



# MONSTER

BEVERAGE CORPORATION

JANUARY 14, 2021

WORLD CHAMPION 2020



**ELI TOMAC**

SUPERCROSS  
450CC CHAMPION

ELI TOMAC  
2020 SX CHAMPION



**LEWIS HAMILTON**

7X F1 WORLD CHAMPION



**JOAN MIR**

MOTOGP WORLD 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. Monster Beverage Corporation (the "Company") cautions that these statements are based on management's current knowledge and expectations and are subject to certain risks and uncertainties, many of which are outside of the control of the Company, that could cause actual results and events to differ materially from the statements made herein. Such risks and uncertainties include, but are not limited to, the following: the direct and indirect impacts of the human and economic consequences of the COVID-19 pandemic as well as measures being taken or that may be taken in the future by governments, and consequently, businesses (including the Company and its suppliers, bottlers/distributors, co-packers and other service providers), and the public at large to limit the COVID-19 pandemic; the impact on consumer demand of the resurgence of the COVID-19 pandemic in the Northern Hemisphere, resulting in a number of countries in Europe announcing expansive new regulations; the global slowing of growth and/or decline in sales of energy drinks including the convenience and gas channel (which is our largest channel), resulting from deteriorating economic conditions and financial uncertainties due to the COVID-19 pandemic; our ability to recognize benefits from The Coca-Cola Company (TCCC) 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/distributors 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; exposure to significant liabilities due to litigation, legal or regulatory proceedings; intellectual property injunctions; our ability to introduce and increase sales of both existing and new products, and the impact of the COVID-19 pandemic on our innovation plans; 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 co-packing availability and retort production; product distribution and placement decisions by retailers; the effects of retailer and/or bottler/distributor consolidation on our business; our ability to successfully adapt to the changing landscape of advertising, marketing, promotional, sponsorship and endorsement opportunities created by the COVID-19 pandemic; unilateral decisions by bottlers/distributors, buying groups, convenience chains, grocery chains, mass merchandisers, specialty chain stores, club stores and other customers to discontinue carrying all or any of our products that they are carrying at any time, restrict the range of our products they carry and/or devote less resources to the sale of our products; changes in governmental regulation; the imposition of new and/or increased excise sales and/or other taxes on our products; 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, 2019 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.



# COVID-19 EMPLOYEE WELLBEING

## MONSTER ENERGY IS COMMITTED TO THE SAFETY AND WELLBEING OF OUR EMPLOYEES

### HEALTH AND SAFETY

All offices closed in March with office-based employees working remotely.  
Employees were provided all necessary equipment for home-based work.  
Field Sales teams returned to the market as appropriate with enhanced safety protocols.  
Recently started on-site COVID-19 employee testing.

### EMPLOYEE COMMUNICATION AND SUPPORT

Increased employee communications.  
Wellness hotlines and enhanced employee assistance programs provided.  
Regular "Monster Legends" speaker series covering topics such as diversity, motivation, health and safety, mental health, resiliency, Generation Z, and family welfare.  
Pulse employee surveys to evaluate employee morale.  
Monster Energy Cares continues to support first responders, health care workers and hospitals – donating over 4 million cans in 2020.

### BUSINESS PROCESSES

The Company's flavor manufacturing facilities, its co-packers, warehouses and shipment facilities have been operating throughout.  
Quality Control, AFF, and warehouses have remained operational with enhanced safety protocols.  
The Company has not to date experienced significant raw material or finished product shortages, and the supply chain generally remains intact.  
Innovation remains a huge priority.



# 2020 PHILANTHROPIC SUPPORT

## PANDEMIC RESPONSE

Donated over 4,000,000 cans of our beverages to First Responders in over 40 countries.

## MILITARY/NATIONAL GUARD SUPPORT

Supported our troops as they were called to support: Covid19 Testing/Pandemic, Civil Unrest, Wild Fires, Hurricanes/Flooding

## MONSTER ATHLETE & TALENT ACTIVATION

Engaged our Monster Athletes & Talent on Zoom calls to boost moral for our Military troops around the world.

CONTINUED SUPPORTING ALL OF OUR ONGOING CHARITABLE EFFORTS AROUND THE GLOBE.

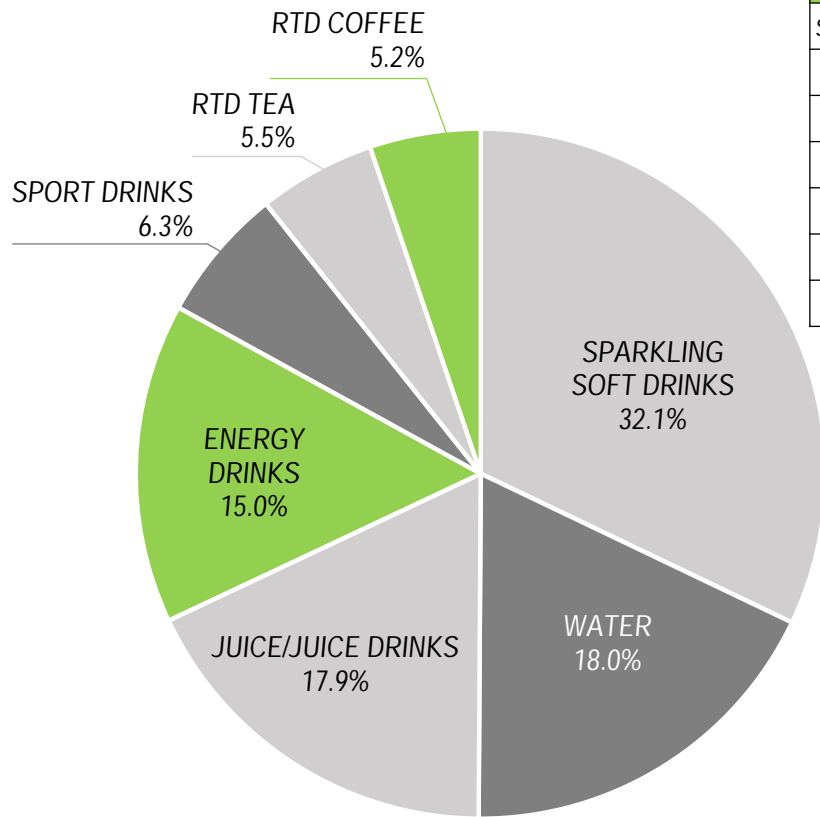


# BEVERAGE LANDSCAPE TOTAL U.S. ALL CHANNELS



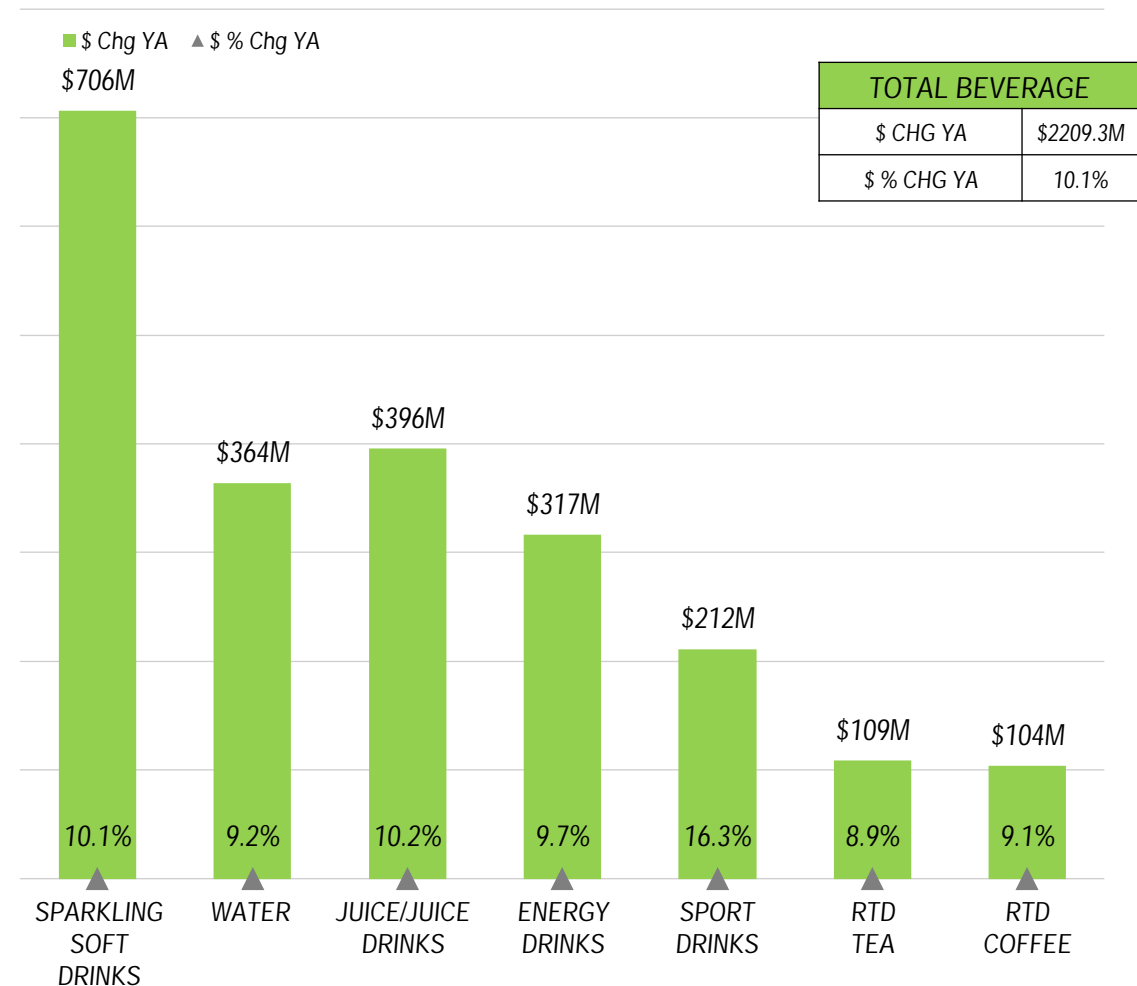
## ALL MEASURED CHANNELS SNAPSHOT 13WKS

BEVERAGE LANDSCAPE % MIX (\$)



