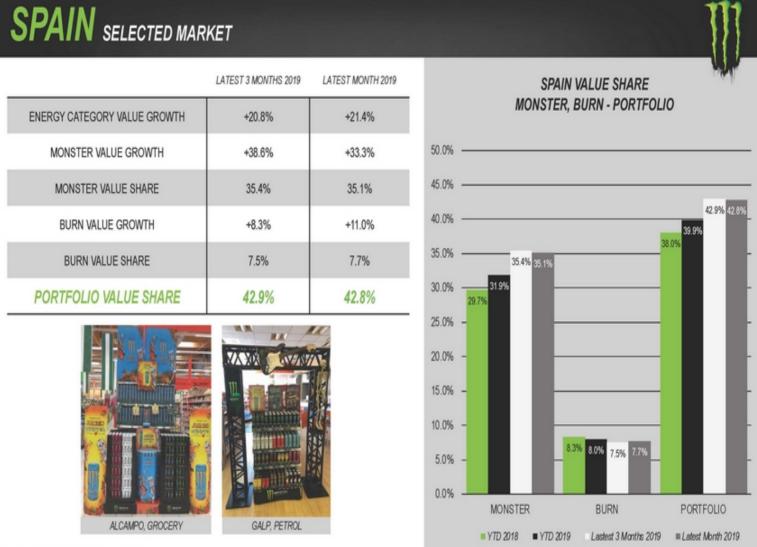
SUPERSPAR, SUPERMARKET

SOUTH AFRICA VALUE SHARE MONSTER, POWERPLAY, BURN, PREDATOR - PORTFOLIO



Source: Nielsen Value Sales to 11/2019. All Measured Retail Channels

PICK N PAY, HYPERMARKET

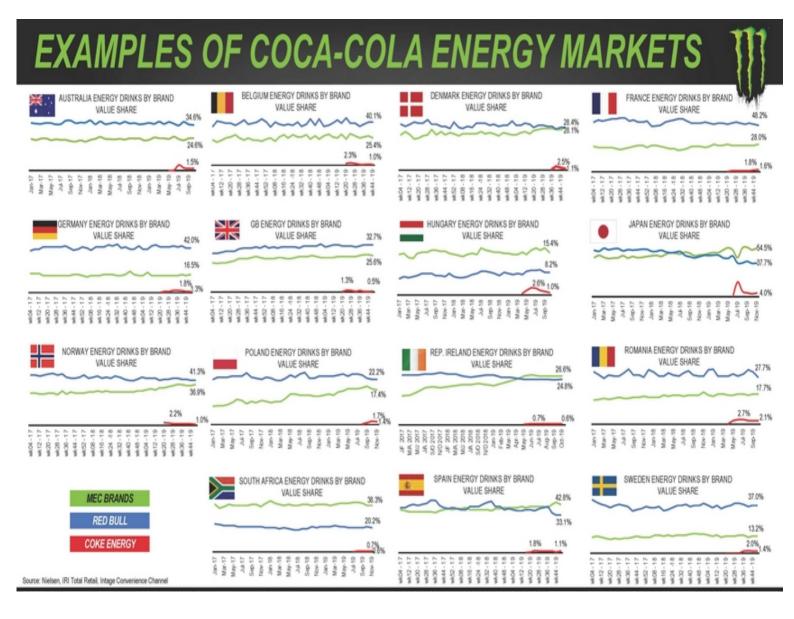


Source: Nelsen Value Sales to 11/2019. All Measured Retail Channels

## VALUE SHARE GROWTH SELECT GLOBAL MARKETS

|               | MONSTER VALUE SHARE<br>LATEST MONTH '18 | MONSTER VALUE SHARE<br>LATEST MONTH '19 | PORTFOLIO VALUE SHARE<br>LATEST MONTH '18 | PORTFOLIO VALUE SHARE<br>LATEST MONTH '19 | MONSTER VALUE GROWTH | ENERGY CATEGORY<br>VALUE GROWTH |
|---------------|---|---|---|---|----------------------|---------------------------------|
| BRAZIL        | 19.1%                                   | 28.4%                                   | 22.7%                                     | 31.0%                                     | 79.8%                | 20.8%                           |
| CANADA        | 35.3%                                   | 36.7%                                   | 38.8%                                     | 39.9%                                     | 14.1%                | 9.7%                            |
| FRANCE        | 24.9%                                   | 28.0%                                   | 25.9%                                     | 28.0%                                     | 29.0%                | 14.8%                           |
| GERMANY       | 16.3%                                   | 16.5%                                   | 16.6%                                     | 16.5%                                     | 11.8%                | 2.3%                            |
| GREAT BRITAIN | 20.9%                                   | 22.0%                                   | 24.7%                                     | 25.6%                                     | 12.6%                | 5.2%                            |
| JAPAN         | 46.8%                                   | 54.5%                                   | 46.8%                                     | 54.5%                                     | 35%                  | 15.9%                           |
| MEXICO        | 30.2%                                   | 27.4%                                   | 31.8%                                     | 27.8%                                     | 4.7%                 | 15.5%                           |
| POLAND        | 10.9%                                   | 14.3%                                   | 14.2%                                     | 17.4%                                     | 50.6%                | 14.9%                           |
| SOUTH AFRICA  | 15.7%                                   | 17.3%                                   | 39.1%                                     | 38.3%                                     | 36.7%                | 23.8%                           |
| SPAIN         | 32.0%                                   | 35.1%                                   | 40.4%                                     | 42.8%                                     | 33.3%                | 21.4%                           |

Source: Nelson Value Sales to 10/2018, 11/2018, 12/2018, 10/2019 and 11/2019. Nelson Mexico All Measured Channels 4 weeks ending 11/20/2019 value sales.



