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: the impact of the military conflict in Ukraine, including supply chain disruptions, volatility in commodity prices, increased economic uncertainty and escalating geopolitical tensions; our extensive commercial arrangements with The Coca-Cola Company (TCCC) and, as a result, our future performance’s substantial dependence on the success of our relationship with TCCC; our ability to implement our growth strategy, including expanding our business in existing and new sectors; the inherent operational risks presented by the alcoholic beverage industry that may not be adequately covered by insurance or lead to litigation relating to the abuse or misuse of our products; our ability to successfully integrate Bang Energy® businesses and assets, transition the acquired beverages to the Company’s primary distributors, and retain and increase sales of the acquired beverages; exposure to significant liabilities due to litigation, legal or regulatory proceedings; intellectual property injunctions; unanticipated litigation concerning the Company’s products; the current uncertainty and volatility in the national and global economy and changes in demand due to such economic conditions; changes in consumer preferences; adverse publicity surrounding obesity, alcohol consumption and other health concerns related to our products, product safety and quality; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; 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 including retort production; disruption to our manufacturing facilities and operations related to climate, labor, production difficulties, capacity limitations, regulations or other causes; product distribution and placement decisions by retailers; the effects of retailer and/or bottler/distributor consolidation on our business; unilateral decisions by bottlers/distributors, buying groups, convenience chains, grocery chains, mass merchandisers, specialty chain stores, e-commerce retailers, e-commerce websites, 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, impose restrictions or limitations on the sale of our products and/or the sizes of containers for our products 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; our ability to adapt to the changing retail landscape with the rapid growth in e-commerce retailers and e-commerce websites; the impact of proposals to limit or restrict the sale of energy or alcohol drinks to minors and/or persons below a specified age and/or restrict the venues and/or the size of containers in which energy or alcohol drinks can be sold; possible recalls of our products and/or the consequences and costs of defective production; or our ability to absorb, reduce or pass on to our bottlers/distributors increases in commodity costs, including freight costs. 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, 2022 and our subsequently filed quarterly reports. The Company’s actual results could differ materially from those contained in the forward-looking statements. The Company assumes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.
BEVERAGE LANDSCAPE  TOTAL U.S. ALL CHANNELS

ALL MEASURED CHANNELS SNAPSHOT 13WKS

Source: Nielsen Syndicated db Total US xAO + Conv 13 weeks ending 12/30/2023
### All Measured Channels Snapshot 13Wks