| \$ SHARE CHG YA       |       |
|-----------------------|-------|
| SPARKLING SOFT DRINKS | (0.0) |
| WATER                 | (0.2) |
| JUICE/JUICE DRINKS    | 0.0   |
| ENERGY DRINKS         | (0.1) |
| SPORT DRINKS          | 0.3   |
| RTD TEA               | (0.1) |
| RTD COFFEE            | (0.0) |

BEVERAGE LANDSCAPE



| TOTAL BEVERAGE |           |
|----------------|-----------|
| \$ CHG YA      | \$2209.3M |
| % CHG YA       | 10.1%     |

# BRAND PERFORMANCE TOTAL U.S. ALL CHANNELS



## ALL MEASURED CHANNELS SNAPSHOT 13WKS

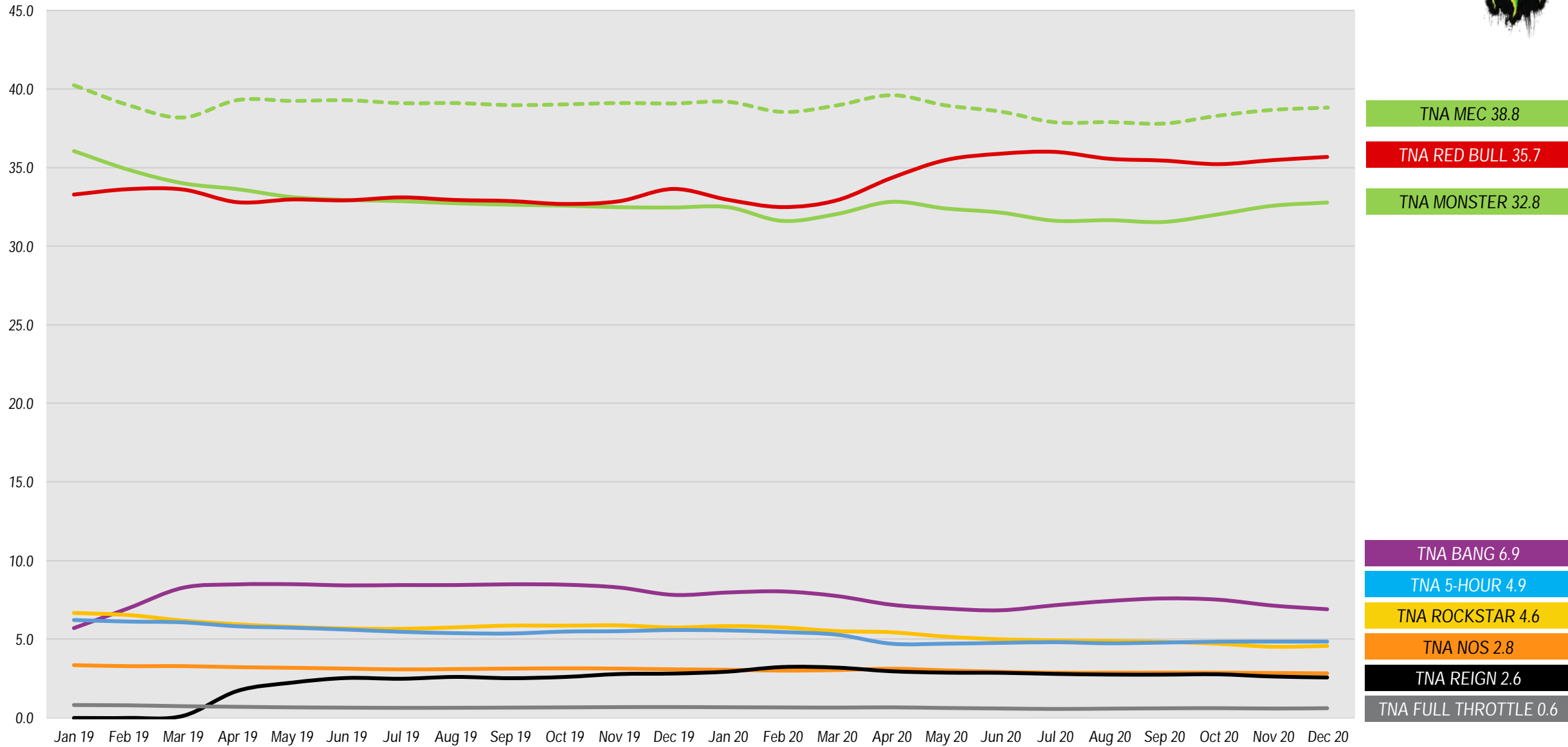
|                      | \$ VOL          | \$ VOL % CHG | U VOL         | U VOL % CHG | \$ SHR | \$ SHR CHG |
|----------------------|-----------------|--------------|---------------|-------------|--------|------------|
| TNA ENERGY           | \$3,713,669,068 | 10.9%        | 1,332,521,463 | 9.0%        | 100.0  | -          |
| TNA TOTAL MEC        | \$1,433,878,042 | 9.5%         | 520,191,462   | 8.2%        | 38.6   | (0.5)      |
| TNA MONSTER          | \$1,205,905,843 | 10.7%        | 430,155,998   | 9.7%        | 32.5   | (0.0)      |
| TNA NOS              | \$106,196,829   | 1.3%         | 40,460,928    | (0.3%)      | 2.9    | (0.3)      |
| TNA REIGN            | \$98,858,358    | 7.4%         | 40,446,284    | 3.5%        | 2.7    | (0.1)      |
| TNA FULL THROTTLE    | \$22,916,903    | (0.7%)       | 9,128,221     | (1.4%)      | 0.6    | (0.1)      |
| TNA RED BULL         | \$1,317,250,282 | 18.8%        | 409,195,510   | 18.1%       | 35.5   | 2.4        |
| TNA BANG             | \$266,852,132   | (2.6%)       | 107,602,785   | (4.0%)      | 7.2    | (1.0)      |
| TNA 5-HOUR           | \$180,398,168   | (2.8%)       | 44,607,253    | (5.0%)      | 4.9    | (0.7)      |
| TNA ROCKSTAR         | \$171,242,409   | (12.4%)      | 94,396,217    | (11.8%)     | 4.6    | (1.2)      |
| TNA STARBUCKS        | \$135,839,416   | 15.7%        | 44,677,628    | 12.0%       | 3.7    | 0.2        |
| TNA CELSIUS          | \$26,901,932    | 71.5%        | 11,622,845    | 76.8%       | 0.7    | 0.3        |
| TNA C4               | \$18,939,935    | 84.1%        | 6,981,877     | 225.4%      | 0.5    | 0.2        |
| TNA COCA-COLA ENERGY | \$16,968,680    | -            | 8,350,757     | -           | 0.5    | 0.5        |
| A/O                  | \$145,398,180   | 8.7%         | 84,895,161    | 5.2%        | 3.9    | (0.1)      |