# MONSTER MARKETS PLANNED TO BE LAUNCHED OR TRANSITIONED IN 2020

#### EMEA

ARMENIA EGYPT ISRAEL KOSOVO MOLDOVA

#### APAC

INDONESIA SRI LANKA THAILAND

#### LATAM/CARIBBEAN

BARBADOS BELIZE ST. LUCIA SURINAME TRINIDAD AND TOBAGO

### **NOTES ON CHINA**



#### MONSTER VOLUME GROWTH +192% (YTD Q3 2019)

FURTHER BUILD NATIONAL DISTRIBUTION OF GREEN & ULTRA



#### SUCCESSFUL NATIONAL LAUNCH OF MANGO CRAZE



#### SUMMER CONSUMER PROMOTION - "HONOR OF KINGS" UNDER-THE-CAP





### X GAMES CHAMPIONS 2019

#### WINTER **18 TOTAL MEDALS WON**









DOUG HENRY



**CASEY CURRIE** JEEP WRANGLER X CHALLENGE GOLD



CODY MATECHUK SNOW BIKECROSS GOLD

#### SUMMER 14 TOTAL MEDALS WON



NYJAH HUSTON MIKE VARGA STREET BEST TRICK GOLD DAVE MIRRA'S BMX PARK BEST TRICK GOLD



JARRYD McNEIL STEP UP GOLD



JAMIE BESTWICK BMK VERTSILVER



#### MAJOR SERIES SPONSORSHIPS 2019



### MOTOGP

#### **MONSTER ENERGY TEAM**

GLOBAL VIEWERSHIP: 433M HOMES REACHED



# UFC SPONSORSHIP THE BIGGEST FIGHTS



# E-SPORTS 2019

#### TOP TOURNAMENTS



44,629,677 UNIQUE VIEWS\*

#### **TOP TEAMS**

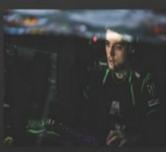
TEAMS WON 44 MAJOR TOURNAMENTS





EVIL GENIUSES

NATUS VINCERE



ALLIANCE

TEAM LIQUID

Source: Liquidpedia.net

### MUSIC 2019

#### **TOP ARTISTS**







ANTHRAX

FIVE FINGER DEATH PUNCH





РАРА КОАСН















STAGECOACH



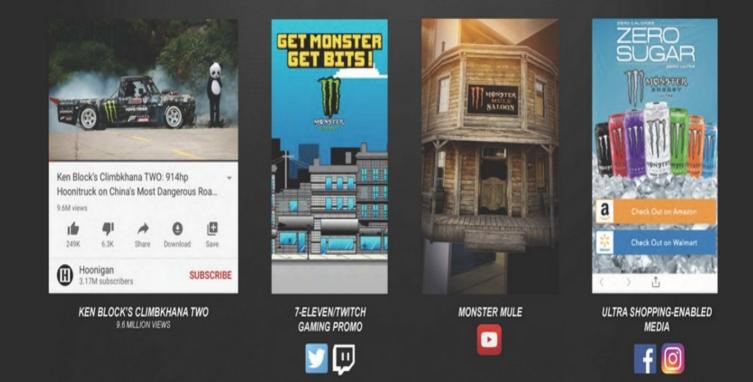
JONATHAN DAVIS

#### SOCIAL 2019



#### **KEY HIGHLIGHTS**

475K+ HOURS OF CONSUMER ATTENTION 5B+ REACH\*TOTAL IMPRESSIONS 200MM+ ENGAGEMENTS 550MM+ VIDEO VIEWS 2MM+ MENTIONS BY CONSUMERS 40MM+ FOLLOWERS WORLDWIDE



