

**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 18, 2018**

**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))

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

Emerging growth company

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

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**Item 7.01. Regulation FD Disclosure.**

On January 18, 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 the Nasdaq Marketsite in New York.

The Company's presentation will be open to all interested parties as a live webcast at approximately 4:45 p.m. Eastern Time on the "Events & Presentation" section of the Company's website at [www.monsterbevcorp.com](http://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:

SIGNATURES

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

Monster Beverage Corporation

Date: January 18, 2018

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



# MONSTER

BEVERAGE CORPORATION

January 18, 2018



**CHLOE KIM**  
2016 OLYMPIC SNOWBOARDER  
& WINTER X GAMES CHAMPION



**LEWIS HAMILTON**  
4 TIME F1 CHAMPION





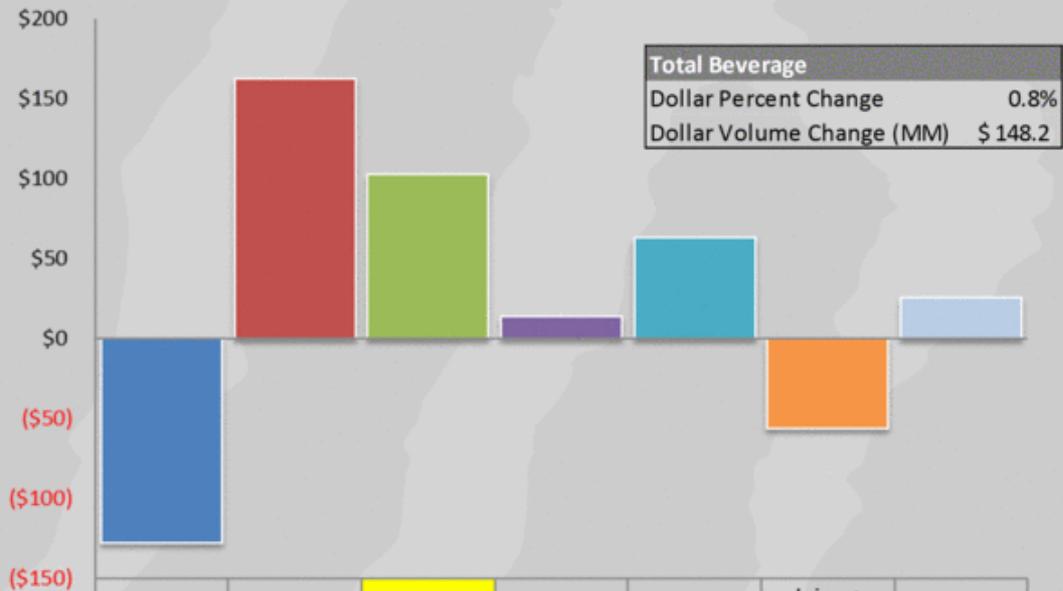
## Safe Harbor Statement

*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 recognize benefits from The Coca-Cola Company transaction and the American Fruits & Flavors transaction; the effect of The Coca-Cola Company's refranchising initiative, our ability to introduce and increase sales of both existing and new products; our ability to implement the share repurchase program; unanticipated litigation concerning the Company's products; changes in consumer preferences; changes in demand due to obesity and other perceived health concerns, including concerns relating to certain ingredients in our products or packages; changes in demand due to product safety concerns; 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 co-packing availability and retort production; product distribution and placement decisions by retailers and effects of retailer consolidation; unfavorable resolution of tax matters; 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; unforeseen economic and political changes and local or international catastrophic events; 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. 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)



	Carbonated Soft Drinks	Water	Energy	Sports Drinks	RTD Coffee	Juice + Juice Drinks	Total Tea
Dollar Volume Change (MM)	-\$127.8	\$162.5	\$103.1	\$14.0	\$63.2	-\$56.0	\$25.5
Dollar Percent Change	-1.9%	5.1%	3.6%	1.2%	16.4%	-1.7%	2.3%

Energy Drink Category Growing **+3.6%** Latest 13 Weeks is Outpacing Total Beverage Category Growth of **+0.8%**

\*Source: Nielsen AMC 13 W/E 12/30/17

# 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
<b>TNA ENERGY</b>	<b>\$2,979,507,433</b>	<b>\$2,876,410,691</b>	<b>\$103,096,742</b>	<b>3.6%</b>	<b>100.0</b>	<b>0.0</b>
TOTAL MEC	\$1,254,668,691	\$1,152,779,656	\$101,889,035	8.8%	42.1	2.0
MONSTER	\$1,117,540,078	\$1,020,791,252	\$96,748,826	9.5%	37.5	2.0
NOS	\$111,887,230	\$105,887,066	\$6,000,164	5.7%	3.8	0.1
FULL THROTTLE	\$25,241,383	\$26,101,338	-\$859,955	-3.3%	0.8	-0.1
RED BULL	\$1,035,664,371	\$998,381,172	\$37,283,199	3.7%	34.8	0.1
ROCKSTAR	\$224,383,243	\$226,537,770	-\$2,154,527	-1.0%	7.5	-0.3
AMP	\$26,665,086	\$37,477,133	-\$10,812,047	-28.8%	0.9	-0.4
STARBUCKS	\$107,363,484	\$115,624,466	-\$8,260,982	-7.1%	3.6	-0.4
5-HOUR ENERGY	\$217,961,082	\$233,411,186	-\$15,450,104	-6.6%	7.3	-0.8
XYIENCE XENERGY	\$7,609,325	\$8,202,869	-\$593,544	-7.2%	0.3	0.0
VENOM	\$8,461,139	\$7,725,714	\$735,425	9.5%	0.3	0.0
RIP IT	\$5,790,245	\$6,013,691	-\$223,446	-3.7%	0.2	0.0
A/O	\$90,940,767	\$90,257,034	\$683,733	0.8%	3.1	-0.1

\*Source: Nielsen AMC 13 W/E 12/23/17 vs. Year Ago

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



## AMC ALL MEASURED CHANNELS SNAPSHOT

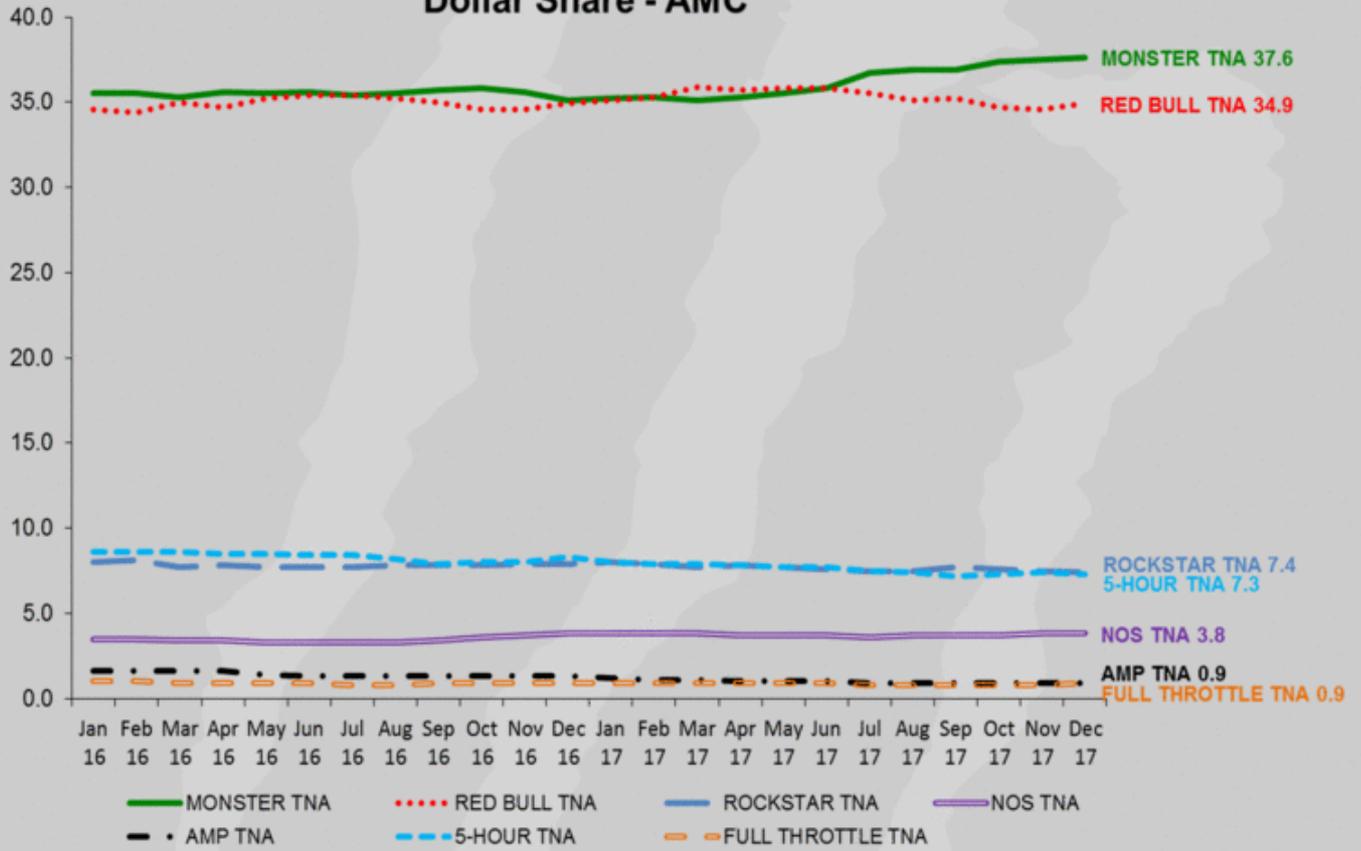
AMC All Measured Channels	U Vol	U Vol LY	U Vol Chg	U Vol % Chg	U Shr	U Shr Chg
<b>TNA ENERGY</b>	<b>1,101,048,555</b>	<b>1,065,066,242</b>	<b>35,982,313</b>	<b>3.4%</b>	<b>100.0</b>	<b>0.0</b>
TOTAL MEC	494,029,525	453,610,401	40,419,124	8.9%	44.9	2.3
MONSTER	433,111,509	393,114,793	39,996,716	10.2%	39.3	2.4
NOS	49,123,330	47,843,624	1,279,706	2.7%	4.5	0.0
FULL THROTTLE	11,794,686	12,651,984	-857,298	-6.8%	1.1	-0.1
RED BULL	311,203,523	298,830,177	12,373,346	4.1%	28.3	0.2
ROCKSTAR	117,683,284	119,253,732	-1,570,448	-1.3%	10.7	-0.5
AMP	13,700,618	19,293,076	-5,592,458	-29.0%	1.2	-0.6
STARBUCKS	38,232,660	42,801,456	-4,568,796	-10.7%	3.5	-0.5
5-HOUR ENERGY	57,878,664	61,653,196	-3,774,532	-6.1%	5.3	-0.5
XYIENCE XENERGY	3,862,494	4,286,539	-424,045	-9.9%	0.4	-0.1
VENOM	8,647,625	7,795,456	852,169	10.9%	0.8	0.1
RIP IT	5,934,478	5,983,122	-48,644	-0.8%	0.5	0.0
A/O	49,875,684	51,559,087	-1,683,403	-3.3%	4.5	-0.3