# ENERGY CATEGORY

TOTAL U.S. DOLLAR SHARE - ALL MEASURED CHANNELS



2021 VIRTUAL INVESTOR MEETING



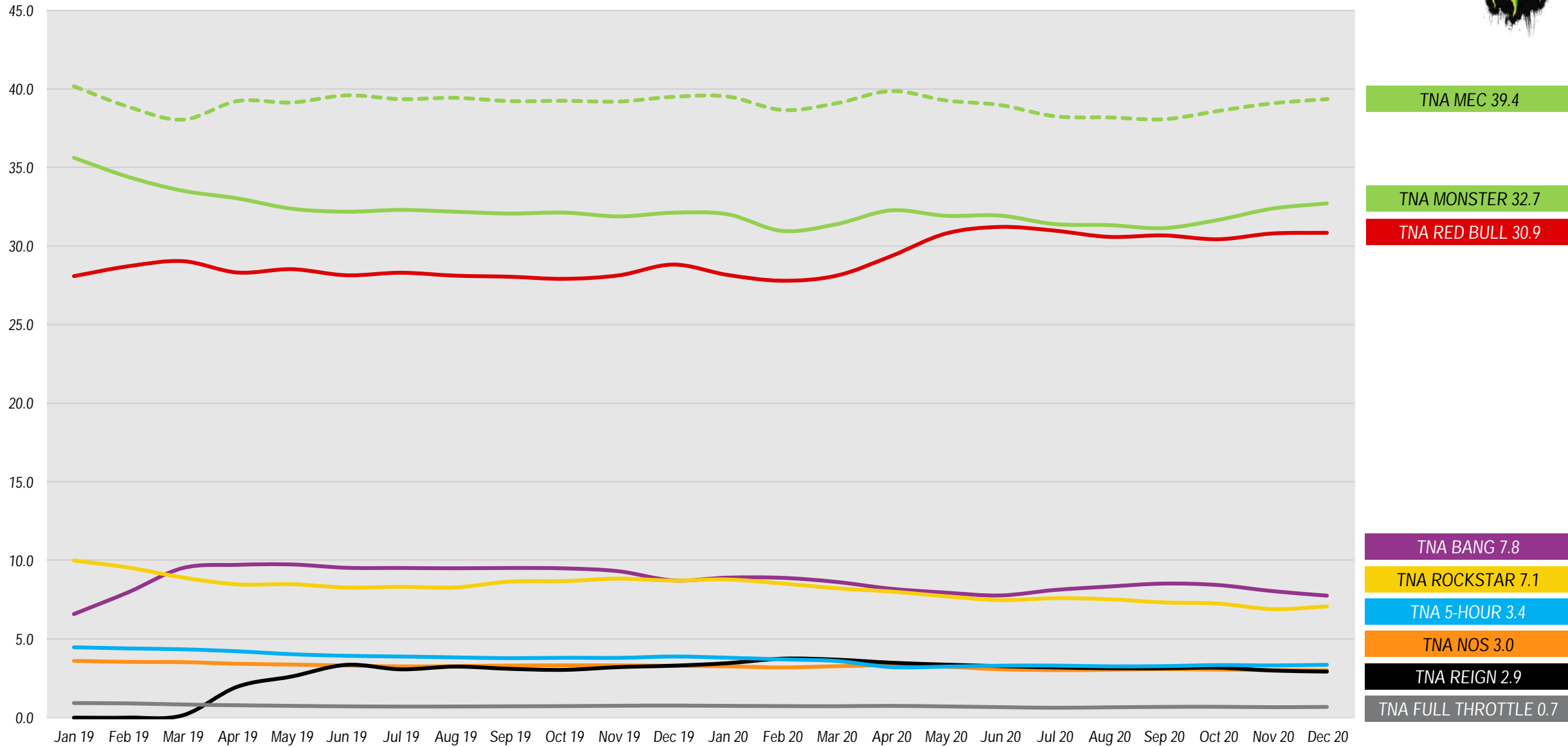
Source: Nielsen AMC 24 M/E 12/26/2020 Total Non-Alcoholic (TNA) Energy

# ENERGY CATEGORY

TOTAL U.S. UNIT SHARE - ALL MEASURED CHANNELS



2021 VIRTUAL INVESTOR MEETING



Source: Nielsen AMC 24 M/E 12/26/2020 Total Non-Alcoholic (TNA) Energy



# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE



## TOTAL U.S. CONVENIENCE SNAPSHOT 13 WKS

|                      | \$ VOL          | \$ VOL % CHG | U VOL       | U VOL % CHG | \$ SHR | \$ SHR CHG |
|----------------------|-----------------|--------------|-------------|-------------|--------|------------|
| TNA ENERGY           | \$2,531,026,191 | 8.4%         | 942,617,256 | 7.0%        | 100.0  | -          |
| TNA TOTAL MEC        | \$974,742,096   | 7.3%         | 379,501,169 | 6.7%        | 38.5   | (0.4)      |
| TNA MONSTER          | \$807,369,527   | 8.7%         | 311,533,897 | 8.1%        | 31.9   | 0.1        |
| TNA NOS              | \$81,230,830    | (0.7%)       | 32,470,049  | (0.5%)      | 3.2    | (0.3)      |
| TNA REIGN            | \$67,140,146    | 3.1%         | 27,352,336  | 2.8%        | 2.7    | (0.1)      |
| TNA FULL THROTTLE    | \$19,001,521    | (0.8%)       | 8,144,863   | (0.1%)      | 0.8    | (0.1)      |
| TNA RED BULL         | \$924,126,598   | 17.7%        | 303,165,737 | 18.1%       | 36.5   | 2.9        |
| TNA BANG             | \$183,472,051   | (7.0%)       | 72,682,182  | (5.8%)      | 7.2    | (1.2)      |
| TNA 5-HOUR           | \$119,201,199   | (2.7%)       | 34,612,163  | (4.5%)      | 4.7    | (0.5)      |
| TNA ROCKSTAR         | \$118,512,427   | (15.4%)      | 59,921,092  | (17.1%)     | 4.7    | (1.3)      |
| TNA STARBUCKS        | \$94,266,675    | -            | 30,164,464  | -           | 3.7    | 0.3        |
| TNA C4               | \$13,266,206    | 93.9%        | 4,744,798   | 300.5%      | 0.5    | 0.2        |
| TNA CELSIUS          | \$11,314,487    | 43.9%        | 4,946,024   | 41.8%       | 0.4    | 0.1        |
| TNA COCA-COLA ENERGY | \$8,507,829     | -            | 3,785,519   | -           | 0.3    | 0.3        |
| A/O                  | \$83,616,694    | (1.7%)       | 49,094,132  | (4.6%)      | 3.3    | (0.3)      |

# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE



## TOTAL U.S. CONVENIENCE SNAPSHOT 5 WKS

2021 VIRTUAL INVESTOR MEETING

|                      | \$ VOL        | \$ VOL % CHG | U VOL       | U VOL % CHG | \$ SHR | \$ SHR CHG |
|----------------------|---------------|--------------|-------------|-------------|--------|------------|
| TNA ENERGY           | \$913,934,228 | 5.9%         | 340,360,807 | 4.8%        | 100.0  | -          |
| TNA TOTAL MEC        | \$354,281,924 | 5.4%         | 138,321,137 | 5.3%        | 38.8   | (0.2)      |
| TNA MONSTER          | \$294,616,626 | 7.5%         | 114,037,283 | 7.3%        | 32.2   | 0.5        |
| TNA NOS              | \$29,189,084  | (2.6%)       | 11,698,313  | (2.1%)      | 3.2    | (0.3)      |
| TNA REIGN            | \$23,532,958  | (5.0%)       | 9,610,209   | (4.9%)      | 2.6    | (0.3)      |
| TNA FULL THROTTLE    | \$6,943,225   | (3.8%)       | 2,975,323   | (3.3%)      | 0.8    | (0.1)      |
| TNA RED BULL         | \$334,959,403 | 13.9%        | 109,666,461 | 14.4%       | 36.7   | 2.6        |
| TNA BANG             | \$64,441,411  | (9.0%)       | 25,621,371  | (7.0%)      | 7.1    | (1.2)      |
| TNA 5-HOUR           | \$43,450,910  | (4.8%)       | 12,601,848  | (7.1%)      | 4.8    | (0.5)      |
| TNA ROCKSTAR         | \$42,072,210  | (18.0%)      | 21,258,853  | (20.0%)     | 4.6    | (1.3)      |
| TNA STARBUCKS        | \$32,677,879  | 13.4%        | 10,429,727  | 9.9%        | 3.6    | 0.2        |
| TNA C4               | \$5,121,193   | 79.6%        | 1,830,023   | 275.7%      | 0.6    | 0.2        |
| TNA CELSIUS          | \$4,177,914   | 48.8%        | 1,827,171   | 45.3%       | 0.5    | 0.1        |
| TNA COCA-COLA ENERGY | \$2,666,003   | -            | 1,165,585   | -           | 0.3    | 0.3        |
| A/O                  | \$30,085,411  | (2.6%)       | 17,638,640  | (5.5%)      | 3.3    | (0.3)      |