### U.S. NATIONAL PROMOTIONS 2019



JANUARY - APRIL



MAY – AUGUST 28.5 MILLION TABS REDEEMED FOR MONSTER GEAR



SEPTEMBER - DECEMBER

### U.S. NATIONAL PROMOTIONS 2020



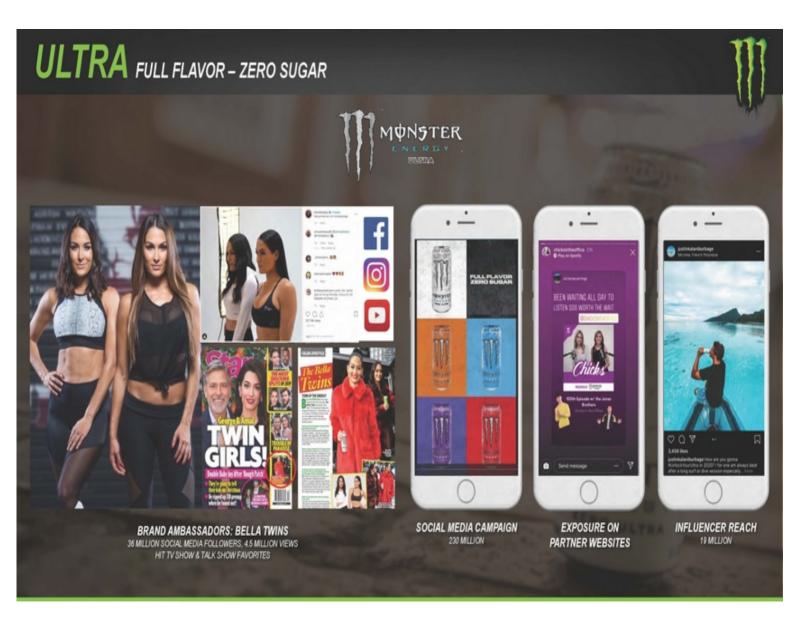
## **INCLUSIVE MARKETING 2019**

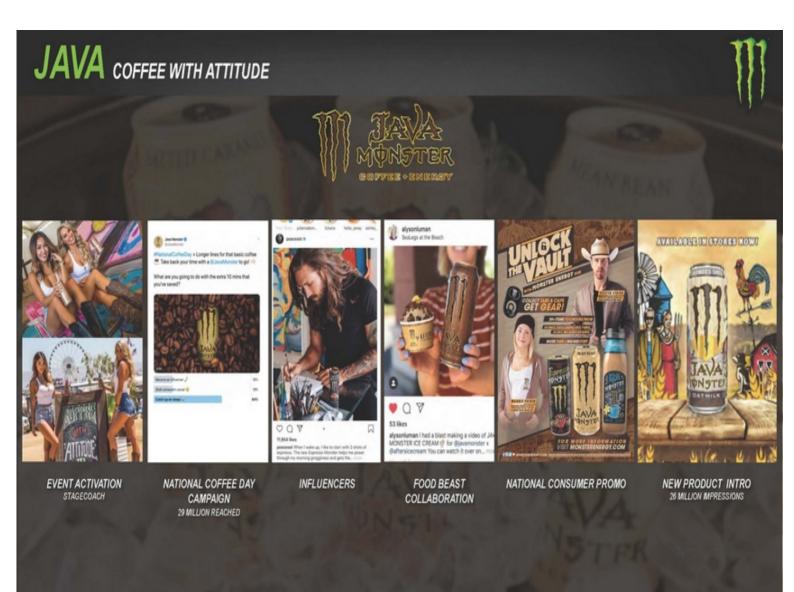


HISPANIC FESTIVALS

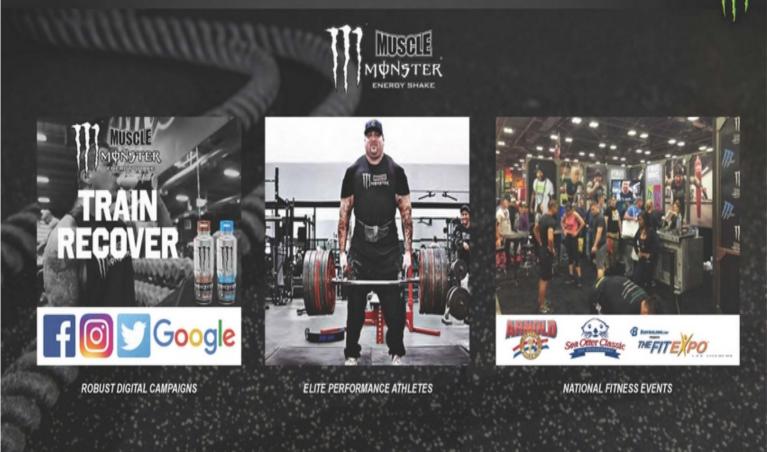
BREAKDANCERS

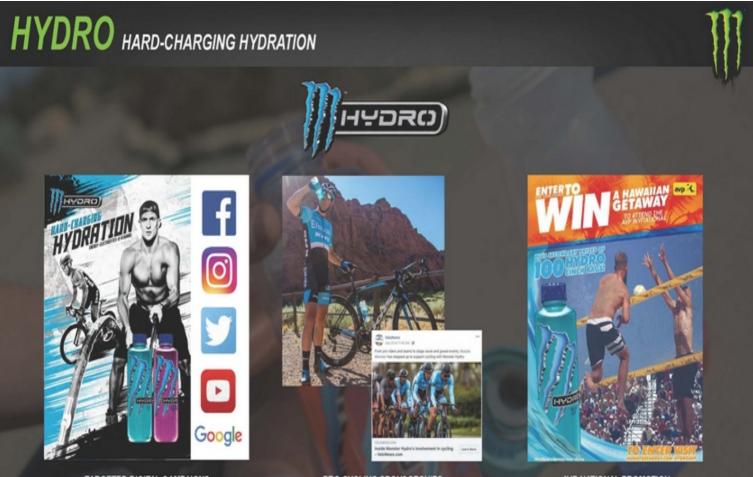
INFLUENCERS 35 MILLION REACH





### MUSCLE MONSTER #1 U.S. ENERGY + PROTEIN DRINK





TARGETED DIGITAL CAMPAIGNS