\*Source: Nielsen AMC 13 W/E 12/23/17 vs. Year Ago

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



## Dollar Share - AMC

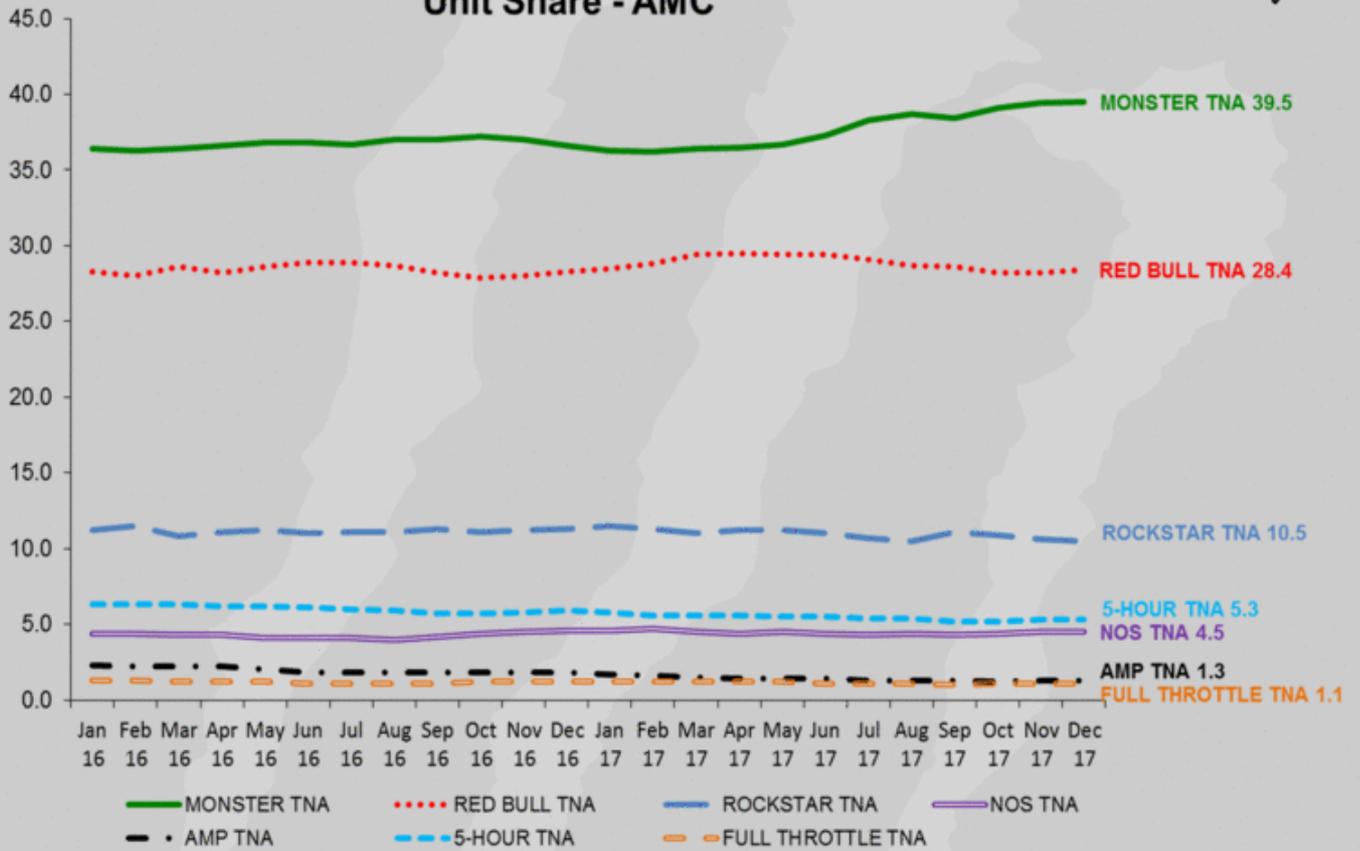


\*Source: Nielsen AMC 24 M/E 12/23/17

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



## Unit Share - AMC



\*Source: Nielsen AMC 24 M/E 12/23/17

# 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
<b>TNA ENERGY</b>	<b>\$2,188,088,527</b>	<b>\$2,116,188,238</b>	<b>\$71,900,289</b>	<b>3.4%</b>	<b>100.0</b>	<b>0.0</b>
TOTAL MEC	\$927,633,655	\$857,656,989	\$69,976,666	8.2%	42.4	1.9
MONSTER	\$816,038,853	\$748,556,478	\$67,482,375	9.0%	37.3	1.9
NOS	\$90,824,560	\$87,443,819	\$3,380,741	3.9%	4.2	0.0
FULL THROTTLE	\$20,770,242	\$21,656,692	-\$886,450	-4.1%	0.9	-0.1
RED BULL	\$763,659,356	\$733,471,355	\$30,188,001	4.1%	34.9	0.2
ROCKSTAR	\$168,946,092	\$171,209,401	-\$2,263,309	-1.3%	7.7	-0.4
AMP	\$22,711,535	\$31,610,524	-\$8,898,989	-28.2%	1.0	-0.5
STARBUCKS	\$75,219,636	\$81,546,462	-\$6,326,826	-7.8%	3.4	-0.4
5-HOUR ENERGY	\$151,987,486	\$163,818,579	-\$11,831,093	-7.2%	6.9	-0.8
XYIENCE XENERGY	\$6,091,433	\$6,428,410	-\$336,977	-5.2%	0.3	0.0
VENOM	\$5,004,121	\$4,680,621	\$323,500	6.9%	0.2	0.0
RIP IT	\$4,871,759	\$4,842,328	\$29,431	0.6%	0.2	0.0
A/O	\$61,963,454	\$60,923,569	\$1,039,885	1.7%	2.8	0.0

\*Source: Nielsen Total U.S. Convenience 13 W/E 12/23/17 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
<b>TNA ENERGY</b>	<b>839,217,141</b>	<b>811,389,530</b>	<b>27,827,611</b>	<b>3.4%</b>	<b>100.0</b>	<b>0.0</b>
TOTAL MEC	388,444,744	356,604,253	31,840,491	8.9%	46.3	2.3
MONSTER	338,358,678	306,779,027	31,579,651	10.3%	40.3	2.5
NOS	40,153,766	39,364,093	789,673	2.0%	4.8	-0.1
FULL THROTTLE	9,932,300	10,461,133	-528,833	-5.1%	1.2	-0.1
RED BULL	241,080,184	231,487,766	9,592,418	4.1%	28.7	0.2
ROCKSTAR	82,452,714	83,907,795	-1,455,081	-1.7%	9.8	-0.5
AMP	11,139,278	15,546,410	-4,407,132	-28.3%	1.3	-0.6
STARBUCKS	25,731,135	28,714,181	-2,983,046	-10.4%	3.1	-0.5
5-HOUR ENERGY	45,147,988	47,868,667	-2,720,679	-5.7%	5.4	-0.5
XYIENCE XENERGY	2,993,434	3,196,820	-203,386	-6.4%	0.4	0.0
VENOM	4,963,045	4,594,619	368,426	8.0%	0.6	0.0
RIP IT	5,008,684	4,894,387	114,297	2.3%	0.6	0.0
A/O	32,255,935	34,574,632	-2,318,697	-6.7%	3.8	-0.4

\*Source: Nielsen Total U.S. Convenience 13 W/E 12/23/17 vs. Year Ago

# 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
<b>TNA ENERGY</b>	<b>\$810,094,516</b>	<b>\$766,062,680</b>	<b>\$44,031,836</b>	<b>5.7%</b>	<b>100.0</b>	<b>0.0</b>
TOTAL MEC	\$345,015,989	\$308,043,245	\$36,972,744	12.0%	42.6	2.4
MONSTER	\$303,241,843	\$267,553,055	\$35,688,788	13.3%	37.4	2.5
NOS	\$33,963,410	\$32,499,488	\$1,463,922	4.5%	4.2	0.0
FULL THROTTLE	\$7,810,736	\$7,990,702	-\$179,966	-2.3%	1.0	-0.1
RED BULL	\$283,091,698	\$267,253,429	\$15,838,269	5.9%	34.9	0.1
ROCKSTAR	\$61,733,060	\$62,305,230	-\$572,170	-0.9%	7.6	-0.5
AMP	\$8,586,131	\$11,198,752	-\$2,612,621	-23.3%	1.1	-0.4
STARBUCKS	\$26,419,917	\$28,831,997	-\$2,412,080	-8.4%	3.3	-0.5
5-HOUR ENERGY	\$56,428,077	\$60,479,085	-\$4,051,008	-6.7%	7.0	-0.9
XYIENCE XENERGY	\$2,246,654	\$2,311,193	-\$64,539	-2.8%	0.3	0.0
VENOM	\$1,835,022	\$1,716,045	\$118,977	6.9%	0.2	0.0
RIP IT	\$1,828,451	\$1,729,683	\$98,768	5.7%	0.2	0.0
A/O	\$22,909,517	\$22,194,021	\$715,496	3.2%	2.8	-0.1

\*Source: Nielsen Total U.S. Convenience 5 W/E 12/23/17 vs. Year Ago

# Brand Performance - Total U.S. Convenience/Units

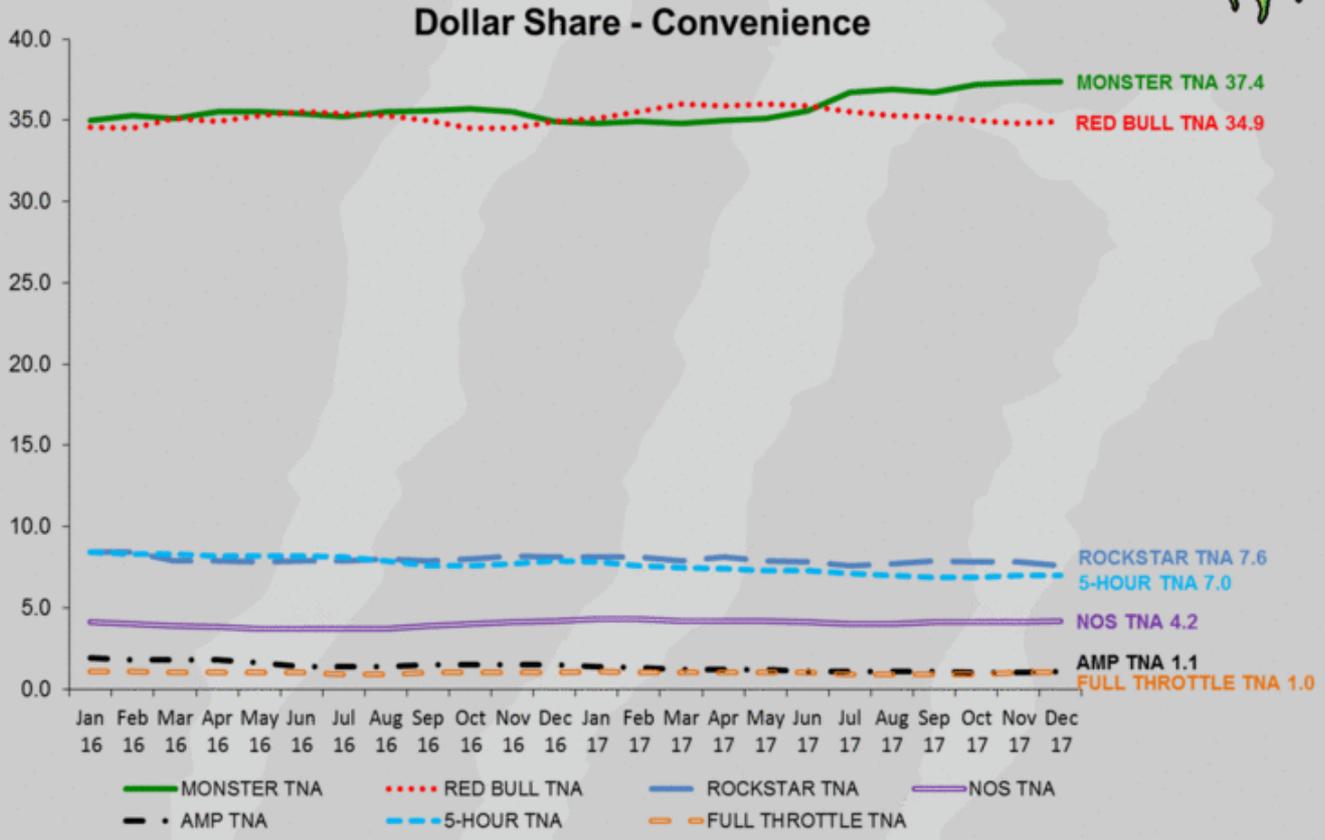


## TOTAL U.S. - CONVENIENCE SNAPSHOT

Total U.S. - Convenience	U Vol	U Vol LY	U Vol Chg	U Vol % Chg	U Shr	U Shr Chg
<b>TNA ENERGY</b>	<b>311,132,508</b>	<b>292,665,455</b>	<b>18,467,053</b>	<b>6.3%</b>	<b>100.0</b>	<b>0.0</b>
TOTAL MEC	144,356,239	127,903,466	16,452,773	12.9%	46.4	2.7
MONSTER	125,563,706	109,415,693	16,148,013	14.8%	40.4	3.0
NOS	15,049,921	14,623,025	426,896	2.9%	4.8	-0.2
FULL THROTTLE	3,742,612	3,864,748	-122,136	-3.2%	1.2	-0.1
RED BULL	89,506,236	83,958,888	5,547,348	6.6%	28.8	0.1
ROCKSTAR	30,285,432	30,500,548	-215,116	-0.7%	9.7	-0.7
AMP	4,204,400	5,500,871	-1,296,471	-23.6%	1.4	-0.5
STARBUCKS	9,012,878	10,152,879	-1,140,001	-11.2%	2.9	-0.6
5-HOUR ENERGY	16,842,061	17,547,518	-705,457	-4.0%	5.4	-0.6
XIENCE XENERGY	1,106,048	1,153,866	-47,818	-4.1%	0.4	0.0
VENOM	1,823,754	1,683,812	139,942	8.3%	0.6	0.0
RIP IT	2,039,862	1,858,268	181,594	9.8%	0.7	0.0
A/O	11,955,598	12,405,339	-449,741	-3.6%	3.8	-0.4