# BRAND PERFORMANCE AMAZON



## AMAZON SNAPSHOT 13 WKS (STACKLINE)

|               | \$ VOL       | \$ VOL % CHG | U VOL     | U VOL % CHG | \$ SHR | \$ SHR CHG |
|---------------|--------------|--------------|-----------|-------------|--------|------------|
| TOTALS        | \$79,786,732 | 115.9%       | 2,856,701 | 126.5%      | 100.0  | 0.0        |
| MEC           | \$30,794,707 | 131.1%       | 1,008,569 | 138.5%      | 38.6   | 2.5        |
| MONSTER       | \$26,393,783 | 117.7%       | 784,680   | 113.8%      | 33.1   | 0.3        |
| REIGN         | \$4,273,375  | 287.5%       | 219,003   | 311.6%      | 5.4    | 2.4        |
| NOS           | \$98,110     | 21.0%        | 3,428     | 59.4%       | 0.1    | -0.1       |
| FULL THROTTLE | \$29,439     | 65.7%        | 1,458     | 191.0%      | 0.0    | 0.0        |
| RED BULL      | \$12,081,908 | 113.3%       | 320,634   | 108.9%      | 15.1   | -0.2       |
| CELSIUS       | \$10,703,366 | 146.3%       | 438,113   | 149.8%      | 13.4   | 1.7        |
| BANG          | \$4,312,621  | 167.3%       | 163,898   | 206.0%      | 5.4    | 1.0        |
| V8            | \$3,649,309  | 112.9%       | 253,275   | 124.5%      | 4.6    | -0.1       |
| ROCKSTAR      | \$3,538,190  | 201.7%       | 140,789   | 303.0%      | 4.4    | 1.3        |
| 5 HOUR ENERGY | \$3,358,518  | 22.6%        | 72,405    | 15.3%       | 4.2    | -3.2       |
| HIBALL ENERGY | \$1,767,240  | 104.7%       | 82,075    | 103.0%      | 2.2    | -0.1       |
| ZEVI          | \$850,113    | 100.1%       | 47,813    | 118.0%      | 1.1    | -0.1       |
| C4            | \$824,105    | 270.2%       | 31,801    | 283.6%      | 1.0    | 0.4        |

# BRAND PERFORMANCE AMAZON



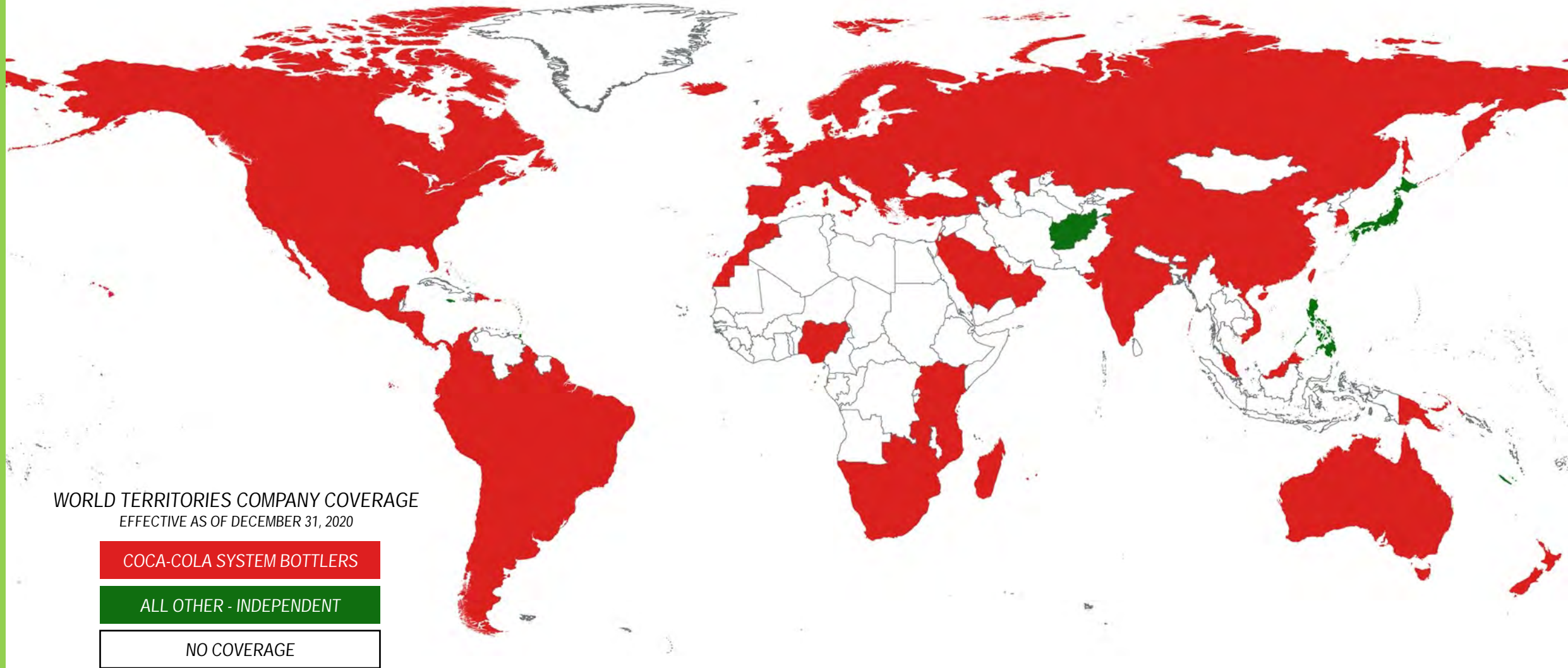
## AMAZON SNAPSHOT 4 WKS (STACKLINE)

|               | \$ VOL       | \$ VOL % CHG | U VOL   | U VOL % CHG | \$ SHR | \$ SHR CHG |
|---------------|--------------|--------------|---------|-------------|--------|------------|
| TOTALS        | \$24,470,623 | 162.4%       | 891,132 | 176.2%      | 100.0  | 0.0        |
| MEC           | \$9,708,180  | 182.8%       | 314,756 | 184.3%      | 39.7   | 2.9        |
| MONSTER       | \$8,387,326  | 172.7%       | 247,570 | 164.8%      | 34.3   | 1.3        |
| REIGN         | \$1,283,202  | 283.0%       | 64,861  | 290.7%      | 5.2    | 1.7        |
| NOS           | \$27,903     | 53.5%        | 1,495   | 210.8%      | 0.1    | -0.1       |
| FULL THROTTLE | \$9,749      | 104.1%       | 830     | 661.5%      | 0.0    | 0.0        |
| RED BULL      | \$3,592,973  | 158.1%       | 96,070  | 159.0%      | 14.7   | -0.2       |
| CELSIUS       | \$3,124,859  | 196.8%       | 128,821 | 198.7%      | 12.8   | 1.5        |
| BANG          | \$1,241,075  | 182.0%       | 48,077  | 226.3%      | 5.1    | 0.4        |
| ROCKSTAR      | \$1,228,250  | 363.0%       | 52,083  | 577.9%      | 5.0    | 2.2        |
| V8            | \$1,181,729  | 176.1%       | 81,962  | 192.5%      | 4.8    | 0.2        |
| 5 HOUR ENERGY | \$976,340    | 44.0%        | 22,734  | 44.3%       | 4.0    | -3.3       |
| HIBALL ENERGY | \$531,055    | 149.7%       | 24,839  | 128.7%      | 2.2    | -0.1       |
| ZEVIA         | \$256,859    | 152.9%       | 14,294  | 182.4%      | 1.0    | 0.0        |
| C4            | \$239,042    | 398.6%       | 9,296   | 412.2%      | 1.0    | 0.5        |