PRO CYCLING SPONSORSHIPS

AVP NATIONAL PROMOTION

## MONSTER U.S. INNOVATION 2019



## MONSTER U.S. INNOVATION 2020







### U.S. INNOVATION 2020

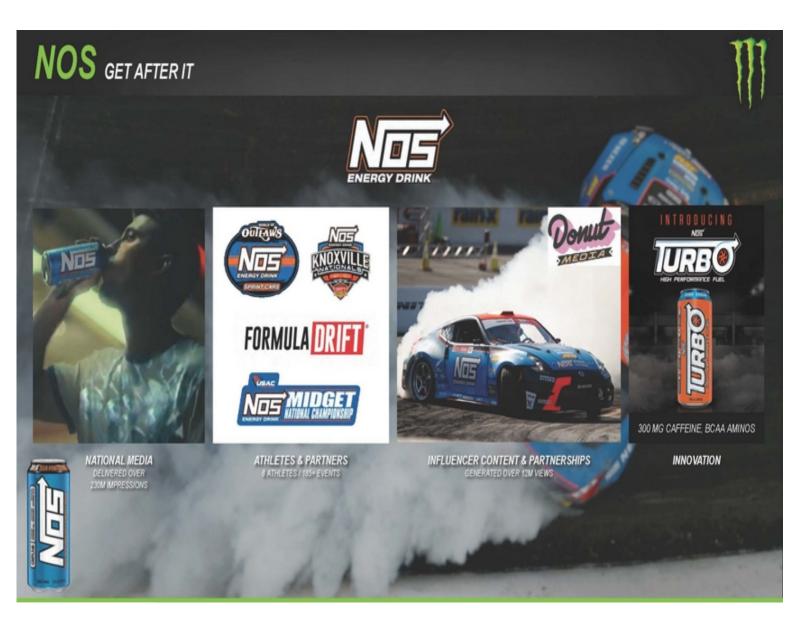


### STRATEGIC BRANDS INNOVATION 2019

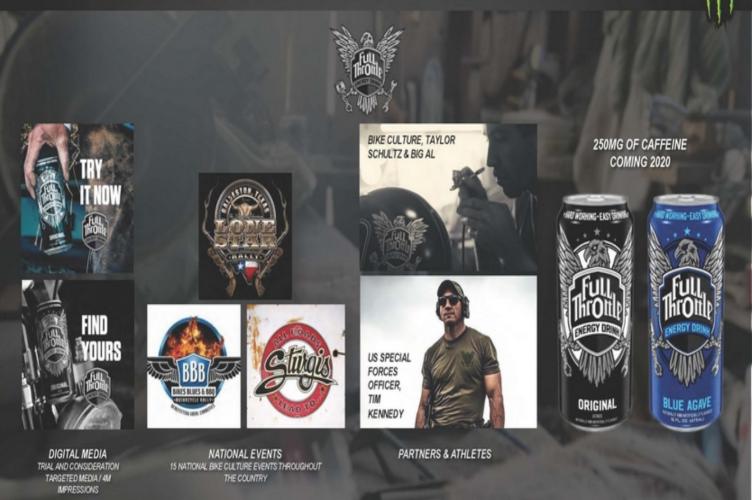


## STRATEGIC BRANDS INNOVATION 2020



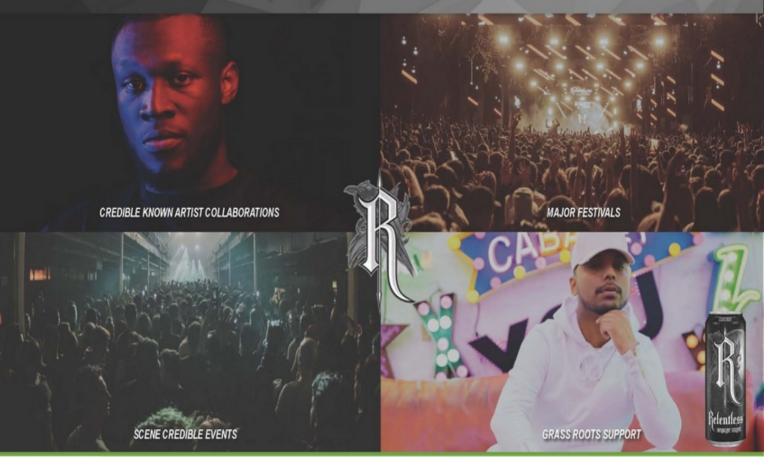


### FULL THROTTLE HARD WORKING, EASY DRINKING



# **RELENTLESS** BE RELENTLESS

#### HIP-HOP, GRIME & ELECTRIC