\*Source: Nielsen Total U.S. Convenience 5 W/E 12/23/17 vs. Year Ago

# Energy Category - Dollar Share - Convenience

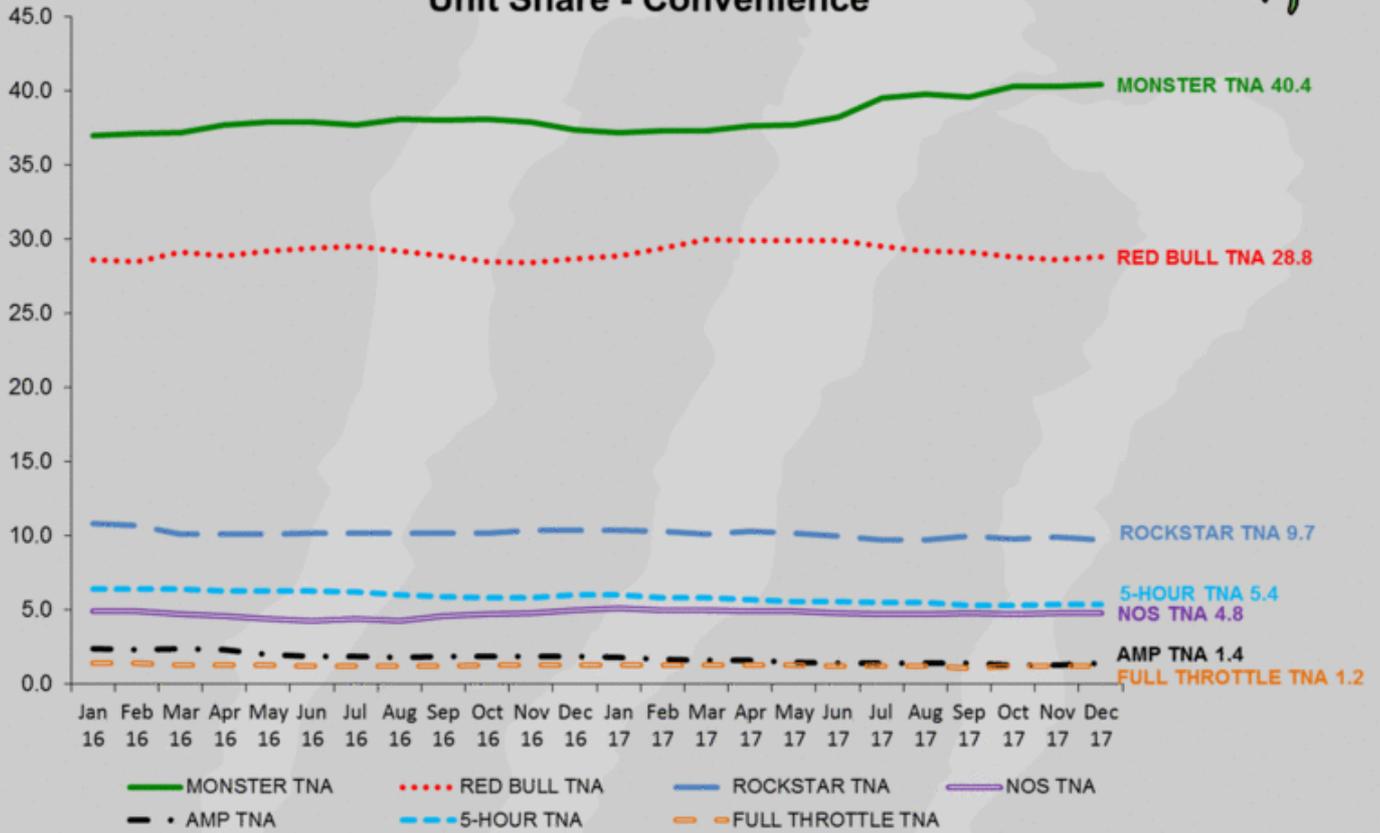


\*Source: Nielsen Total U.S. Convenience 24 M/E 12/23/17

# Energy Category - Unit Share - Convenience

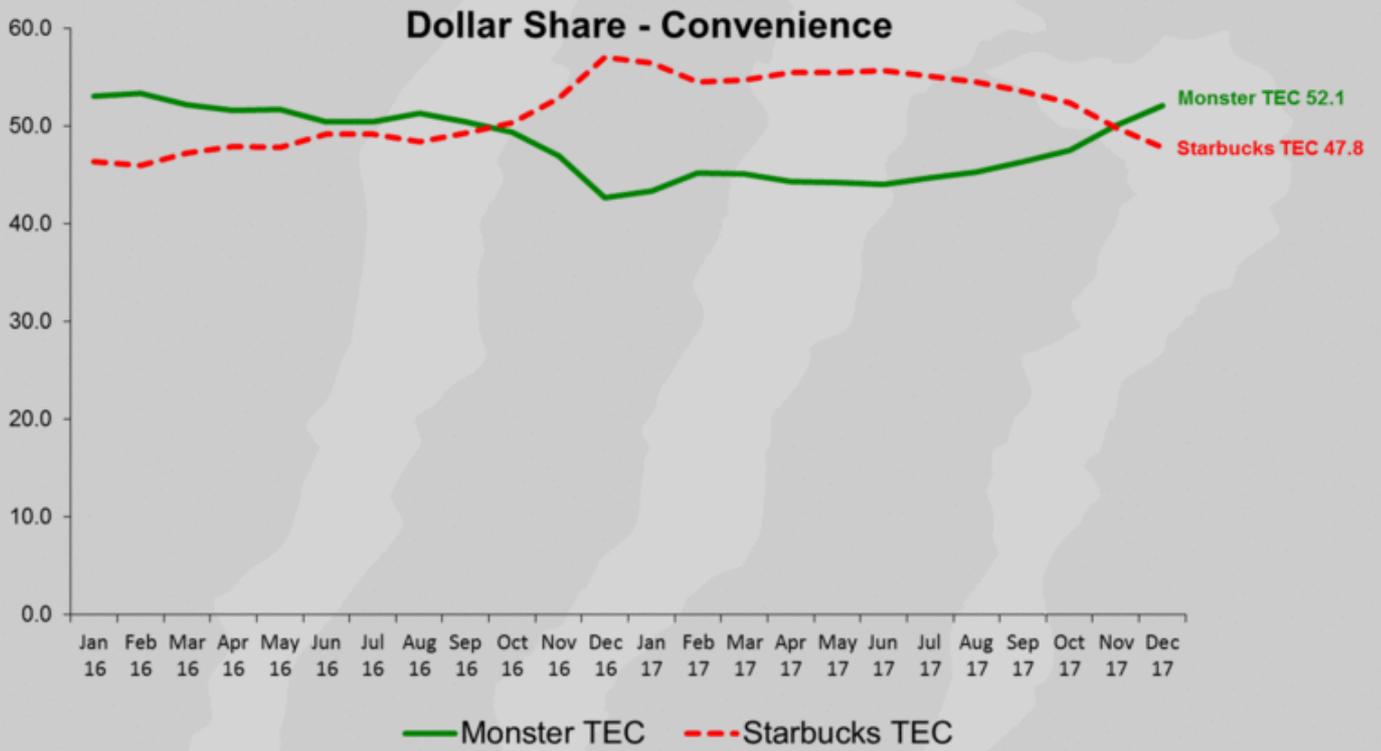


## Unit Share - Convenience



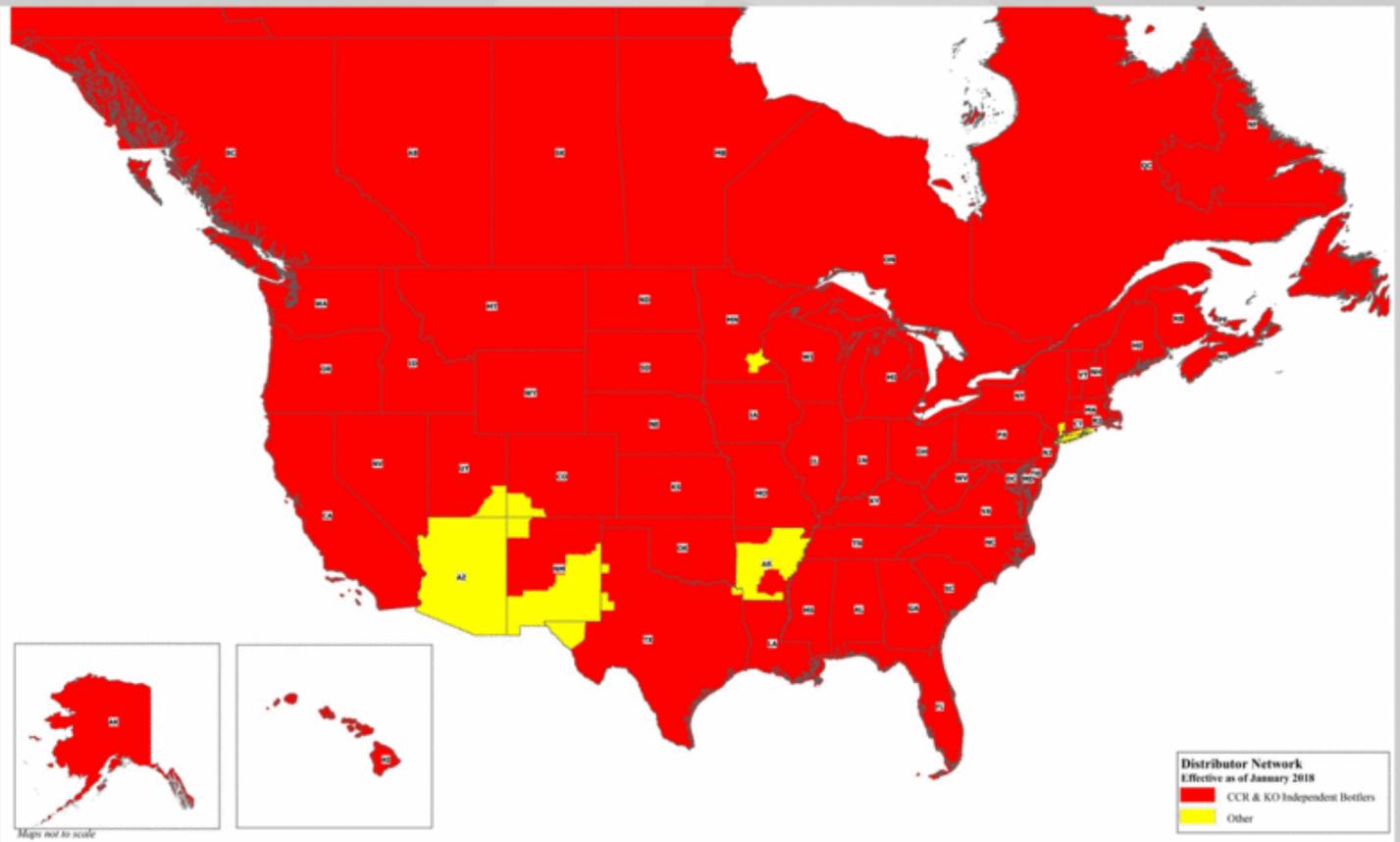
\*Source: Nielsen Total U.S. Convenience 24 M/E 12/23/17

# Energy Coffee Category - Dollar Share - Convenience



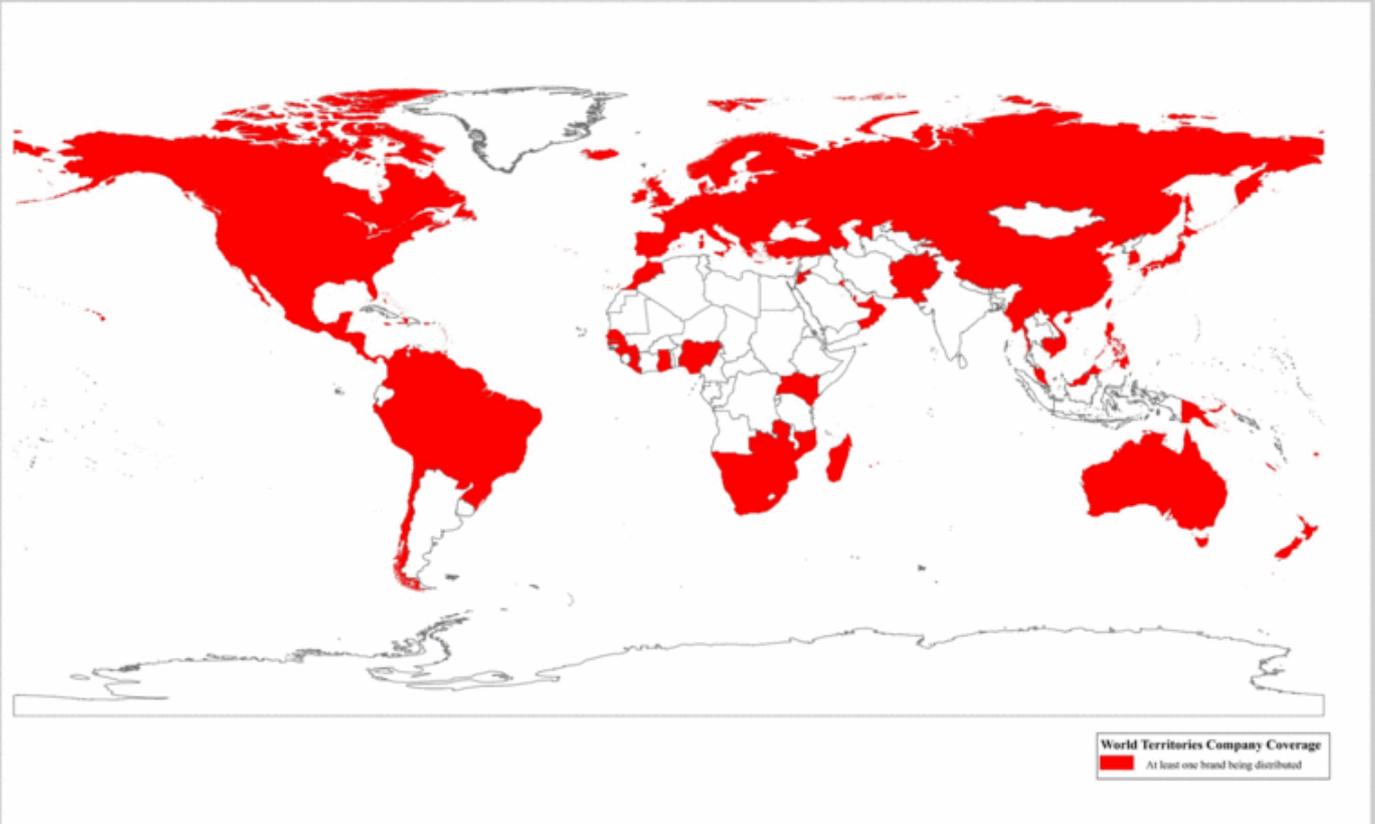
\*Source: Nielsen Total U.S. Convenience 24 M/E 12/23/17