# DISTRIBUTION MONSTER BRAND ENERGY DRINKS



2021 VIRTUAL INVESTOR MEETING



# DISTRIBUTION

MONSTER IS NOW DISTRIBUTED IN

**140 COUNTRIES AND TERRITORIES.**

STRATEGIC BRANDS ARE NOW DISTRIBUTED IN

**73 COUNTRIES AND TERRITORIES.**

REIGN IS NOW DISTRIBUTED IN

**11 COUNTRIES AND TERRITORIES WORLDWIDE.**

AFFORDABLE ENERGY (PREDATOR & FURY) IS NOW DISTRIBUTED IN

**24 COUNTRIES AND TERRITORIES WORLDWIDE.**

ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN

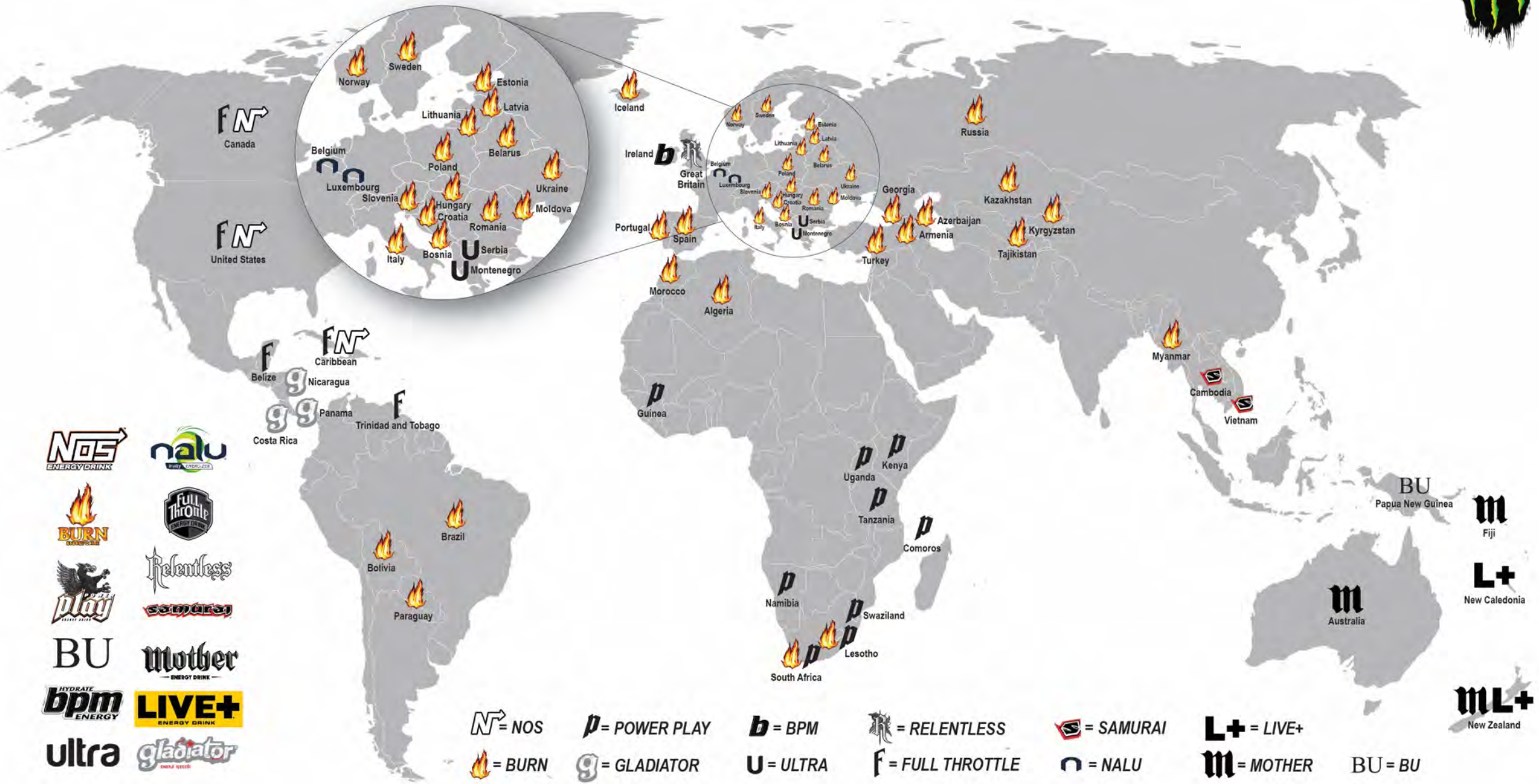
**A TOTAL OF 154 COUNTRIES AND TERRITORIES WORLDWIDE.**



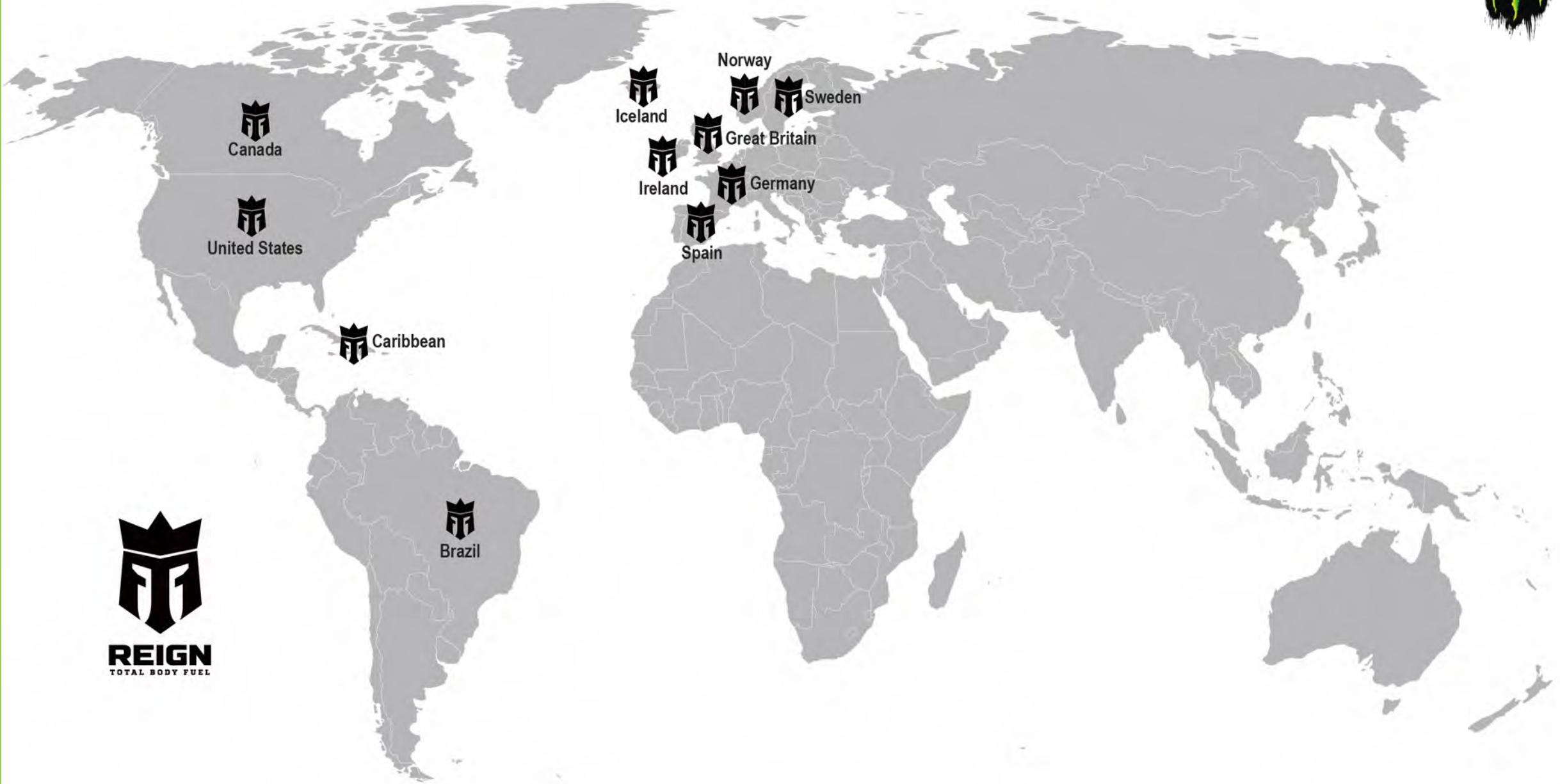
# STRATEGIC BRANDS EXISTING MARKETS



2021 VIRTUAL INVESTOR MEETING



# REIGN EXISTING MARKETS



2021 VIRTUAL INVESTOR MEETING





# AFFORDABLE ENERGY

EXISTING MARKETS



2021 VIRTUAL INVESTOR MEETING

# EXPANSION MARKETS TARGETED LAUNCHES

## EMEA

AUSTRIA (REIGN)  
AZERBAIJAN (PREDATOR)  
BELARUS (PREDATOR)  
BELGIUM (REIGN)  
CROATIA (PREDATOR)  
EGYPT (MONSTER & PREDATOR)  
ESTONIA (REIGN)  
FINLAND (REIGN)  
GHANA (PREDATOR)  
IRAQ (PREDATOR)  
KAZAKHSTAN (PREDATOR)  
LATVIA (REIGN)  
LITHUANIA (REIGN)  
NETHERLANDS (REIGN)  
PAKISTAN (PREDATOR)  
POLAND (REIGN)  
ROMANIA (PREDATOR)  
RUSSIA (PREDATOR & REIGN)  
SAUDI ARABIA (PREDATOR)  
SOUTH AFRICA (REIGN)  
SWITZERLAND (REIGN)  
TURKEY (PREDATOR)  
UAE (PREDATOR)  
UKRAINE (PREDATOR)

## APAC

CAMBODIA (PREDATOR)  
INDIA (PREDATOR)  
INDONESIA (MONSTER)  
SRI LANKA (MONSTER)  
TAIWAN (PREDATOR)  
THAILAND (MONSTER & PREDATOR)  
VIETNAM (PREDATOR)

## LATAM

BELIZE (MONSTER & PREDATOR)  
BRAZIL (PREDATOR)  
CHILE (REIGN)  
COLOMBIA (FURY)  
COSTA RICA (FURY)  
ECUADOR (FURY)  
GUATEMALA (FURY)  
NICARGUA (FURY)  
PANAMA (FURY)  
PERU (FURY)  
SURINAME (MONSTER)  
VENEZULA (MONSTER)