MUSIC



#### BURN BURN IT DOWN

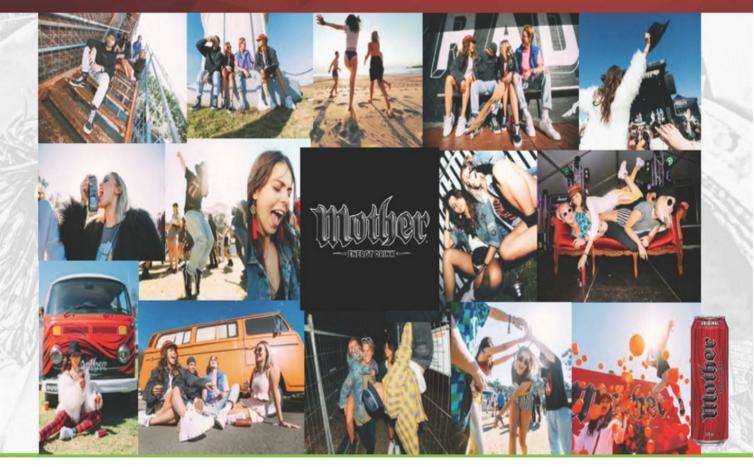
#### **DELIVERING ICONIC PARTY MOMENTS**





# **MOTHER** ENERGY TO EXPLORE, CREATE, HAVE FUN & LIVE

#### **MUSIC AND ADVENTURE**





#### NALU FRUITY ENERGIZER

#### **KEEPS YOU GOING THROUGH THE DAY!**



# PREDATOR RULE YOUR KINGDOM!

#### AFFORDABLE ENERGY



#### **SOLID FINANCIAL RESULTS**

27 CONSECUTIVE YEARS OF INCREASED SALES SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