<table>
<thead>
<tr>
<th>Brand</th>
<th>$</th>
<th>% Chg YA</th>
<th>Units</th>
<th>Units % Chg YA</th>
<th>$ Shr</th>
<th>$ Shr Chg YA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TNA ENERGY</td>
<td>$5,124,357,027</td>
<td>7.9%</td>
<td>1,598,981,434</td>
<td>6.6%</td>
<td>100.0</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA TOTAL MEC</td>
<td>$1,793,156,483</td>
<td>3.8%</td>
<td>556,151,670</td>
<td>2.9%</td>
<td>35.0</td>
<td>-1.4</td>
</tr>
<tr>
<td>TNA MONSTER</td>
<td>$1,516,603,734</td>
<td>2.2%</td>
<td>461,627,206</td>
<td>0.9%</td>
<td>29.6</td>
<td>-1.6</td>
</tr>
<tr>
<td>TNA REIGN</td>
<td>$133,858,333</td>
<td>27.6%</td>
<td>47,941,189</td>
<td>31.2%</td>
<td>2.6</td>
<td>0.4</td>
</tr>
<tr>
<td>TNA NOS</td>
<td>$114,975,123</td>
<td>6.8%</td>
<td>36,125,225</td>
<td>3.2%</td>
<td>2.2</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA FULL THROTTLE</td>
<td>$27,618,968</td>
<td>5.4%</td>
<td>10,418,118</td>
<td>9.5%</td>
<td>0.5</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA RED BULL</td>
<td>$1,710,511,535</td>
<td>2.8%</td>
<td>483,882,408</td>
<td>1.2%</td>
<td>33.4</td>
<td>-1.6</td>
</tr>
<tr>
<td>TNA CELSIUS</td>
<td>$453,330,361</td>
<td>126.5%</td>
<td>151,168,887</td>
<td>115.8%</td>
<td>8.8</td>
<td>4.6</td>
</tr>
<tr>
<td>TNA 5-HOUR</td>
<td>$176,587,532</td>
<td>-6.5%</td>
<td>39,232,060</td>
<td>-8.1%</td>
<td>3.4</td>
<td>-0.5</td>
</tr>
<tr>
<td>TNA ROCKSTAR</td>
<td>$162,416,955</td>
<td>-4.8%</td>
<td>72,447,266</td>
<td>-8.2%</td>
<td>3.2</td>
<td>-0.4</td>
</tr>
<tr>
<td>TNA C4</td>
<td>$146,204,909</td>
<td>63.0%</td>
<td>49,789,150</td>
<td>53.9%</td>
<td>2.9</td>
<td>1.0</td>
</tr>
<tr>
<td>TNA STARBUCKS</td>
<td>$132,093,340</td>
<td>-15.8%</td>
<td>34,967,583</td>
<td>-21.0%</td>
<td>2.6</td>
<td>-0.7</td>
</tr>
<tr>
<td>TNA ALANI NU</td>
<td>$130,209,138</td>
<td>53.0%</td>
<td>41,849,763</td>
<td>63.0%</td>
<td>2.5</td>
<td>0.7</td>
</tr>
<tr>
<td>TNA GHOST</td>
<td>$130,865,833</td>
<td>60.0%</td>
<td>46,272,634</td>
<td>58.1%</td>
<td>2.6</td>
<td>0.8</td>
</tr>
<tr>
<td>TNA BANG</td>
<td>$63,388,798</td>
<td>-63.1%</td>
<td>22,522,446</td>
<td>-64.3%</td>
<td>1.2</td>
<td>-2.4</td>
</tr>
<tr>
<td>TNA PRIME ENERGY</td>
<td>$27,007,303</td>
<td>-</td>
<td>9,308,280</td>
<td>-</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td>TNA FAST TWITCH</td>
<td>$22,193,607</td>
<td>-</td>
<td>8,596,476</td>
<td>-</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>TNA ALL OTHER</td>
<td>$176,391,233</td>
<td>-18.0%</td>
<td>82,792,810</td>
<td>-12.8%</td>
<td>3.4</td>
<td>-1.1</td>
</tr>
</tbody>
</table>

Source: Nielsen Total US xAOC + Conv 13 weeks ending 12/30/2023 TNA Energy
ENERGY CATEGORY

TOTAL U.S. UNIT SHARE – ALL MEASURED CHANNELS

Source: Nielsen Total US xAOC + Conv TNA Energy
TOTAL NON-ALC BEVERAGE BY CATEGORY

- **ENERGY DRINKS**: 37.1%
- **SPARKLING SOFT DRINKS**: 27.8%
- **WATER**: 12.3%
- **SPORT DRINKS**: 9.9%
- **JUICE/JUICE DRINKS**: 5.5%
- **RTD COFFEE**: 3.9%
- **RTD TEA**: 3.5%

**$ SHARE CYA**
- ENERGY DRINKS: 1.0%
- SPARKLING SOFT DRINKS: -0.5%
- WATER: 0.0%
- SPORT DRINKS: 0.1%
- JUICE/JUICE DRINKS: -0.2%
- RTD COFFEE: -0.5%
- RTD TEA: 0.0%

**TOTAL BEVERAGE**
- **$ CHG YA**: $237.6M
- **$ CHG YA %**: 4.9%
- **$ CHG YA**: $73.7M
- **$ CHG YA %**: 3.1%
- **$ CHG YA**: $52.4M
- **$ CHG YA %**: 5.1%
- **$ CHG YA**: $48.7M
- **$ CHG YA %**: 6.0%
- **$ CHG YA**: $9.1M
- **$ CHG YA %**: 1.9%
- **$ CHG YA**: -$25.6M
- **$ CHG YA %**: -7.1%
- **$ CHG YA**: $11.8M
- **$ CHG YA %**: 4.1%

Source: Nielsen Syndicated db Total US Conv 13 weeks ending 12/30/2023
# Total U.S. Convenience Snapshot 13 Weeks