## CARIBBEAN

| SELECT MARKETS



# VALUE SHARE GROWTH SELECT GLOBAL MAKETS



## SELECT GLOBAL MARKETS SNAPSHOT 4 WKS

|               | MONSTER VALUE SHARE<br>LATEST MONTH '19 | MONSTER VALUE SHARE<br>LATEST MONTH '20 | PORTFOLIO VALUE SHARE<br>LATEST MONTH '19 | PORTFOLIO VALUE SHARE<br>LATEST MONTH '20 | MONSTER VALUE<br>GROWTH | ENERGY CATEGORY<br>VALUE GROWTH |
|---------------|---|---|---|---|-------------------------|---------------------------------|
| BRAZIL        | 28.2%                                   | 35.1%                                   | 30.8%                                     | 37.1%                                     | 32.3%                   | 6.3%                            |
| CANADA        | 34.1%                                   | 34.8%                                   | 37.3%                                     | 40.6%                                     | 22.7%                   | 20.4%                           |
| FRANCE        | 28.0%                                   | 30.3%                                   | 28.0%                                     | 30.3%                                     | 32.1%                   | 22.1%                           |
| GERMANY       | 15.7%                                   | 14.8%                                   | 15.7%                                     | 15.3%                                     | 7.3%                    | 14.0%                           |
| GREAT BRITAIN | 22.1%                                   | 27.5%                                   | 25.8%                                     | 31.2%                                     | 39.0%                   | 11.8%                           |
| JAPAN         | 54.5%                                   | 54.1%                                   | 54.5%                                     | 54.1%                                     | 10.9%                   | 11.9%                           |
| MEXICO        | 27.3%                                   | 27.7%                                   | 27.8%                                     | 30.4%                                     | 7.9%                    | 6.4%                            |
| POLAND        | 14.4%                                   | 20.9%                                   | 17.5%                                     | 23.9%                                     | 58.7%                   | 9.1%                            |
| SOUTH KOREA   | 50.5%                                   | 55.2%                                   | 50.5%                                     | 55.2%                                     | 55.0%                   | 42.0%                           |
| SPAIN         | 35.1%                                   | 37.9%                                   | 42.8%                                     | 45.8%                                     | 19.6%                   | 10.8%                           |

Most Recent Data Available

Source: Nielsen Brazil All Channels 4W/E 11/30/2020 Value Sales; Nielsen Canada All Channels 4W/E 11/28/2020 Value Sales; Nielsen France All Channels 4W/E 11/28/2020 Value Sales; Nielsen Germany All Channels 4W/E 11/28/2020 Value Sales; Nielsen Great Britain All Channels 4W/E 11/28/2020 Value Sales; Intage Japan CVS Channel 4W/E 11/30/2020 Value Sales; Nielsen South Korea All Channels 4W/E 11/30/2020 Value Sales; Nielsen Mexico All Channels 4W/E 11/30/2020 Value Sales; Nielsen Poland All Channels 4W/E 11/30/2020 Value Sales; Nielsen Spain All Channels 4W/E 11/27/2020 Value Sales

# UPDATES ON CHINA



## SOLID PERFORMANCE DESPITE COVID

EXPANDED PORTFOLIO WITH INNOVATION – CAPTURING NEW CONSUMERS, OCCASIONS & NEEDSTATES



TEA + ENERGY... NON-CARBONATED  
 APRIL 2020 LAUNCH  
 NEW CATEGORY + CONSUMERS

DRAGON'S GOLD ... NON-CARBONATED  
 DECEMBER 2020  
 RECRUIT NEW CONSUMER FROM CATEGORY

GREW DISTRIBUTION ~1.5X\*

SUMMER PROMOTION HAD SOLID IMPACT

GENERAL TRADE / OP +80%



GT - SHENZEN

PETROL +60%



SHELL- TIANJIN

HYPER / CVS +25% FACINGS



CARREFOUR-SH

STRONG DISPLAYS IN-STORE



TODAY- HUBEI



CRV - GUANGDONG

100% CONSUMER WIN RATE



FEATURING CHINESE CELEBRITY "WANG YIBO"

# MAJOR SPONSORSHIPS 2020



VIA VIDEO SUBMISSIONS



# FORMULA 1 2020

## MERCEDES AMG AND LEWIS HAMILTON DOMINATE FORMULA 1

### FORMULA 1 - WORLD'S MOST POPULAR MOTORSPORT

MERCEDES AMG WINS A RECORD-BREAKING SEVENTH CONSECUTIVE CONSTRUCTOR'S CHAMPIONSHIP

LEWIS HAMILTON BECOMES THE DRIVER WITH THE MOST WINS IN HISTORY - 95

LEWIS HAMILTON WINS HIS SEVENTH RECORD-TYING WORLD CHAMPIONSHIP

LEWIS RECEIVES KNIGHTHOOD FOR CHARITABLE AND PHILANTHROPIC CONTRIBUTIONS IN THE UK AND OVERSEAS



# MOTOGP 2020



VALENTINO ROSSI  
9X MOTOGP CHAMPION



MAVERICK VINALES



## MONSTER ENERGY EXPANDS TEAM SPONSORSHIPS TO INCLUDE THE SUZUKI ECTAR TEAM IN 2021



JOAN MIR  
2020 MOTOGP  
WORLD CHAMPION



ALEX RINS



# UFC/MMA SPONSORSHIPS 2020

## MAJOR UFC SPONSOR



VALENTINA SHEVCHENKO  
UFC FLYWEIGHT CHAMPION



JUAN ARCHULETA  
BANTHAM WEIGHT CHAMPION



DOUGLAS LIMA  
BELLATOR WELTERWEIGHT CHAMPION



JON JONES  
UFC LIGHTWEIGHT CHAMPION



STIPE MIOCIC  
UFC HEAVYWEIGHT CHAMPION





# E-SPORTS 2020

## TOP TOURNAMENTS



VIRTUAL EVENTS IN 2020

## INFLUENTIAL STREAMERS



SKYRROZ  
4.2M+ FOLLOWERS



JERICHO  
3.3M+ FOLLOWERS



PINTIPANDA  
2.2M+ FOLLOWERS



WIZZITE  
745K+ FOLLOWERS



## TOP TEAMS

TEAMS WON 57 MAJOR TOURNAMENTS



EVIL GENIUSES



NATUS VINCERE



FNATIC



TEAM LIQUID



2021 VIRTUAL INVESTOR MEETING



# MUSIC 2020

## TOP ARTISTS



BUN B



ANTHRAX



ROYCE DA 5'9"



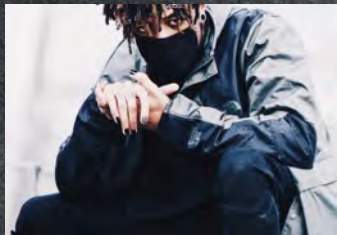
COLE SWINDEL



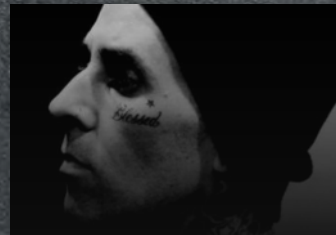
POPPY



TECH N9NE



SCARLXRD



TRAVIS BARKER



GUAPDAD 4000

## TOP FESTIVALS

LIVE



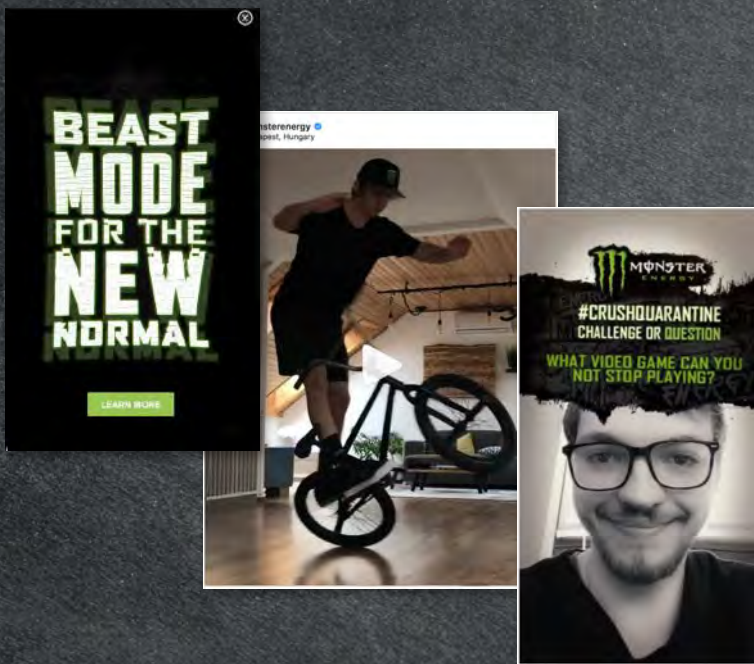
VIRTUAL



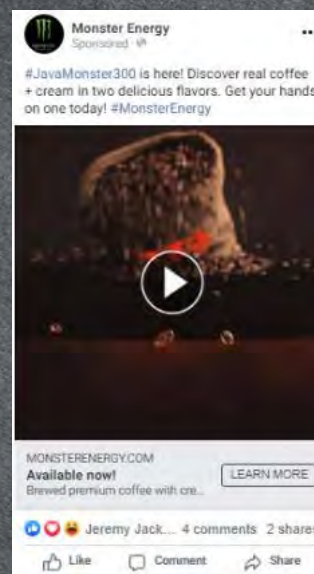
# SOCIAL 2020

## KEY HIGHLIGHTS

- 11B+ REACH\* TOTAL IMPRESSIONS
- 50MM+ FOLLOWERS WORLDWIDE
- 236MM+ ENGAGEMENTS
- 1 BILLION+ VIDEO VIEWS
- 2MM+ MENTIONS BY CONSUMERS