ACHIEVED \$3.8 BILLION IN NET SALES IN 2018 UP 13% OVER NET SALES OF \$3.4 BILLION IN 2017.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2019, ACHIEVED \$3.2 BILLION IN NET SALES UP 10.4% OVER NET SALES OF \$2.9 BILLION FOR THE SAME PERIOD IN 2018.

NET SALES FOR THE THIRD QUARTER OF 2019 INCREASED TO \$1.1 BILLION UP 11.6% FROM THE SAME QUARTER LAST YEAR.

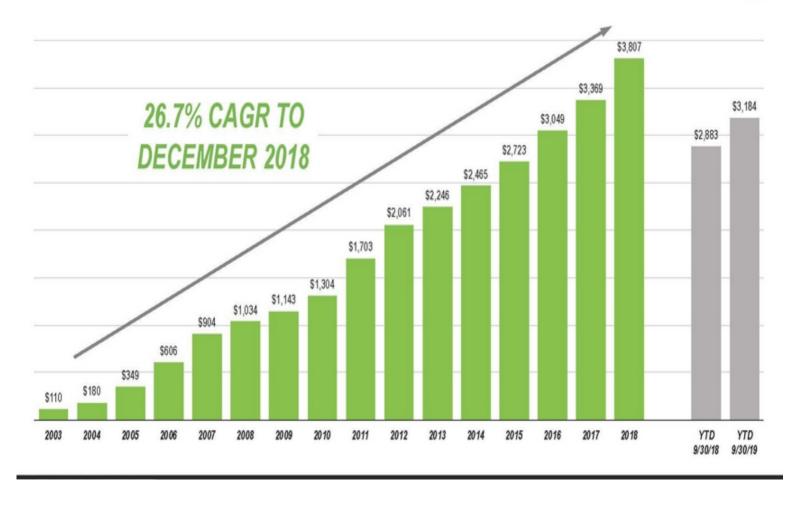
NET INCOME FOR THE THIRD QUARTER OF 2019 INCREASED TO \$299 MILLION UP 11.6% FROM THE SAME QUARTER LAST YEAR.