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total FY 2023</th>
<th>% Chg YA</th>
<th>Units FY 2023</th>
<th>Units % Chg YA</th>
<th>$ Shrink FY 2023</th>
<th>$ Shrink % Chg YA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TNA ENERGY</td>
<td>$3,286,591,461</td>
<td>7.4%</td>
<td>1,085,862,729</td>
<td>5.5%</td>
<td>100.0</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA TOTAL MEC</td>
<td>$1,181,939,124</td>
<td>4.5%</td>
<td>397,920,284</td>
<td>2.3%</td>
<td>36.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>TNA MONSTER</td>
<td>$972,243,413</td>
<td>2.3%</td>
<td>325,503,110</td>
<td>0.1%</td>
<td>29.6</td>
<td>-1.5</td>
</tr>
<tr>
<td>TNA REIGN</td>
<td>$99,206,316</td>
<td>29.8%</td>
<td>35,270,893</td>
<td>31.2%</td>
<td>3.0</td>
<td>0.5</td>
</tr>
<tr>
<td>TNA NOS</td>
<td>$85,934,302</td>
<td>8.5%</td>
<td>28,151,348</td>
<td>3.7%</td>
<td>2.6</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA FULL THROTTLE</td>
<td>$24,483,987</td>
<td>10.0%</td>
<td>8,967,304</td>
<td>6.7%</td>
<td>0.7</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA RED BULL</td>
<td>$1,145,698,606</td>
<td>3.2%</td>
<td>342,652,191</td>
<td>0.8%</td>
<td>34.9</td>
<td>-1.4</td>
</tr>
<tr>
<td>TNA CELSIUS</td>
<td>$242,376,203</td>
<td>151.8%</td>
<td>92,818,159</td>
<td>151.1%</td>
<td>7.4</td>
<td>4.2</td>
</tr>
<tr>
<td>TNA 5-HOUR</td>
<td>$113,574,828</td>
<td>-6.2%</td>
<td>30,548,847</td>
<td>-8.3%</td>
<td>3.5</td>
<td>-0.5</td>
</tr>
<tr>
<td>TNA ROCKSTAR</td>
<td>$108,827,355</td>
<td>-4.5%</td>
<td>45,075,928</td>
<td>-11.5%</td>
<td>3.3</td>
<td>-0.4</td>
</tr>
<tr>
<td>TNA C4</td>
<td>$110,896,812</td>
<td>59.6%</td>
<td>37,025,848</td>
<td>51.0%</td>
<td>3.4</td>
<td>1.1</td>
</tr>
<tr>
<td>TNA STARBUCKS</td>
<td>$88,716,058</td>
<td>-15.4%</td>
<td>22,513,376</td>
<td>-21.5%</td>
<td>2.7</td>
<td>-0.7</td>
</tr>
<tr>
<td>TNA ALANI NU</td>
<td>$36,041,350</td>
<td>89.0%</td>
<td>12,608,462</td>
<td>92.3%</td>
<td>1.1</td>
<td>0.5</td>
</tr>
<tr>
<td>TNA GHOST</td>
<td>$92,599,272</td>
<td>51.5%</td>
<td>31,697,293</td>
<td>47.0%</td>
<td>2.8</td>
<td>0.8</td>
</tr>
<tr>
<td>TNA BANG</td>
<td>$47,132,517</td>
<td>-61.3%</td>
<td>16,442,332</td>
<td>-63.0%</td>
<td>1.4</td>
<td>-2.5</td>
</tr>
<tr>
<td>TNA PRIME ENERGY</td>
<td>$13,000,394</td>
<td>-</td>
<td>4,420,168</td>
<td>-</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>TNA FAST TWITCH</td>
<td>$15,344,928</td>
<td>-</td>
<td>5,730,096</td>
<td>-</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td>TNA ALL OTHER</td>
<td>$90,444,013</td>
<td>-17.9%</td>
<td>46,409,744</td>
<td>-12.6%</td>
<td>2.8</td>
<td>-0.8</td>
</tr>
</tbody>
</table>

Source: Nielsen Total US Convenience 13 weeks ending 12/30/2023 TNA Energy
# Total U.S. Convenience Snapshot 5Wks