#CRUSHQUARANTINE CAMPAIGN  
1.31 BILLION IMPRESSIONS & 92% NET SENTIMENT\*



JAVA 300 FB CAMPAIGN  
AMONG HIGHEST CPG BRAND LIFT RESULTS  
ON PLATFORM EVER



HALO INTERACTIVE AR SNAPCHAT CAMPAIGN  
UTILIZES LATEST AR TECH FOR BRANDED  
INTERACTIVE EXPERIENCE

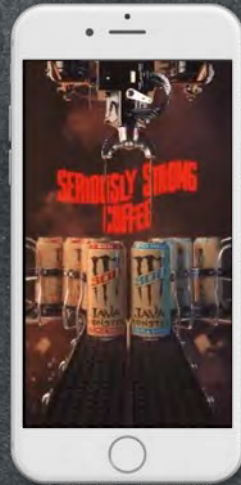


# JAVA MONSTER COFFEE WITH ATTITUDE

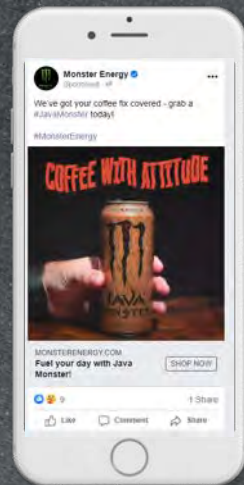
## NATIONAL MEDIA CAMPAIGNS



#CRUSHQUARTANTINE



300 LAUNCH



BRAND AWARENESS

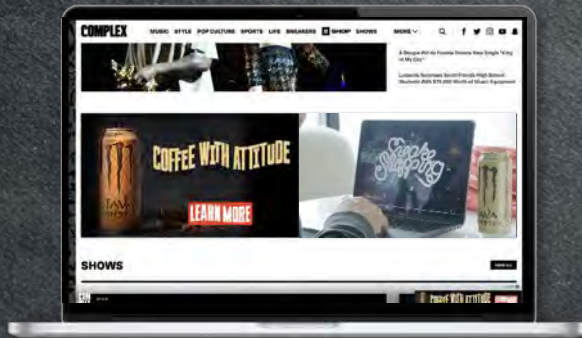


YEAR LONG CONSUMER REWARDS



JAVA MONSTER 300 LAUNCH

2021 VIRTUAL INVESTOR MEETING



PUBLISHER PARTNERS

**COMPLEX**  
**REEDPOP**  
**FOODBEAST**



INFLUENCER CONTENT

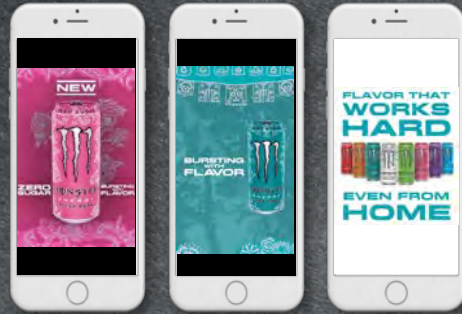


# ULTRA

FULL FLAVOR – ZERO SUGAR



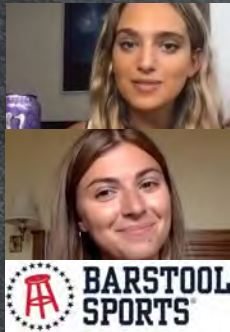
NATIONAL RETAIL PROMOTION



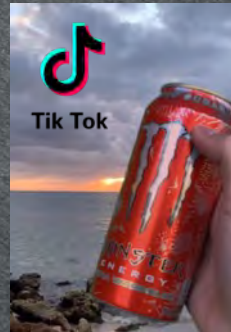
DIGITAL PROGRAMS



MEC ATHLETE  
HAILIE DEEGAN



CHICKS IN THE OFFICE

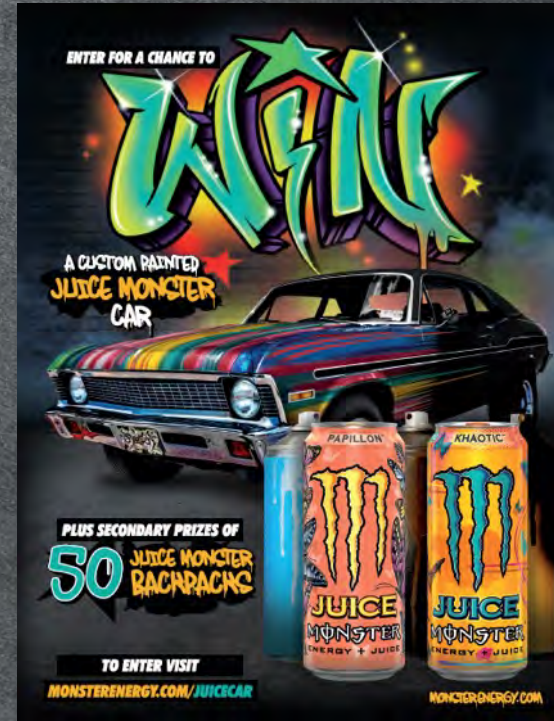


INFLUENCERS

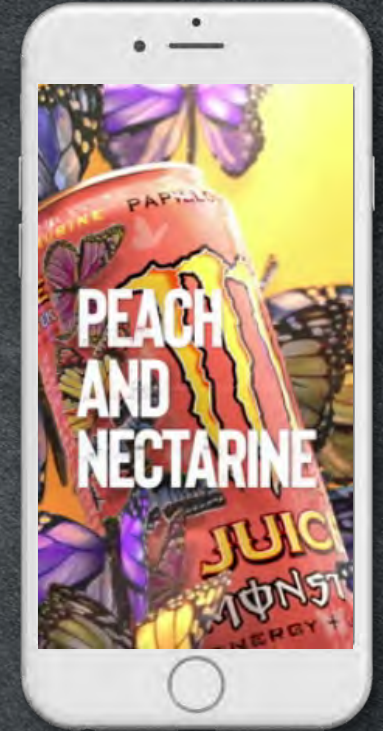


# JUICE

TAKE FLAVOR TO THE LIMITS



NATIONAL RETAIL PROMOTION



DIGITAL LAUNCH CAMPAIGN  
228 MILLION IMPRESSIONS\*



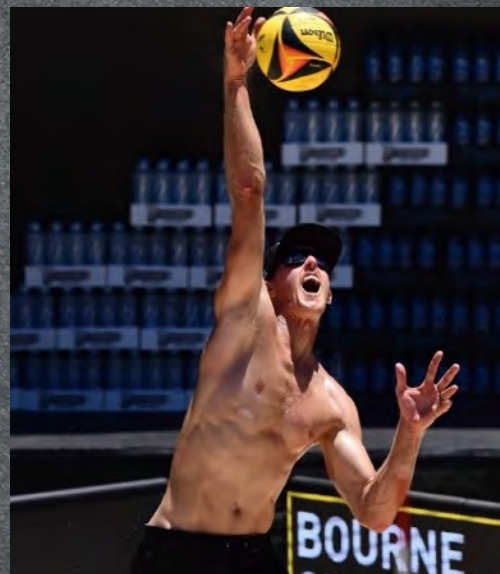
# HYDRO SUPER SPORT

# HYDRO ENERGY WATER

HARD-CHARGING HYDRATION



WORLD FAMOUS AMBASSADORS



SPONSORING ATHLETES WHO SWEAT

2021 VIRTUAL INVESTOR MEETING



NATIONAL AWARENESS DRIVING MEDIA PARTNERS



SERIES SPONSOR



# SELECTED MONSTER U.S. INNOVATION 2020

2020



2021 VIRTUAL INVESTOR MEETING



# MONSTER U.S. INNOVATION 2021

2021

2021 VIRTUAL INVESTOR MEETING





# 12oz PACKAGE SIZE LAUNCH U.S. 2021

CONVENIENCE RETAIL AND FOOD SERVICE / ON PREMISE



# MONSTER U.S. REFRESHED DESIGNS 2021

2021 VIRTUAL INVESTOR MEETING



# REIGN TOTAL BODY FUEL

2021 VIRTUAL INVESTOR MEETING



REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS

FITNESS PARTNERSHIPS, BRAND AMBASSADORS & ATHLETES

SOCIAL/DIGITAL MEDIA  
2020 RESULTS: 436MM IMPRESSIONS & 85MM COMPLETED VIEWS

NATIONAL CHAIN & CONSUMER PROGRAMMING



# REIGN U.S. INNOVATION 2021



# STRATEGIC BRANDS INNOVATION 2021

2021



# AFFORDABLE ENERGY INNOVATION 2021

2021 VIRTUAL INVESTOR MEETING

EMEA



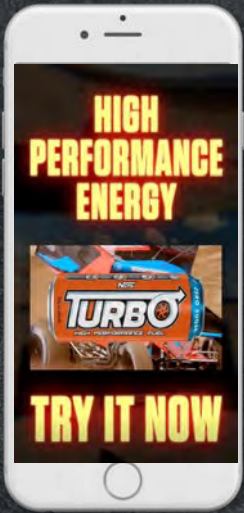
EMEA



EMEA



# NOS GET AFTER IT



NATIONAL DIGITAL MEDIA  
DELIVERED OVER 320M IMPRESSIONS

ATHLETES & PARTNERS  
8 ATHLETES / 185+ EVENTS

INFLUENCER CONTENT & PARTNERSHIPS  
GENERATED OVER 12M VIEWS

2020 INNOVATION

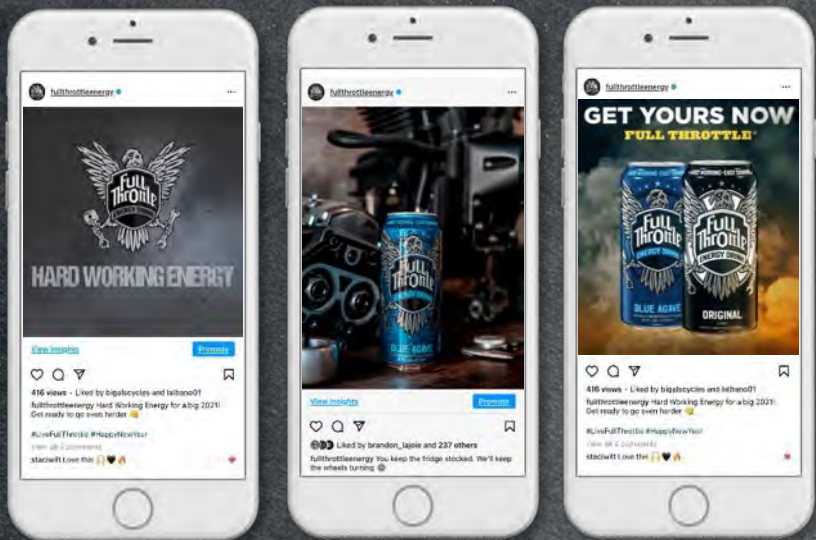


2021 VIRTUAL INVESTOR MEETING



# FULL THROTTLE HARD WORKING, EASY DRINKING

2021 VIRTUAL INVESTOR MEETING