## SHARE REPURCHASE SUMMARY 2019

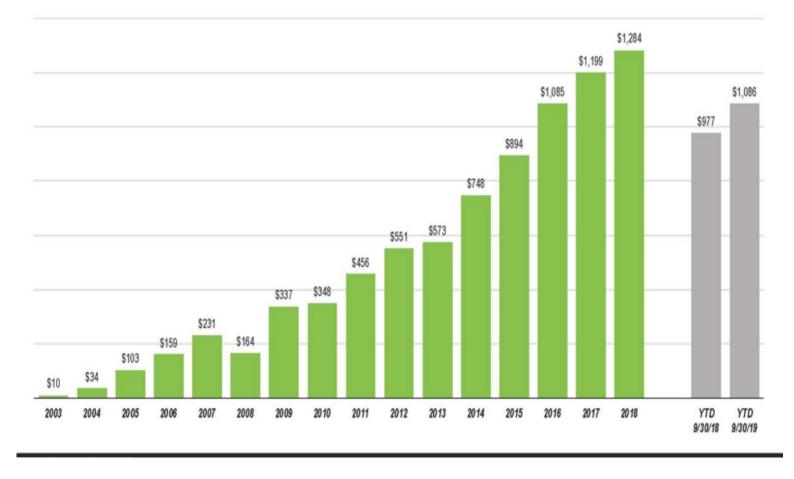
| 1   | 1           |
|-----|-------------|
|     |             |
|     | <u> </u> ]- |
| 110 | 1           |

|         | SHARES PURCHASED   | AVERAGE PRICE<br>(EXCLUDING BROKER'S COMMISSION) | GROSS AMOUNT<br>(EXCLUDING BROKER'S COMMISSION) |  |  |
|---------|--|--|---|--|--|
| Q1 2019 | 2,564,639  | \$54.18  | \$138,963,555                                   |  |  |
| Q2 2019 | •  |  |   |  |  |
| Q3 2019 | 4,339,904  | \$58.60  | \$254,308,548                                   |  |  |
| Q4 2019 | 4,118,016  | \$55.75  | \$229,568,745                                   |  |  |
|         | 11,022,559   | \$56.51  | \$622,840,848                                   |  |  |
|         | AS OF 1/1/2020 \$536.6 MILLION REMAINED AVAILABLE FOR PURCHASES UNDER PRIOR BOARD AUTHORIZ |  |   |  |  |

### MONSTER BEVERAGE CORPORATION REPORTED NET SALES



#### MONSTER BEVERAGE CORPORATION REPORTED OPERATING INCOME (\$ IN MILLIONS)



G

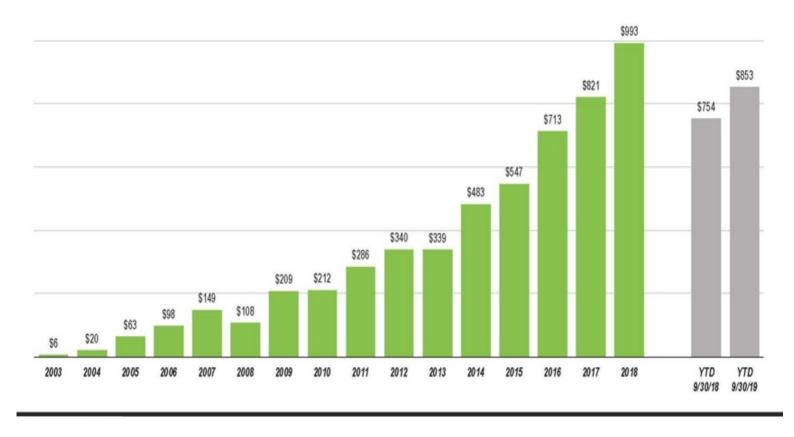
#### MONSTER BEVERAGE CORPORATION ADJUSTED OPERATING INCOME ("OI") (\$ IN MILLIONS)



\* 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; (6) the acceleration of deferred revenue; (7) AFF transaction expense and (8) Dutch auction

\* 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.