# North America Distributor Map



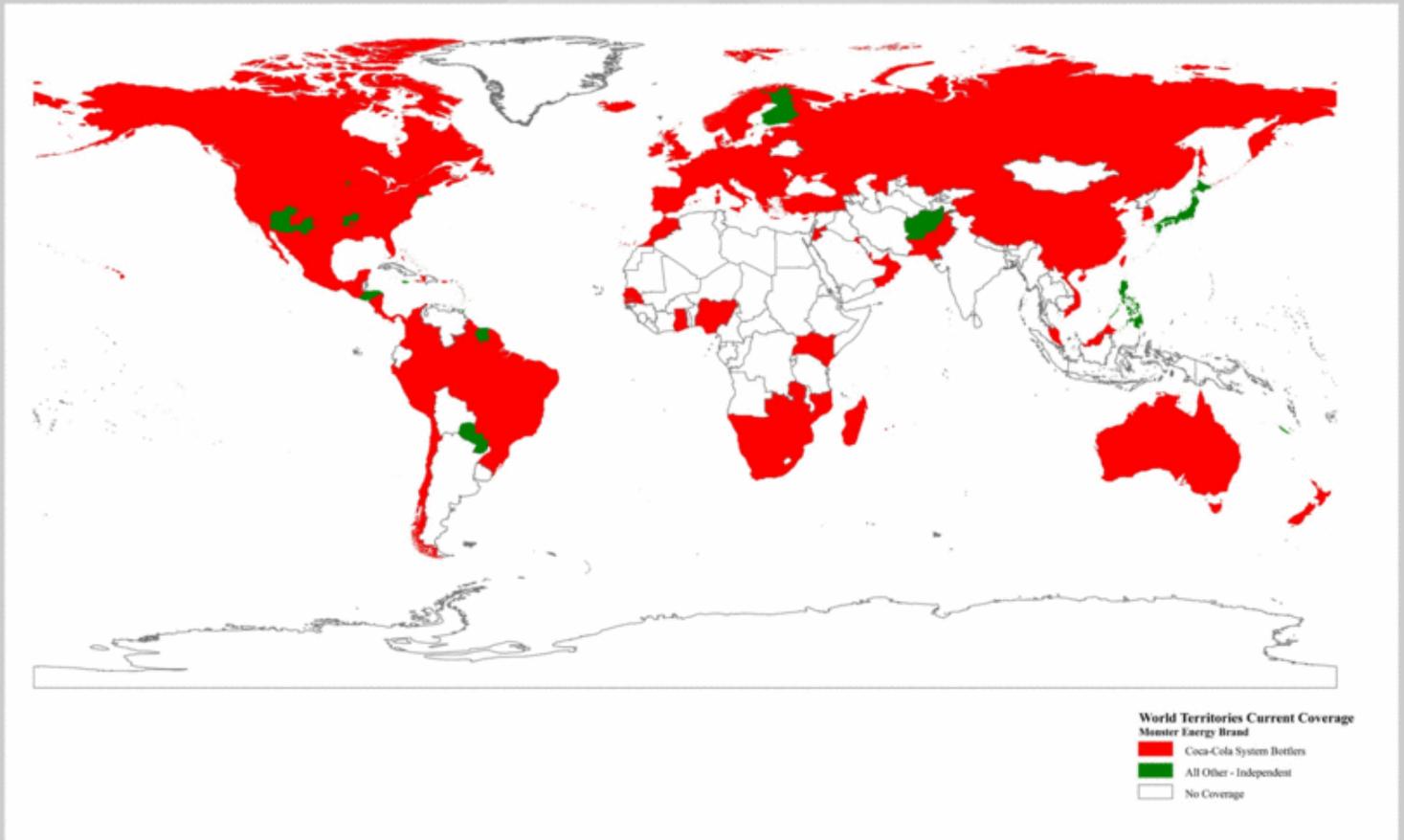
As of January 2018

# Distribution of at least one Company brand following KO Transaction



As of January 2018

# Distribution of Monster Energy Drinks



As of January 2018



## North America

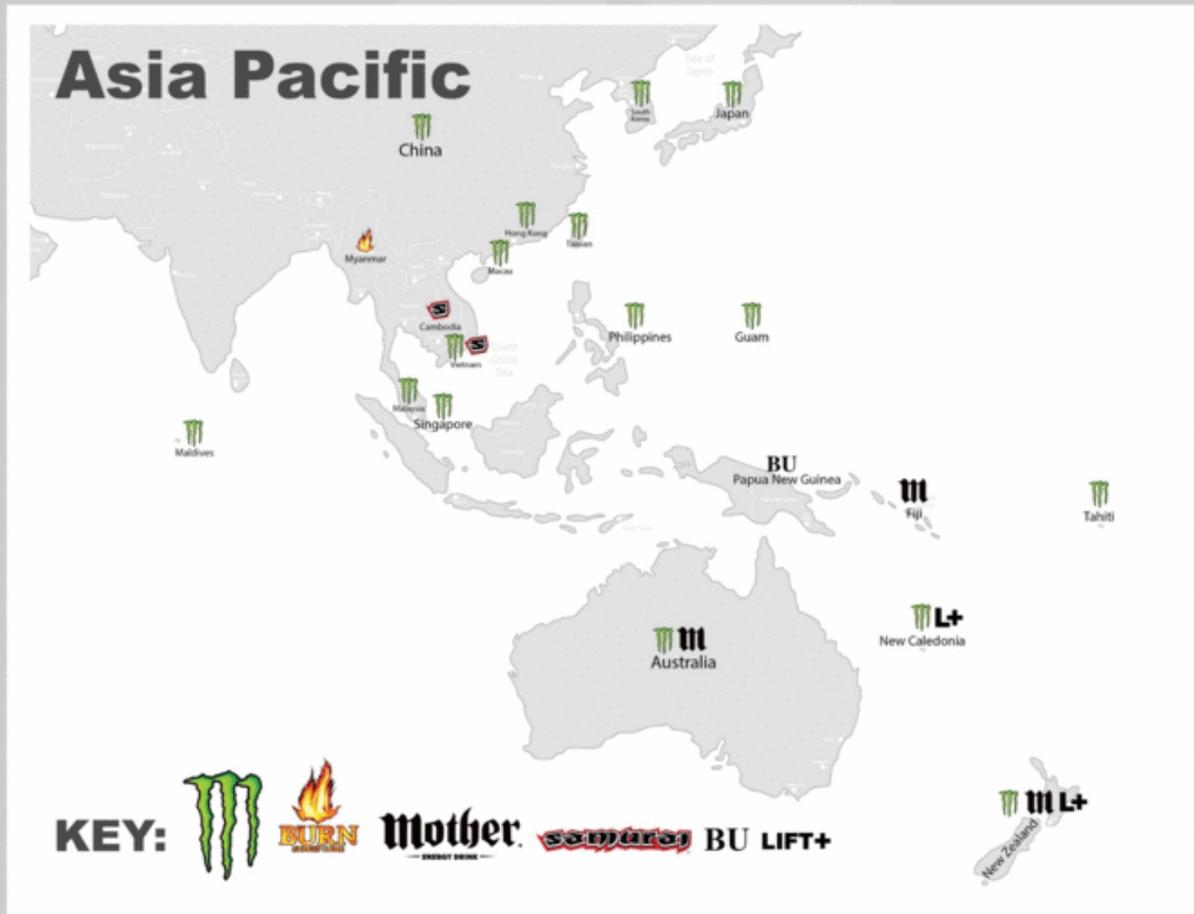




## Europe



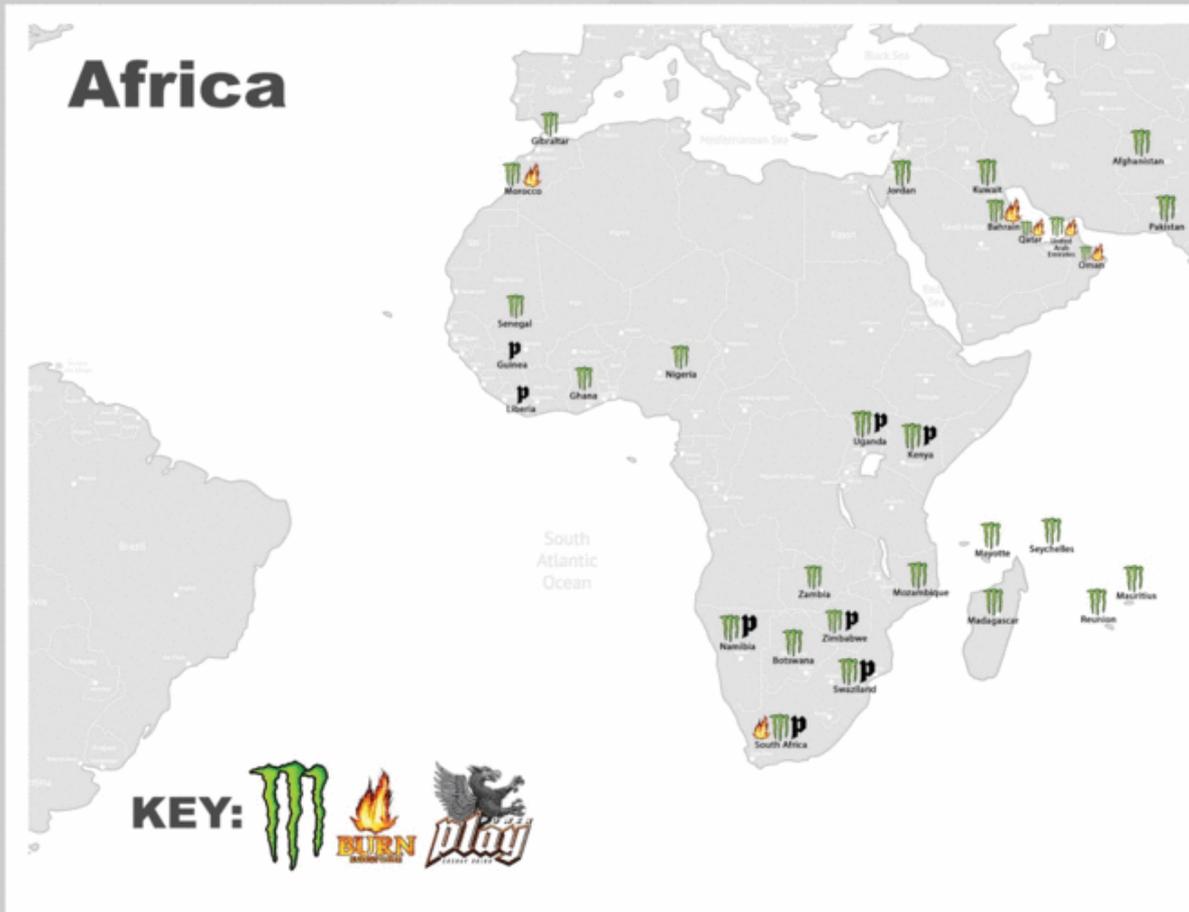
**KEY:**      





## Central & South America





# Selected Market: Brazil



	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	+14.0%	+15.4%
• Monster Value Growth	+550.1%	+525.5%
• Monster Value Share	14.0%	14.3%
• Burn Value Growth	-37.8%	-38.7%
• Burn Value Share	4.3%	4.1%
• <b>Monster Energy Portfolio Value Share</b>	<b>18.4%</b>	<b>18.4%</b>

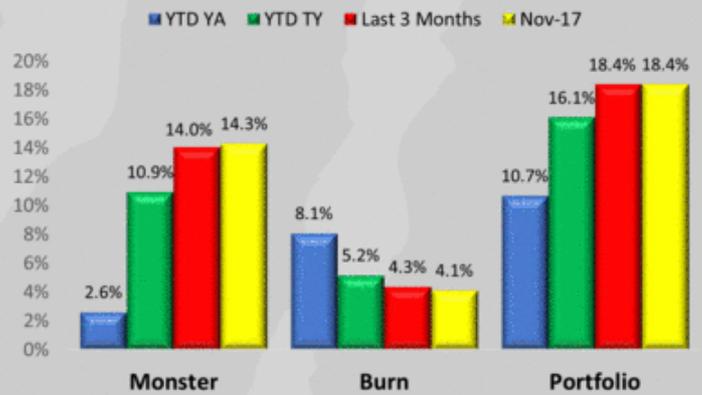


Carrefour Bairro,  
Supermarket, Brazil



Extra-hiper,  
Hypermarket, Brazil

Brazil Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/17, All Measured Channels

# Selected Market: Chile



	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	-0.8%	+2.6%
• Monster Value Growth	+30.6%	+27.3%
• Monster Value Share	31.1%	31.3%

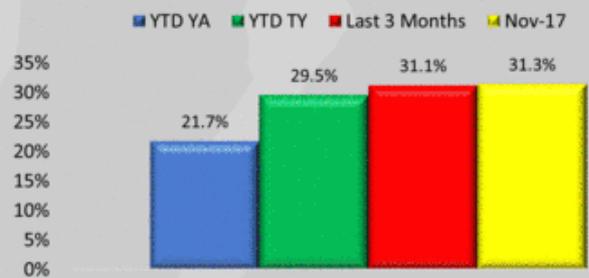


Santa Isabel,  
Supermarket, Chile



Unimarc,  
Supermarket, Chile

Chile Value Share Monster



Monster

Source: Nielsen Value Sales to 11/17, All Measured Channels

# Selected Market: France

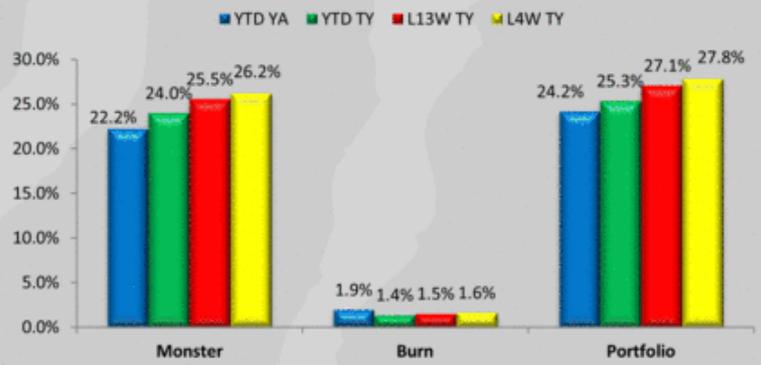


	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	+8.2%	+5.3%
• Monster Value Growth	+20.1%	+16.1%
• Monster Value Share	25.5%	26.2%
• Burn Value Growth	+18.6%	+5.9%
• Burn Value Share	1.5%	1.6%
• <b>Monster Energy Portfolio Value Share</b>	<b>27.1%</b>	<b>27.8%</b>



Convenience Store, Paris    Carrefour, Hypermarket, France

France Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 12/17, Total All Measured Channels

# Selected Market: Germany

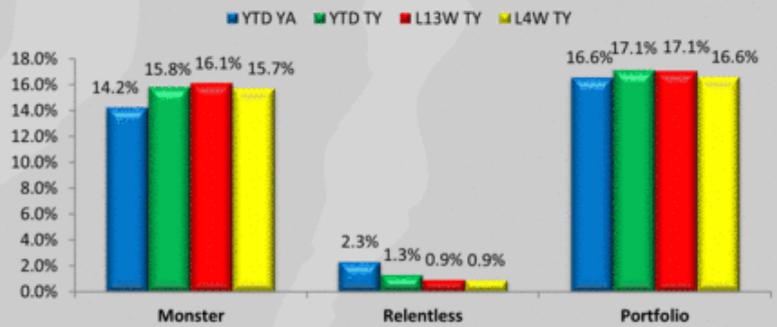


	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	+4.2%	+6.9%
• Monster Value Growth	+14.9%	+16.5%
• Monster Value Share	16.1%	15.7%
• Relentless Value Growth	-48.7%	-47.7%
• Relentless Value Share	0.9%	0.9%
• <b>Monster Energy Portfolio Value Share</b>	<b>17.0%</b>	<b>16.6%</b>