**Adventure Rider**  
RIDE THE WORLD.



NATIONAL & LOCAL DIGITAL MEDIA



ATHLETES & INFLUENCERS



INNOVATION  
PACKAGING REFRESH





# RELENTLESS *BE RELENTLESS*

## HIP-HOP, GRIME & ELECTRIC MUSIC



CREDIBLE KNOWN ARTIST COLLABORATIONS



MAJOR FESTIVALS



SCENE CREDIBLE PARTNERSHIPS



GRASS ROOTS SUPPORT



# BURN BURN IT DOWN

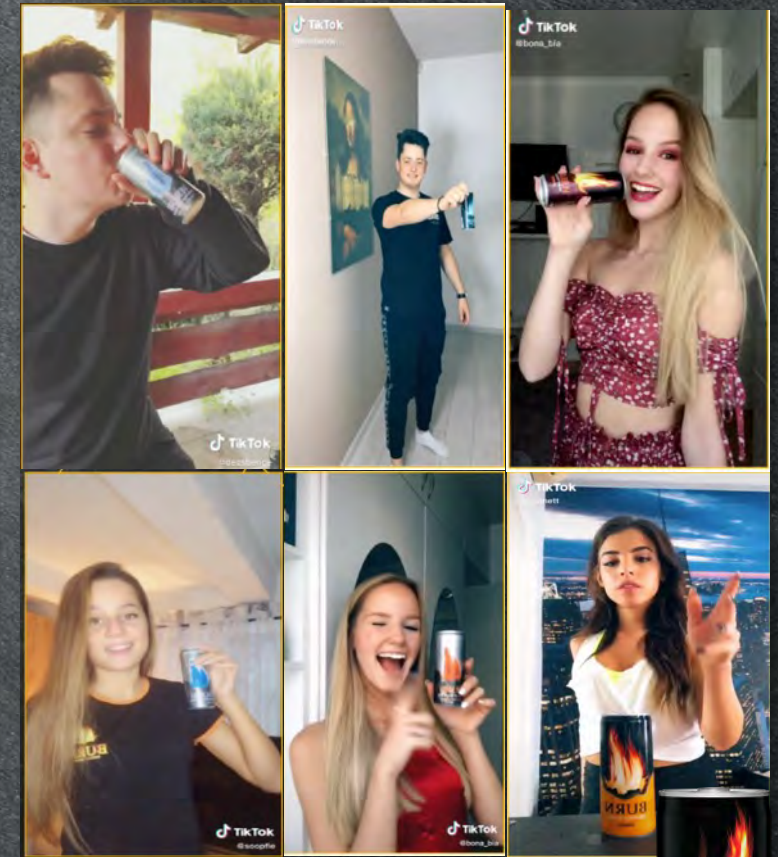
## DELIVERING ICONIC PARTY MOMENTS



PARTY DESTINATIONS



PARTY WITH YOUR FAVORITE ARTIST



INFLUENCERS



# LIVE+ ENERGY

ENERGY FOR THE ADVENTURE



INNOVATION  
PACKAGING REFRESH 2021

**LIVE+**  
ENERGY DRINK



# MOTHER ENERGY

ALWAYS ON! ENERGY FOR ALL OCCASIONS!



2021 VIRTUAL INVESTOR MEETING



**Mother**  
— ENERGY DRINK —

# POWERPLAY PLAY HARD

## LOCAL URBAN MUSIC AND STREET CULTURE

2021 VIRTUAL INVESTOR MEETING



# NALU FRUITY ENERGIZER

## FUELS YOUR IMAGINATION



ABOVE THE LINE



TARGETED SAMPLING



INSTORE



PARTNERSHIPS



DIGITAL



# AFFORDABLE ENERGY

FOR CONSUMERS DEMANDING FUNCTIONALITY, TASTE AND LIFESTYLE BUT CANNOT AFFORD THE PREMIUM.

INCREMENTAL OPPORTUNITIES IN LATAM, EASTERN EUROPE, AFRICA, MIDDLE EAST AND SOUTHEAST ASIA. A DIFFERENTIATED TARGET CONSUMER FROM PREMIUM ENERGY DRINKERS.

PREDATOR HAS A UNIQUE POSITIONING AND OWNABLE LOOK & FEEL: BRAND ICON, GOLD COLOUR AND AMBASSADORS THAT EMBRACE THE CONQUERING SPIRIT.



OUTDOOR COMMUNICATION  
R. JIMENEZ MEXICAN SOCCER STAR



DIGITAL AND SOCIAL MEDIA  
PREDATOR



# SOLID FINANCIAL RESULTS

## 28 CONSECUTIVE YEARS OF INCREASED SALES

SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

## ACHIEVED \$4.2 BILLION IN NET SALES IN 2019

UP 10.3% OVER NET SALES OF \$3.8 BILLION IN 2018.

## ACHIEVED \$1.1 BILLION IN NET INCOME IN 2019

UP 11.6% OVER NET INCOME OF \$993.0 MILLION IN 2018.

## ACHIEVED \$2.03 IN DILUTED EARNINGS PER SHARE IN 2019

UP 15.2% OVER DILUTED EARNINGS PER SHARE OF \$1.76 IN 2018.

## FOR THE NINE MONTHS ENDED SEPTEMBER 30 2020, ACHIEVED \$3.4 BILLION IN NET SALES

UP 6.9% OVER NET SALES OF \$3.2 BILLION FOR THE SAME PERIOD IN 2019.

## FOR THE NINE MONTHS ENDED SEPTEMBER 30 2020, ACHIEVED \$937.9 MILLION IN NET INCOME

UP 10.0% OVER NET INCOME OF \$852.9 MILLION FOR THE SAME PERIOD IN 2019.

## FOR THE NINE MONTHS ENDED SEPTEMBER 30 2020, ACHIEVED \$1.75 IN DILUTED EARNINGS PER SHARE

UP 12.7% OVER DILUTED EARNINGS PER SHARE OF \$1.56 FOR THE SAME PERIOD IN 2019.







# MONSTER

BEVERAGE CORPORATION

JANUARY 14, 2021

WORLD CHAMPION 2020



**ELI TOMAC**

SUPERCROSS  
450CC CHAMPION

ELI TOMAC  
2020 SX CHAMPION



**LEWIS HAMILTON**

7X F1 WORLD CHAMPION



**JOAN MIR**

MOTOGP WORLD CHAMPION