### MONSTER BEVERAGE CORPORATION REPORTED NET INCOME



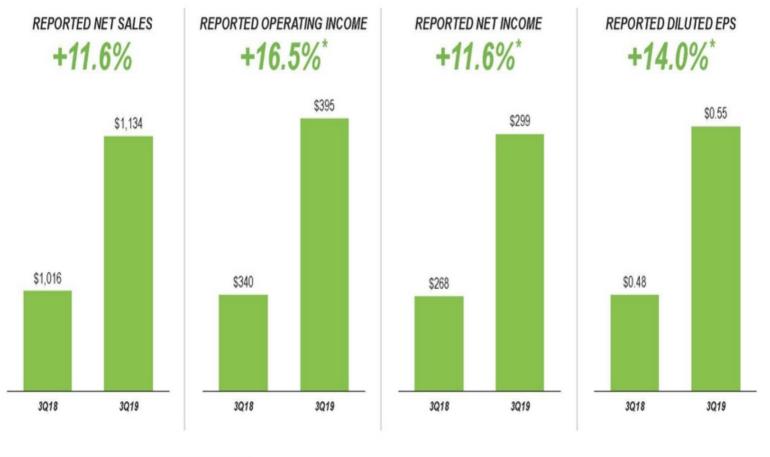
#### MONSTER BEVERAGE CORPORATION REPORTED DILUTED EARNINGS PER SHARE

\$1.76 \$1.56 \$1.42 \$1.33 \$1.19 \$0.95 \$0.92 \$0.65 \$0.62 \$0.51 \$0.38 \$0.37 \$0.25 \$0.18 \$0.17 \$0.11 \$0.04 \$0.01 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 YTD YTD 9/30/18 9/30/19

#### MONSTER BEVERAGE CORPORATION BALANCE SHEET HIGHLIGHTS (S IN THOUSANDS)

|                              | SEPTEMBER 30, 2019 | DECEMBER 31, 2018 | PERCENTAGE CHANGE |
|------------------------------|--------------------|-------------------|-------------------|
| CASH & CASH EQUIVALENTS      | \$717,617          | \$637,513         | 13%               |
| SHORT-TERM INVESTMENTS       | \$587,356          | \$320,650         | 83%               |
| LONG-TERM INVESTMENTS        | \$14,370           | -                 |                   |
| TOTAL INVESTMENTS            | \$601,726          | \$320,650         | 88%               |
| TOTAL CASH & INVESTMENTS     | \$1,319,343        | \$958,163         | 38%               |
| ACCOUNTS RECEIVABLE          | \$647,983          | \$484,562         | 34%               |
| INVENTORIES                  | \$317,745          | \$277,705         | 14%               |
| CURRENT LIABILITIES          | \$714,216          | \$601,145         | 19%               |
| DEFERRED REVENUE - LONG TERM | \$292,101          | \$312,224         | -6%               |
| TOTAL STOCKHOLDER'S EQUITY   | \$4,107,978        | \$3,610,901       | 14%               |
| CURRENT RATIO                | 3.3                | 3.0               | 10%               |

#### MONSTER BEVERAGE CORPORATION Q3 2019 RESULTS (S IN MILLIONS EXCEPT PER SHARE DATA)



"After distributor termination costs of \$14M for 3Q18. There were no distributor termination costs for 3Q19

#### MONSTER BEVERAGE CORPORATION Q3 2019 YTD RESULTS (5 IN MILLIONS EXCEPT PER SHARE DATA)