Kaufland & Real, Hypermarket, Germany

Germany Value Share Monster, Relentless & Portfolio



Source: Nielsen Value Sales to 11/17, Total All Measured Channels excl. hard discounters

# Selected Market: Great Britain



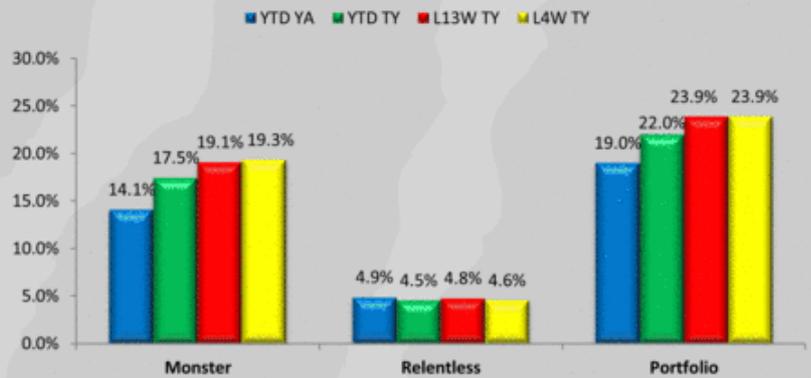
	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	-3.5%	-1.7%
• Monster Value Growth	+21.4%	+17.0%
• Monster Value Share	19.1%	19.3%
• Relentless Value Growth	-3.7%	+5.0%
• Relentless Value Share	4.8%	4.6%
• <b>Monster Energy Portfolio Value Share</b>	<b>23.9%</b>	<b>23.9%</b>



ASDA, Hypermarket, Great Britain

Source: Nielsen Value Sales to 12/17, Total All Measured Channels

GB Value Share Monster, Relentless & Portfolio



# United Kingdom- Top 10 Fastest-Growing Grocery Products of 2017



- 1 Budweiser (£49.2m growth)
- 2 Monster (£31.3m)
- 3 Avocados (£29.8m)
- 4 Barefoot wine (£28.5m)
- 5 Coca-Cola (£27.7m)
- 6 Hovis (£25.4m)
- 7 Raspberries (£23m)
- 8 Alpro (£22.3m)
- 9 Plaza Centro (£21.6m)
- 10 Corona (£21.5m)



# Selected Market: Japan



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

Last  
13 Weeks '17

Last  
4 Weeks '17

+5.1%

+10.4%

+13.5%

+15.5%

**44.4%**

**44.2%**



Hypermarket, Japan

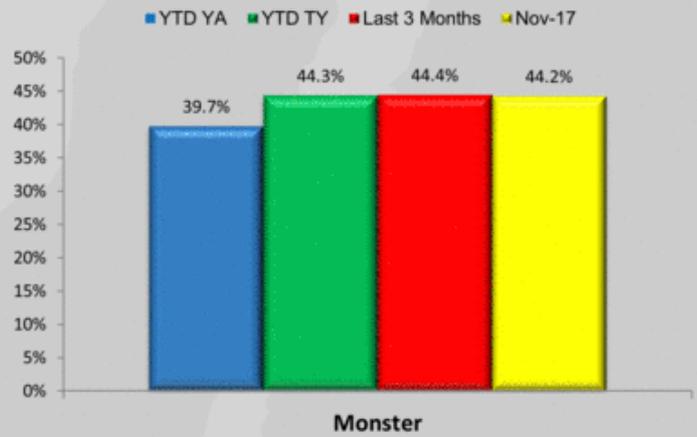


Convenience, Japan



Vending, Japan

## JAPAN Value Share Market



Source: Intage Value Sales to 11/17, CVS Only

# Selected Market: Mexico



	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	+6.1%	+7.7%
• Monster Value Growth	+33.8%	+31.7%
• Monster Value Share	29.4%	29.8%
• Burn Value Growth	-40.3%	-37.8%
• Burn Value Share	2.5%	2.3%
• <b>Monster Energy Portfolio Value Share</b>	<b>31.9%</b>	<b>32.1%</b>

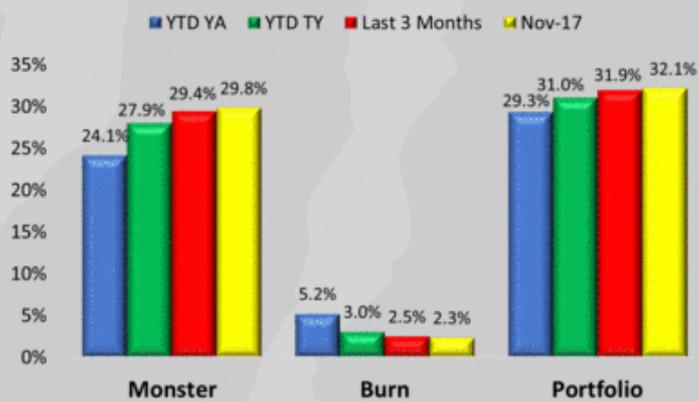


Calimax, Supermarket, Mexico



Smart & Final,  
Grocery Store, Mexico

Mexico Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/17, All Measured Channels

# Selected Market: Poland

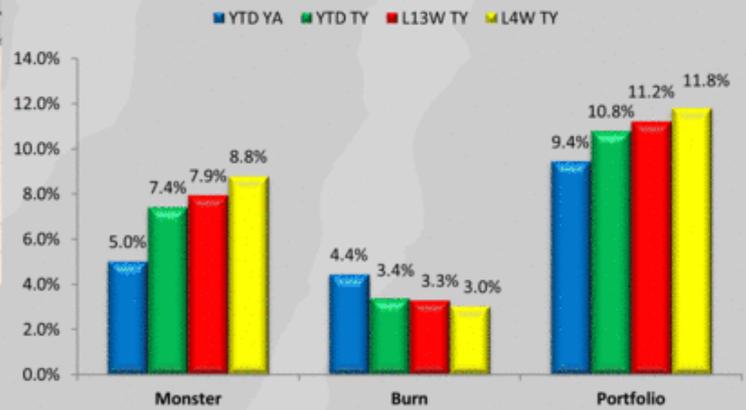


	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	+11.9%	+17.3%
• Monster Value Growth	+57.2%	+78.6%
• Monster Value Share	7.9%	8.8%
• Burn Value Growth	-5.5%	+1.9%
• Burn Value Share	3.3%	3.0%
• <b>Monster Energy Portfolio Value Share</b>	<b>11.2%</b>	<b>11.8%</b>



E.Leclerc, Supermarket, Poland

Poland Value Share Monster, Burn & Portfolio



Source: Nielsen Value Sales to 11/17, Total All Measured Channels

# Selected Market: South Africa



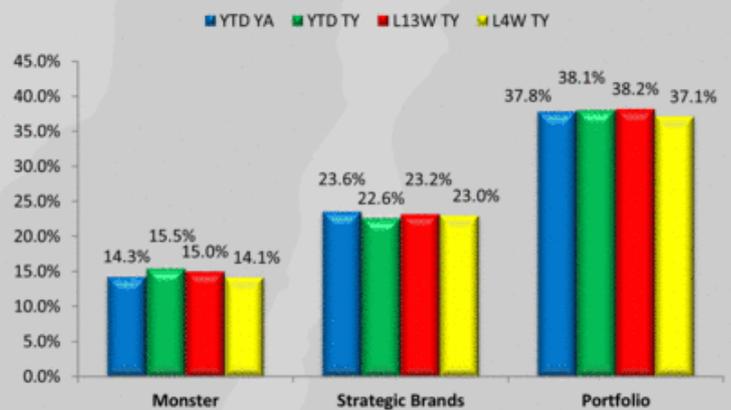
	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	+21.5%	+25.2%
• Monster Value Growth	+18.4%	+8.4%
• Monster Value Share	15.0%	14.1%
• Strategic Brands Value Growth	+29.4%	+39.1%
• Play Value Share	23.2%	23.0%
• <b>Monster Energy Portfolio Value Share</b>	<b>38.2%</b>	<b>37.1%</b>



Pick N Pay, Hypermarket, South Africa

Source: Nielsen Value Sales 11/17, Total All Measured Channels

SA Value Share Monster, Strategic Brands & Portfolio



# Selected Market: Spain



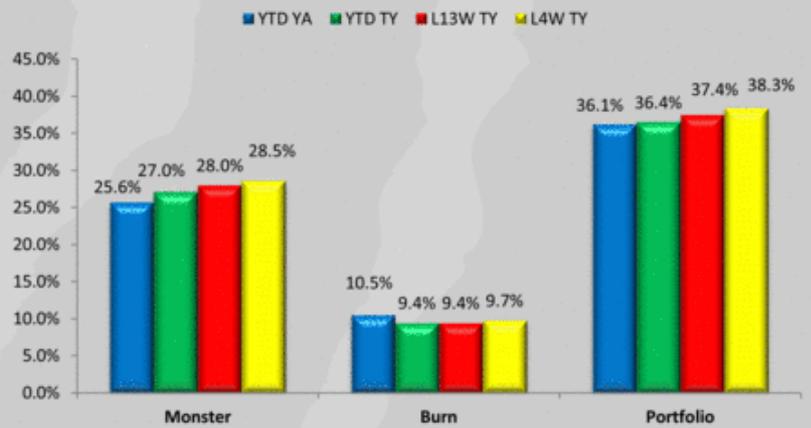
	Last 13 Weeks '17	Last 4 Weeks '17
• Energy Category Value Growth	+8.7%	+10.5%
• Monster Value Growth	+12.3%	+13.8%
• Monster Value Share	28.0%	28.5%
• Burn Value Growth	-0.6%	-3.1%
• Burn Value Share	9.4%	9.7%
• <b>Monster Energy Portfolio Value Share</b>	<b>37.4%</b>	<b>38.3%</b>



Alcampo, Hypermarket, Spain

Source: Nielsen Value Sales to 12/17, Total All Measured Channels

Spain Value Share Monster, Burn & Portfolio



# Value Share Growth in Global Markets



	Monster Value Share - Last 4 Weeks '17	Portfolio Value Share - Last 4 Weeks '17
Australia	7.5%	21.0%
Belgium	11.2%	22.7%
Brazil	14.3%	18.4%
Chile	31.3%	31.3%
China	4.1%	4.1%
Czech Republic	8.7%	9.2%
Denmark	20.9%	24.7%
France	26.2%	27.8%
Germany	15.7%	16.6%
Great Britain	19.3%	23.9%
Greece	34.1%	34.1%
Japan	44.2%	44.2%
Mexico	29.8%	32.1%
Netherlands	7.3%	7.3%
New Zealand	6.4%	23.6%
Norway	15.6%	29.9%
Poland	8.8%	11.8%
Republic of Ireland	14.2%	19.5%
Russia	3.6%	14.0%
South Africa	14.1%	37.1%
South Korea	31.7%	31.7%
Spain	28.5%	38.3%
Sweden	10.8%	12.3%
Turkey	2.7%	19.2%



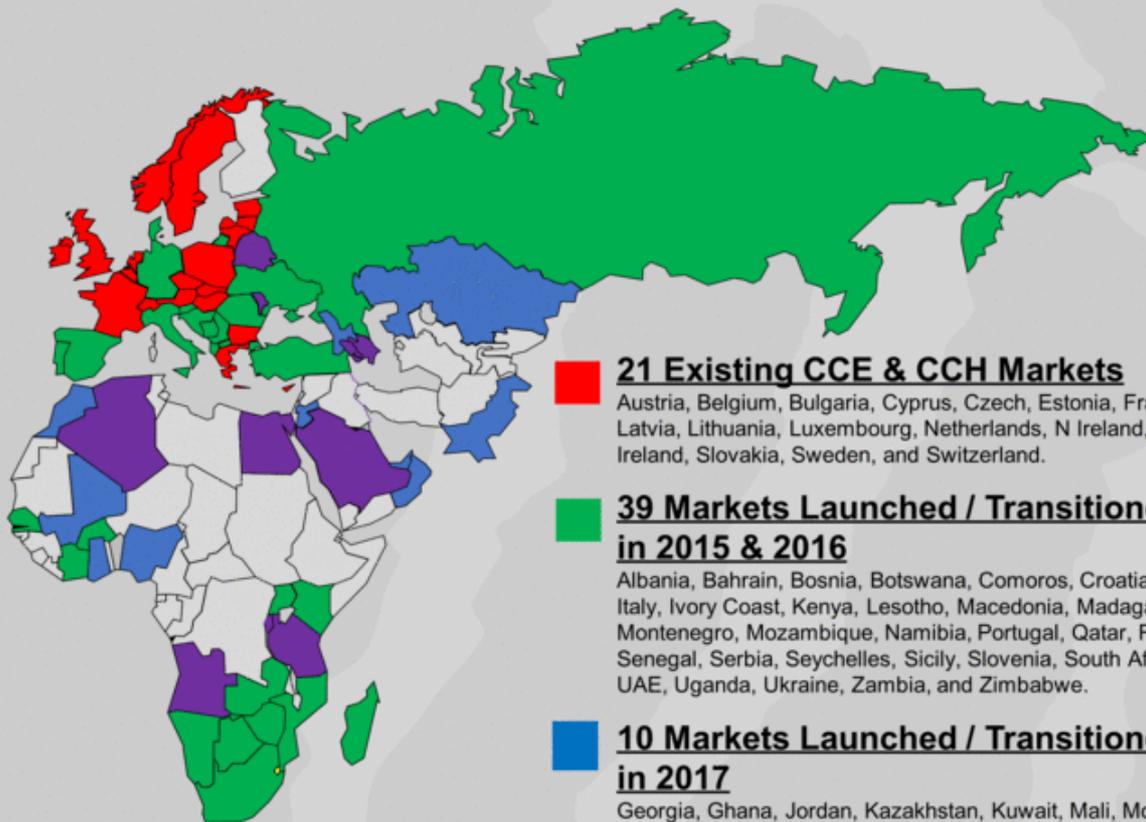
Esso, Fuel, Belgium



Hypermarket, Japan

Source: Nielsen Value Sales to 10/17, 11/17, 12/17, Total All Measured Channels

# EMEA Transition to KO Bottlers



## **21 Existing CCE & CCH Markets**

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

## **39 Markets Launched / Transitioned with KO Bottlers in 2015 & 2016**

Albania, Bahrain, Bosnia, Botswana, Comoros, Croatia, Denmark, Germany, Iceland, Italy, Ivory Coast, Kenya, Lesotho, Macedonia, Madagascar, Mauritius, Mayotte, Montenegro, Mozambique, Namibia, Portugal, Qatar, Reunion, Romania, Russia, Senegal, Serbia, Seychelles, Sicily, Slovenia, South Africa, Spain, Swaziland, Turkey, UAE, Uganda, Ukraine, Zambia, and Zimbabwe.

## **10 Markets Launched / Transitioned with KO Bottlers in 2017**

Georgia, Ghana, Jordan, Kazakhstan, Kuwait, Mali, Morocco, Nigeria, Oman, and Pakistan.

## **10 Markets Planned to Launch / Transition with KO Bottlers in 2018**

Algeria, Angola, Armenia, Azerbaijan, Belarus, Egypt, Kosovo, Moldova, Saudi Arabia, and Tanzania.

As of January 2018

# 2016/2017 APAC Transition to KO Bottlers



■ **Japan Distributed by Asahi beginning May 2012**

■ **10 Markets Launched / Transitioned with KO Bottlers in 2016 & 2017**

Australia, China, Hong Kong, Macau, Malaysia, New Zealand, Singapore, South Korea, Taiwan, and Vietnam.

■ **7 Markets Planned to Launch / Transition with KO Bottlers in 2018**

India, Indonesia, Nepal, Sri Lanka, Thailand. Mutant in Cambodia, Myanmar, and Vietnam.



## ■ **2 Existing KO Markets**

Bermuda and Puerto Rico.

## ■ **22 Markets Launched / Transitioned with KO Bottlers in 2016 & 2017**

Antigua & Barbuda, Aruba, Bahamas, Brazil, Chile, Colombia, Costa Rica, Curacao, French Guiana, Grenada, Guatemala, Guyana, Haiti, Martinique, Mexico, Nicaragua, Panama, Peru, St. Kitts, St. Maarten, and St. Vincent.

## ■ **12 Markets Planned to Launch / Transition with KO Bottlers in 2018**

Argentina, Barbados, Belize, Bolivia, Cayman Islands, Dominica, Dominican Republic, Ecuador, El Salvador, Honduras, Paraguay, and Uruguay.

# WORLD CHAMPIONS 2017



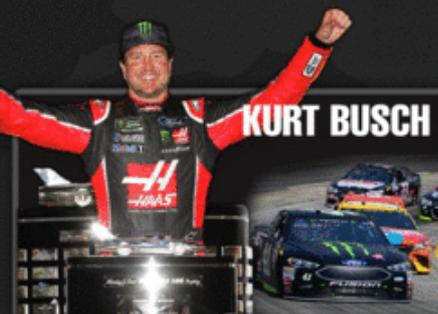
**LEWIS HAMILTON**

**4X FORMULA 1 CHAMPION**



**BRITTANY FORCE**

**NHRA, TOP FUEL CHAMPION**



**KURT BUSCH**

**DAYTONA 500 CHAMPION**



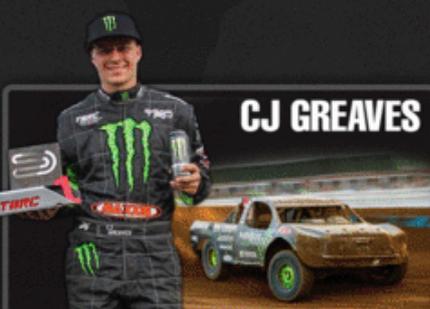
**TYLER WRIGHT**

**WSL WOMEN'S CHAMPION**



**NYJAH HUSTON**

**STREET LEAGUE CHAMPION**



**CJ GREAVES**

**TORC PRO 4 CHAMPION**

# FORMULA 1 2017



## Mercedes Domination Four Straight World Championships



**LEWIS HAMILTON**  
**2014 CHAMPION**



**LEWIS HAMILTON**  
**2015 CHAMPION**



**NICO ROSBERG**  
**2016 CHAMPION**



**LEWIS HAMILTON**  
**2017 CHAMPION**

# WINTER X GAMES CHAMPIONS 2017



**MAX PARROT**

**SNOWBOARD BIG AIR GOLD**



**JOE PARSONS**

**SNOWMOBILE FREE STYLE GOLD**



**JAMES WOODS**

**SKI BIG AIR GOLD**



**JAMIE ANDERSON**

**SNOWBOARD BIG AIR SILVER**



**BRETT TURCOTTE**

**SNOWMOBILE BEST TRICK SILVER**

# SUMMER X GAMES CHAMPIONS 2017



**JAMES FOSTER**

**BMX BIG AIR GOLD**



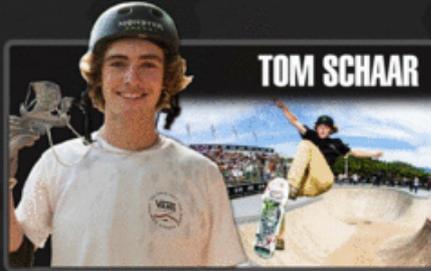
**KEVIN PERAZA**

**BMX PARK GOLD**



**COLTON WALKER**

**BMX DIRT GOLD**



**TOM SCHAAR**

**SKATEBOARD BIG AIR SILVER**



**JOSH SHEEHAN**

**FREESTYLE SILVER**

# 2018 WINTER OLYMPIANS



**SVEN THORGREN – SWEDEN**  
SNOWBOARD



**HENRIK HARLAUT – SWEDEN**  
SKI



**AYUMU HIRANO – JAPAN**  
SNOWBOARD



**STALE SANDBECH – NORWAY**  
SNOWBOARD



**IOURI PODLADTCHIKOV – SWITZERLAND**  
SNOWBOARD



**CHLOE KIM – USA**  
SNOWBOARD



**JAMIE ANDERSON – USA**  
SNOWBOARD



**DEVIN LOGAN – USA**  
SKI



**JAMES WOODS – GREAT BRITIAN**  
SKI



**MAX PARROT – CANADA**  
SNOWBOARD



**CASSIE SHARP – CANADA**  
SKI



**BEAU-JAMES WELLS – NEW ZEALAND**  
SKI

# MCGREGOR VS. MAYWEATHER



- 3rd Most Popular Sporting Event of 2017\*
- Highest Grossing Boxing Match of All Time\*\*
- 2nd Biggest Pay Per View of All Time\*\*\*

\*Business Insider, December 24, 2017 \*\*Statista.com, August 28, 2017 \*\*\*Variety.com, December 14, 2017

# MONSTER ENERGY NASCAR CUP SERIES



# ENHANCED SPONSORSHIP



Title Sponsor PBR New in 2018



# Selected Market: China



- Market size 328 million unit cases (192 oz cases)\*
- Monster Value Share in 5 cities is equal to 4.1%\*\*
- National distribution since June 2017 with focus on 40 cities targeting select customers



Lianhua, Supermarket, Shanghai



FamilyMart, Convenience, Beijing



General Trade, Guangzhou



Hypermarket – Dashang (Dalian)



Sinopec, Qingdo



University of Applied Technology (Songdjiang)

\*Source: Canadean Q3, 2017.

\*\*Nielsen retail audit , 5 cities = Beijing, Shanghai, Changsha, Guangzhou, Shenzhen

# CHINA MARKETING



**GAMING**



**SAMPLING**



**MONSTER JAM**



**MUSIC**

# CHINA — ENGLISH PREMIER LEAGUE SOCCER



## NEW FOR 2018

- Broadcast in over 180 countries
- 3 billion cumulative viewers



## TOP ARTISTS



MACHINE GUN KELLY



JONATHAN DAVIS



FIVE FINGER DEATH PUNCH



COLE SWINDEL



ATREYU



DIRTY HEADS

## TOP FESTIVALS



# E-Sports 2017



## TOP TOURNAMENTS



34 MILLION VIEWS\*\*



## TOP TEAMS



**Evil Geniuses**



**Team Liquid**



**EnVyUs**



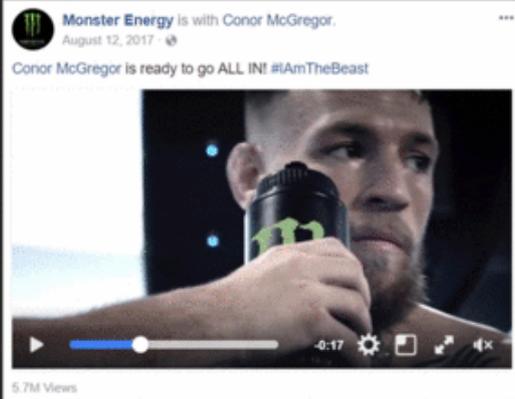
**Fnatic**

\*Dreamhack 2017 Annual Total Views Provided By Dreamhack \*\*PGL Major Playoffs July 2017

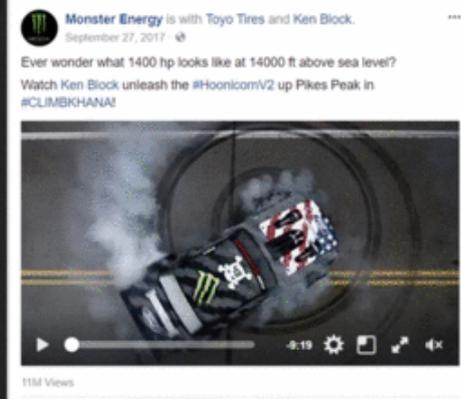
# SOCIAL 2017



## Monster Energy is a Highly Engaged Brand on Facebook



**5.7 Million Views**



**11 Million Views**

**facebook**

**26.2 Million Fans\***

**Instagram**

**4.3 Million Fans\***

**twitter**

**3.34 Million Fans\***

**YouTube**

**1.43 Million Subscribers\***

*\*Facebook, Instagram, Twitter, YouTube January 10, 2018*

# Millennial Stats



## Ten Best Perceived Brands by Millennials

"Which of the following brands have you talked about with friends and family in the past two weeks (whether in person, online, or through social media)?" Asked of consumers aged 18-34 who've heard something positive about the brand in the last two weeks. (%)

Rank	Brand	Score (2017)
1	Facebook	83.5
2	Netflix	75.8
3	H-E-B	74.0
4	Walmart	73.2
5	Victoria's Secret	70.1
6	YouTube	69.3
7	Snapchat	69.0
8	Amazon.com	68.7
9	Starbucks	67.9
10	Monster Energy Beverages	67.0

YouGov | yougov.com

YouGov BrandIndex 2016 – 2017

# US NATIONAL PROMOTIONS 2017



## Leveraging Relevant Partnerships

ENTER FOR A CHANCE TO  
**WIN THE ULTIMATE  
TALLADEGA EXPERIENCE  
WITH KURT BUSCH**

5 TRIPS FOR TWO  
**VIP NASCAR  
EXPERIENCE**

1000 WINNERS  
**GET A KURT BUSCH  
TEAM HAT**

**ENTER AT  
MONSTERENERGY.COM**

**T1 - Kurt Busch/NASCAR**

**TEAM GEAR**

**COLLECT TABS  
GET GEAR!**

MONSTER  
ENERGY

BOB  
GRONKOWSKI

**TO REDEEM  
TABS VISIT  
MONSTERENERGY.COM**

MONSTER ENERGY.COM

**T2 - Team Gear**

**ASSASSIN'S  
CREED  
ORIGINS**

WIN THE ULTIMATE  
**EXPERIENCE**

GRAND PRIZES  
**TRIP FOR TWO TO VISIT  
HEADQUARTERS IN MONTREAL  
PLUS EXCLUSIVE BONUS THE SECRET ARCADE**

PRIZES  
**ARABIAN & COHEN\* GUNING  
CONSOLE & BUILDING**

UNLOCK THE  
MYSTERIES OF EGYPT  
EXCLUSIVE CODE INSIDE

**ENTER AT  
MONSTERENERGY.COM**

MONSTERENERGY.COM

**T3 - Assassin's Creed**

# US NATIONAL PROMOTIONS 2018



WITH THE FRIENDS TO  
**WIN THE ULTIMATE  
CONOR  
MCGREGOR  
EXPERIENCE  
IN IRELAND**

GRAND PRIZE:  
A WINNER AND A GUEST WILL  
**FLY TO IRELAND  
TO MEET MCGREGOR**  
AND TRAIN AT HIS GYM

10 WINNERS  
WILL RECEIVE A  
**TRIP TO UFC  
INTERNATIONAL  
FIGHT WEEK  
IN LAS VEGAS**

100 WINNERS  
WILL RECEIVE AN  
**XBOX ONE S  
AND A COPY OF UFC**

**ENTER AT**  
MONSTERENERGY.COM



**JAN - APRIL**

ENTER FOR A CHANCE TO  
**WIN  
\$1,000,000  
WITH MONSTER ENERGY IN  
LAS VEGAS**

10 WINNERS AND A GUEST  
WILL **FLY TO MONSTER CUP IN VEGAS**  
FOR THEIR CHANCE AT WINNING  
A BRIFCASE FULL  
OF **ONE  
MILLION  
DOLLARS!**

**ENTER AT**  
MONSTERENERGY.COM



**MAY - AUG**

TO YOUR CHOICE OF  
**WIN  
MONSTER'S  
PASSPORT  
TO**



**WIN A TRIP  
TO YOUR CHOICE OF 2  
X-GAMES LOCATIONS  
ONE GLOBAL & ONE DOMESTIC**

**ENTER AT**  
MONSTERENERGY.COM



**SEPT - DEC**

**MAJOR VIDEO  
GAME TITLE**

SEE SPECIALLY MARKED  
MONSTER ENERGY  
CANS AND BOTTLES  
FOR IN-GAME CODES

**ENTER AT**  
MONSTERENERGY.COM



**OCT - DEC**



# NOS HIGH PERFORMANCE



## HIGH PERFORMANCE ATHLETES



**Kyle Busch**

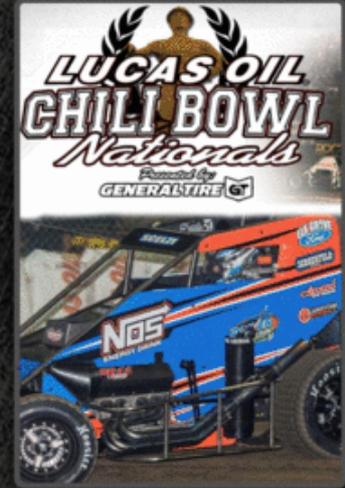


**Chris Forsberg**

## HIGH PERFORMANCE EVENTS



**World of Outlaws**



**Chili Bowl**



# MARKETING PLATFORMS



## Hard-Working, Easy-Drinking



Habitat For Heroes



Bike Culture



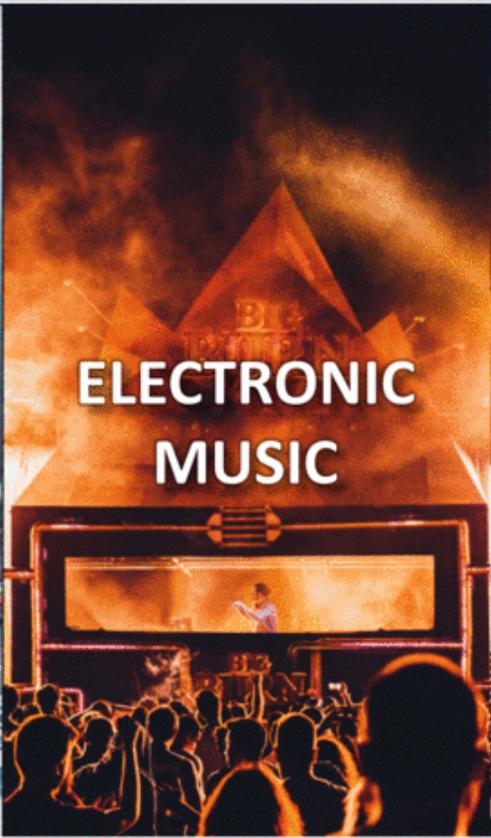
Hard-Working



# MARKETING PLATFORMS



**STREET  
CULTURE**



**ELECTRONIC  
MUSIC**



**FIRE**







# MARKETING PLATFORMS

Mother  
— (1987) —



Music Lifestyle



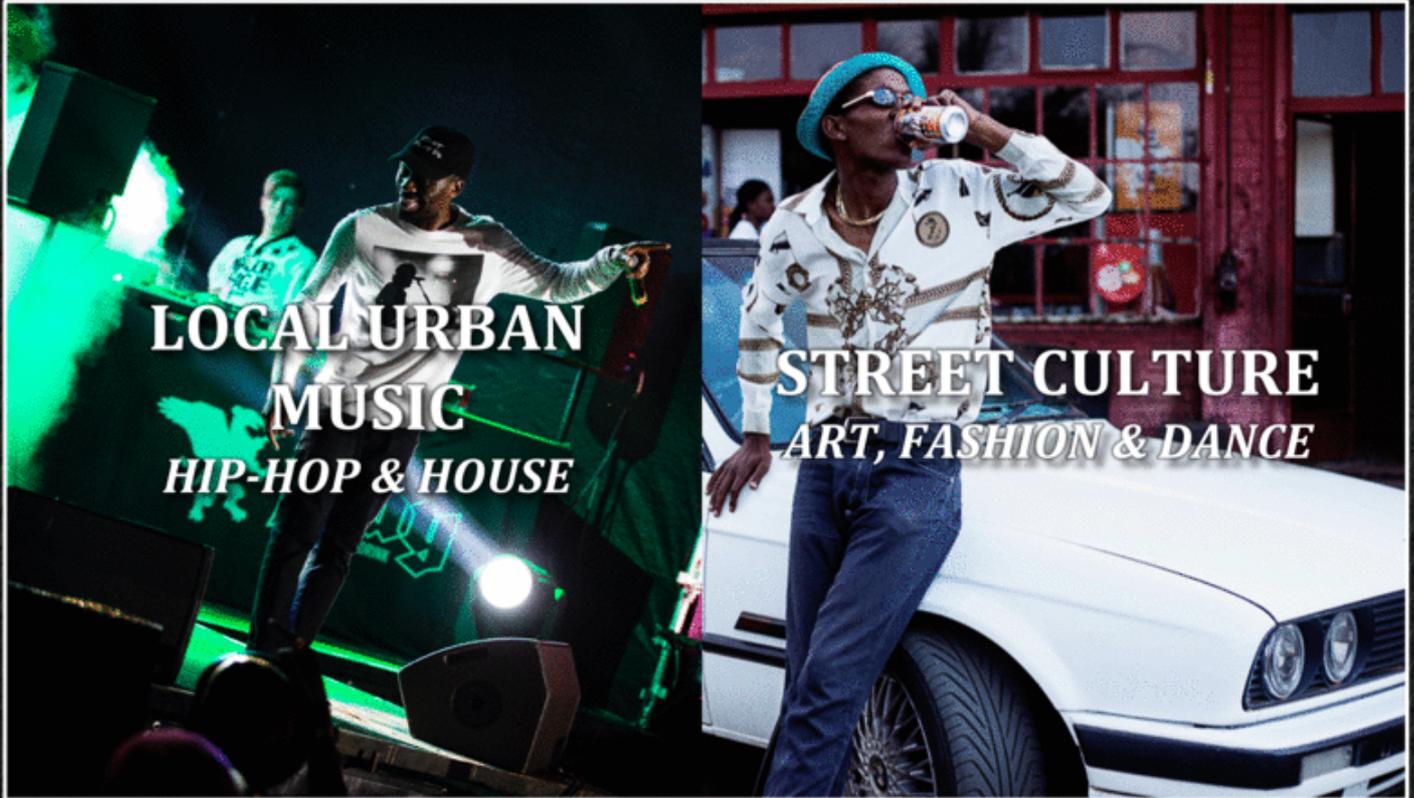
Fueling Experiences



Festival Partnerships









# MARKETING PLATFORMS



UN NALU POUR TOUS  
LES GOÛTS

**DRIVE  
AWARENESS**

UN COUP DE MOU  
BOIS TON NALU

NIEUWE SMAAK

**NALU PASSION**

**DRIVE  
INNOVATION  
LAUNCH**

**BUILD ACTIVE  
LIFESTYLE**

# INNOVATION US 2017



# INNOVATION INTERNATIONAL 2017



# INNOVATION US 2018



**ADDITIONAL INNOVATION IS POSSIBLE**

# AFFORDABLE ENERGY



- **Testing affordable energy brands in markets where low-priced energy brands maintain a significant presence.**
- **Strategy is designed to facilitate participation in the affordable energy category without eroding the company's premium energy brands.**

# AFFORDABLE ENERGY



- Pakistan

- South East Asia  
(Cambodia, Myanmar, Vietnam)



**OTHER BRANDS**

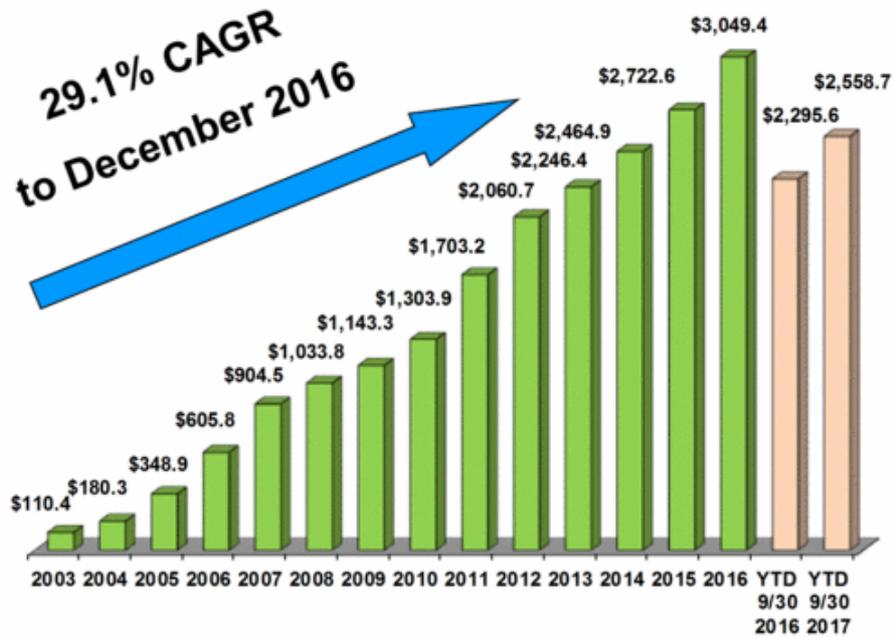
# Solid Financial Results



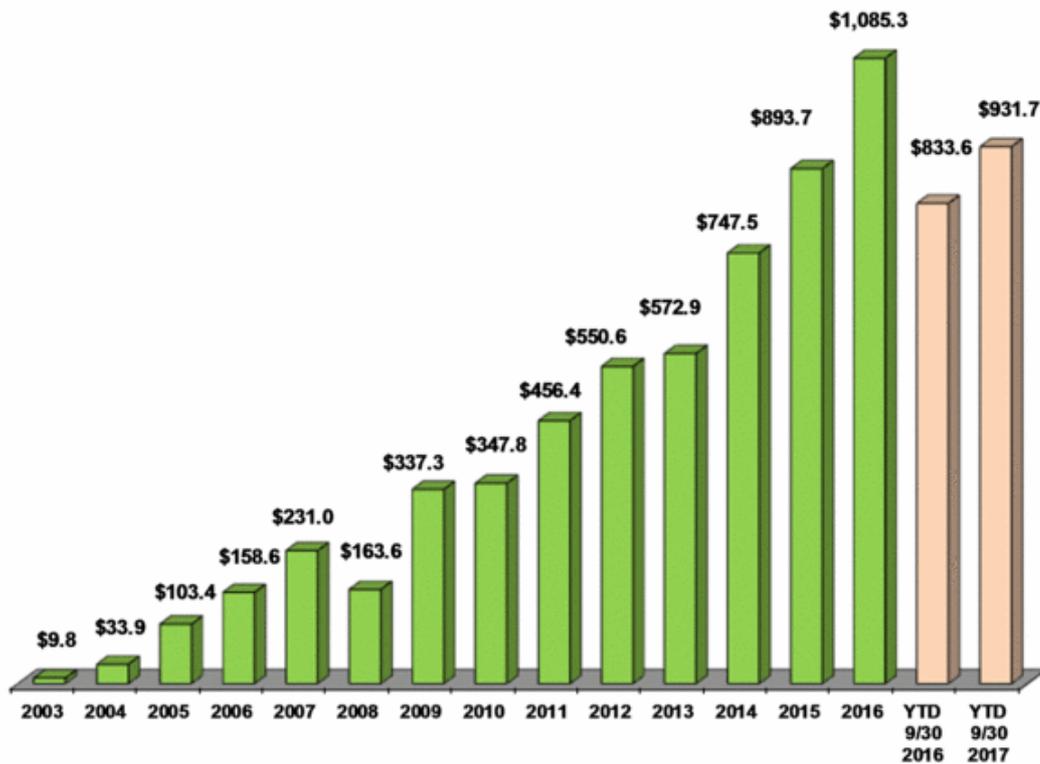
- 25 consecutive years of increased sales since the acquisition of the Hansen beverage business in 1992.
- Achieved \$3.0 billion in net sales in 2016, up 12% over net sales of \$2.7 billion in 2015.
- For the nine months ended September 30, 2017, achieved \$2.6 billion in net sales, up 11.5% over net sales of \$2.3 billion for the same period in 2016.
- Net sales for the third quarter of 2017 increased to \$909.5 million, up 15.4% from the same quarter last year. Net income for the third quarter of 2017 increased to \$218.7 million, up 14.1% from the same quarter last year.

# Monster Beverage Corporation

## Net Sales (\$ in millions)



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

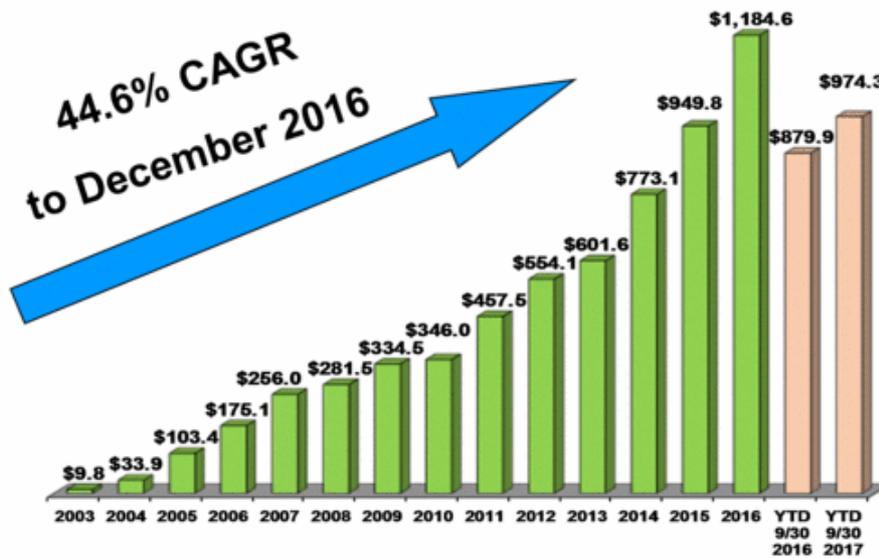


# Monster Beverage Corporation

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



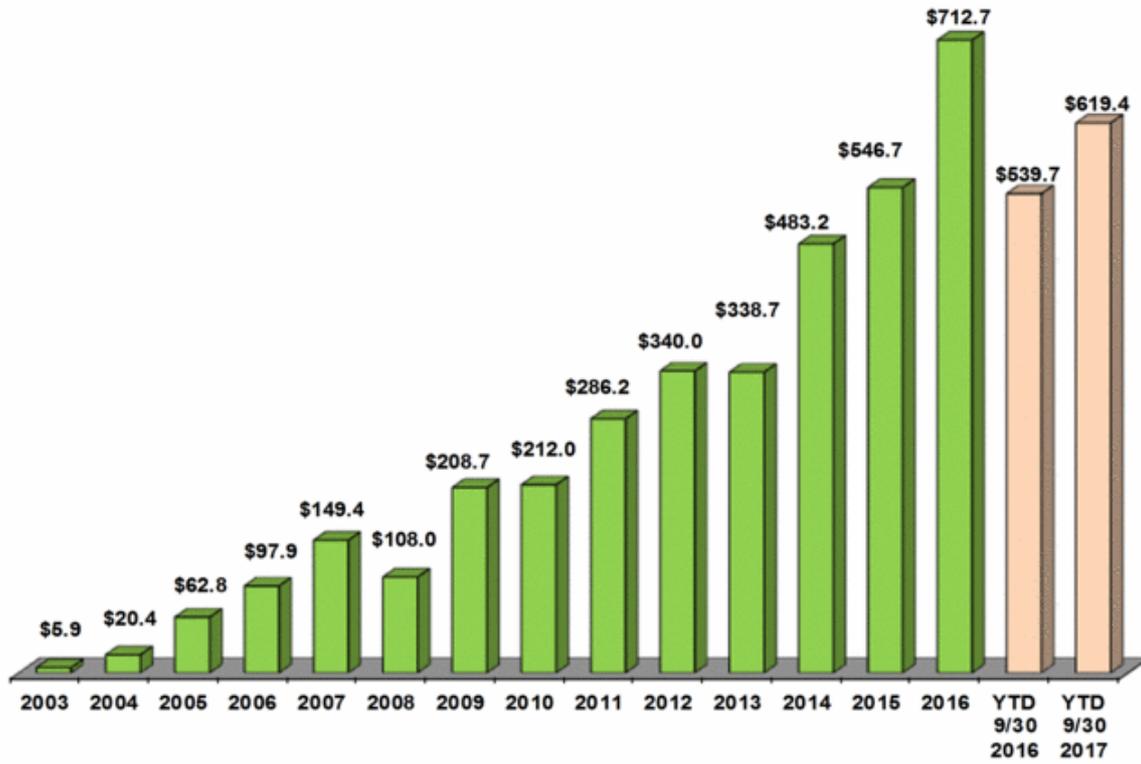
\* Adjusted operating income is a non-GAAP financial measure that includes adjustments for (1) termination costs to prior distributors; (2) professional service fees, net of insurance reimbursements, associated with the review of stock option grants and granting practices; (3) expenditures related to 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; (6) the acceleration of deferred revenue, (7) AFF transaction expense and (8) Dutch auction tender expenses.



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	9/30/2016	9/30/2017
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	\$1,085.3	\$833.6	\$931.7
*Adjustments				16.5	25.0	117.9	-2.8	-1.8	1.1	3.5	28.7	25.6	56.1	99.3	46.3	42.6
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	\$1,184.6	\$879.9	\$974.3

\* 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.

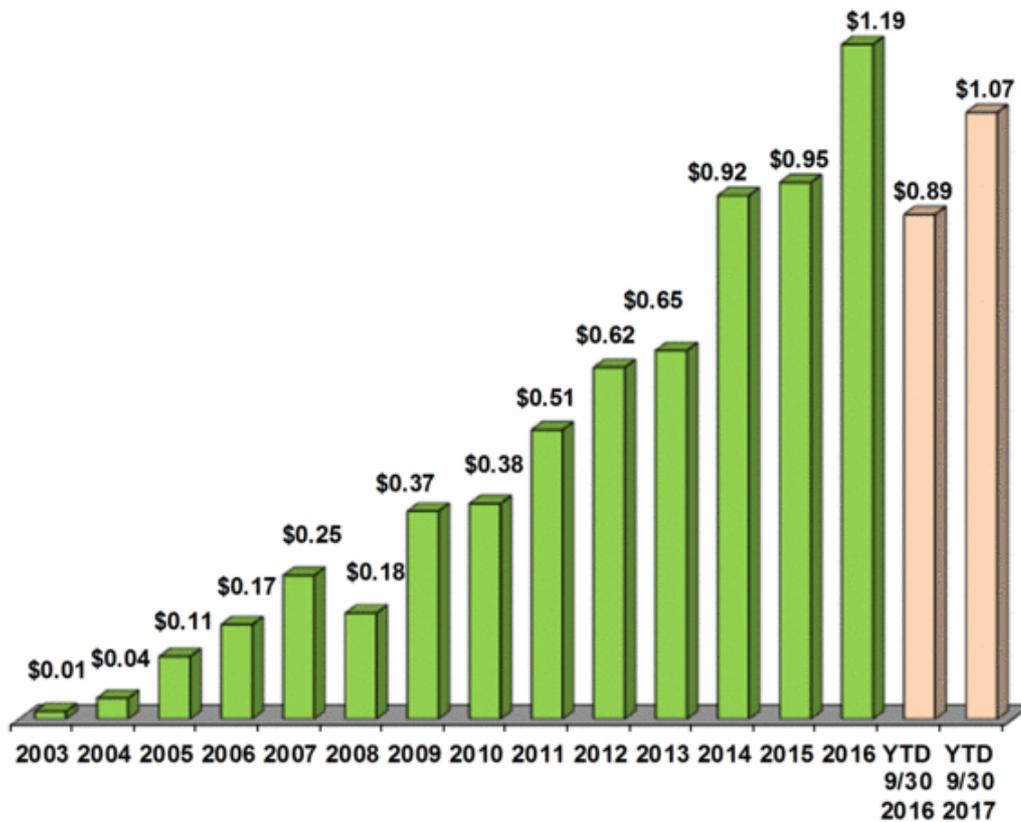
# Monster Beverage Corporation Reported Net Income (\$ in millions)



# Monster Beverage Corporation Reported Diluted Earnings Per Share



As adjusted for Stock Splits



# Monster Beverage Corporation

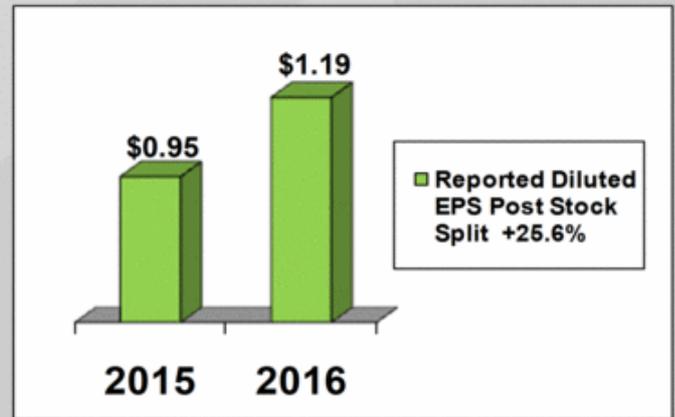
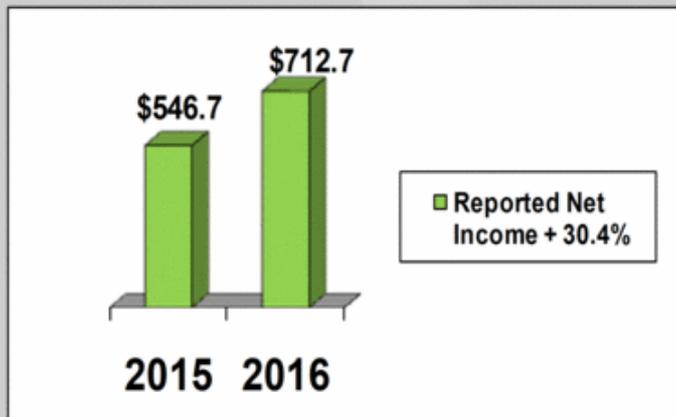
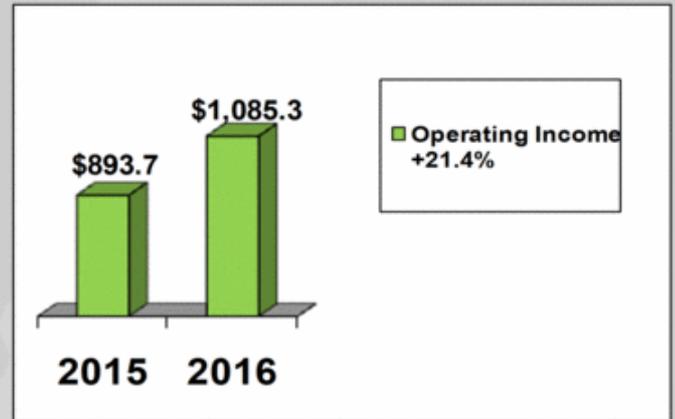
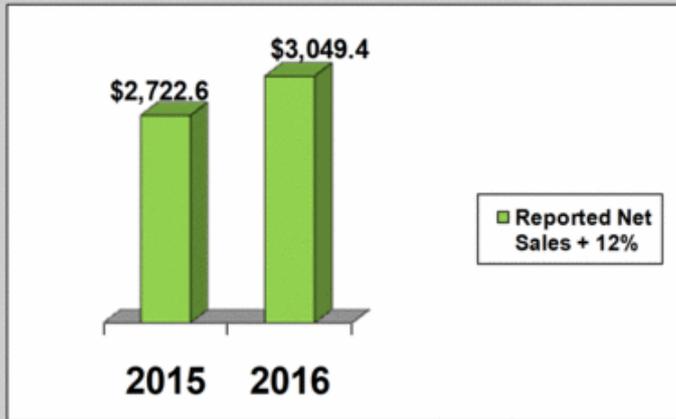
## Balance Sheet Highlights



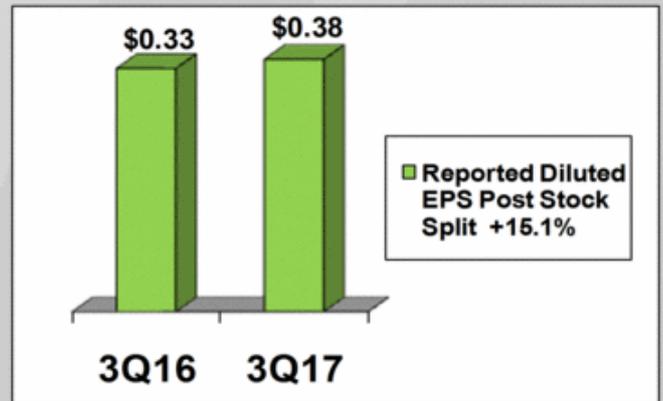
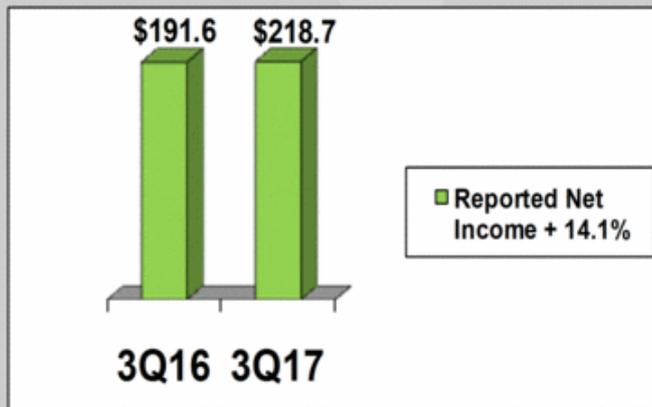
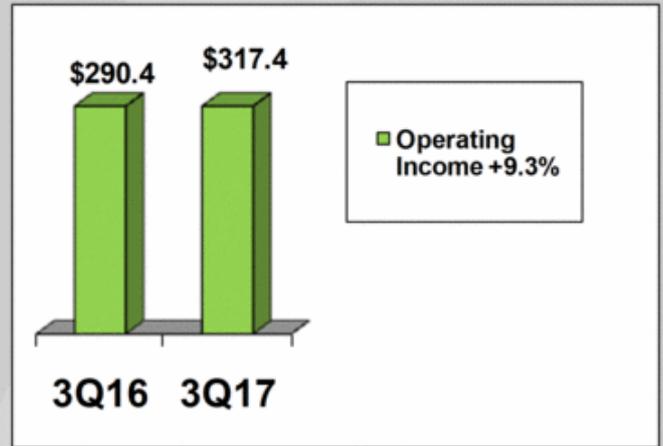
(\$ in thousands)

	<u>September 30, 2017</u>	<u>December 31, 2016</u>	<u>Percentage Change</u>
Cash and cash equivalents	\$465,559	\$ 377,582	23%
Investments:			
Short-term investments	\$ 630,348	\$ 220,554	186%
Long-term investments	<u>\$ 7,003</u>	<u>\$ 2,394</u>	193%
Total Investments	\$ 637,351	\$ 222,948	186%
Total cash and investments	\$ 1,102,910	\$ 600,530	84%
Accounts receivable, net	\$ 535,336	\$ 448,051	19%
Inventories	\$ 213,341	\$ 161,971	32%
Current liabilities	\$ 597,684	\$ 470,589	27%
Deferred revenue – long-term	\$ 342,249	\$ 353,173	-3%
Total stockholders' equity	\$3,768,154	\$ 3,329,709	13%

# Monster Beverage Corporation 2016 Results (in millions except per share data)



# Monster Beverage Corporation Q3 2017 Results (in millions except per share data)





# MONSTER

BEVERAGE CORPORATION

January 18, 2018



**CHLOE KIM**  
2018 OLYMPIC SNOWBOARDER  
& WINTER X GAMES CHAMPION



**PETRONAS**

**LEWIS HAMILTON**  
4 TIME F1 CHAMPION