**Source:** Nielsen Total US Convenience 5 weeks ending 12/30/2023

<table>
<thead>
<tr>
<th>Brand</th>
<th>$</th>
<th>% Chg YA</th>
<th>Units</th>
<th>% Chg YA</th>
<th>$ Shr</th>
<th>% Chg YA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TNA Energy</td>
<td>$1,210,617,691</td>
<td>7.5%</td>
<td>398,270,733</td>
<td>5.5%</td>
<td>100.0</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA Total MEC</td>
<td>$435,023,698</td>
<td>4.3%</td>
<td>146,692,315</td>
<td>2.7%</td>
<td>35.9</td>
<td>-1.1</td>
</tr>
<tr>
<td>TNA Monster</td>
<td>$357,543,467</td>
<td>2.2%</td>
<td>119,932,734</td>
<td>0.5%</td>
<td>29.5</td>
<td>-1.5</td>
</tr>
<tr>
<td>TNA Reign</td>
<td>$36,380,392</td>
<td>25.5%</td>
<td>12,966,560</td>
<td>28.0%</td>
<td>3.0</td>
<td>0.4</td>
</tr>
<tr>
<td>TNA NOS</td>
<td>$31,958,451</td>
<td>10.1%</td>
<td>10,452,691</td>
<td>6.2%</td>
<td>2.6</td>
<td>0.1</td>
</tr>
<tr>
<td>TNA Full Throttle</td>
<td>$9,119,113</td>
<td>11.3%</td>
<td>3,331,555</td>
<td>8.2%</td>
<td>0.8</td>
<td>0.0</td>
</tr>
<tr>
<td>TNA Red Bull</td>
<td>$425,109,138</td>
<td>3.8%</td>
<td>124,873,803</td>
<td>0.0%</td>
<td>35.1</td>
<td>-1.3</td>
</tr>
<tr>
<td>TNA Celsius</td>
<td>$89,774,846</td>
<td>131.6%</td>
<td>34,685,804</td>
<td>136.1%</td>
<td>7.4</td>
<td>4.0</td>
</tr>
<tr>
<td>TNA 5-Hour</td>
<td>$42,394,930</td>
<td>-5.1%</td>
<td>11,465,925</td>
<td>-7.0%</td>
<td>3.5</td>
<td>-0.5</td>
</tr>
<tr>
<td>TNA Rockstar</td>
<td>$39,667,810</td>
<td>-6.2%</td>
<td>16,446,033</td>
<td>-12.5%</td>
<td>3.3</td>
<td>-0.5</td>
</tr>
<tr>
<td>TNA C4</td>
<td>$41,622,519</td>
<td>59.3%</td>
<td>13,872,227</td>
<td>51.2%</td>
<td>3.4</td>
<td>1.1</td>
</tr>
<tr>
<td>TNA Starbucks</td>
<td>$31,535,975</td>
<td>-15.1%</td>
<td>8,071,413</td>
<td>-20.3%</td>
<td>2.6</td>
<td>-0.7</td>
</tr>
<tr>
<td>TNA Alani Nu</td>
<td>$12,921,963</td>
<td>88.4%</td>
<td>4,542,796</td>
<td>93.1%</td>
<td>1.1</td>
<td>0.5</td>
</tr>
<tr>
<td>TNA Ghost</td>
<td>$33,285,926</td>
<td>41.1%</td>
<td>11,367,559</td>
<td>37.3%</td>
<td>2.7</td>
<td>0.7</td>
</tr>
<tr>
<td>TNA Bang</td>
<td>$17,381,622</td>
<td>-55.5%</td>
<td>6,052,176</td>
<td>-57.1%</td>
<td>1.4</td>
<td>-2.0</td>
</tr>
<tr>
<td>TNA Prime Energy</td>
<td>$4,390,768</td>
<td>-</td>
<td>1,512,263</td>
<td>-</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>TNA Fast Twitch</td>
<td>$5,093,366</td>
<td>-</td>
<td>1,911,772</td>
<td>-</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>TNA All Other</td>
<td>$32,415,130</td>
<td>-20.1%</td>
<td>16,776,649</td>
<td>-16.0%</td>
<td>2.7</td>
<td>-0.9</td>
</tr>
</tbody>
</table>
MONSTER IS NOW DISTRIBUTED IN
144 COUNTRIES AND TERRITORIES.

STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
64 COUNTRIES AND TERRITORIES.

REIGN IS NOW DISTRIBUTED IN
25 COUNTRIES AND TERRITORIES.

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

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

As of 10/31/2023
AFFORDABLE ENERGY EXPANSION MARKETS

TARGETED LAUNCHES

**EMEA**
- ALGERIA (PREDATOR)
- MOROCCO (PREDATOR)
- REP. OF THE CONGO (PREDATOR)
- SOMALIA (PREDATOR)

**APAC**
- BANGLADESH (PREDATOR)
- CHINA (PREDATOR)
- INDONESIA (PREDATOR)
- PAKISTAN (PREDATOR)
- PHILIPPINES (PREDATOR)
- THAILAND (PREDATOR)
- UZBEKISTAN (PREDATOR)

**LATAM**
- COLOMBIA (FURY)
- ECUADOR (FURY)
- GUYANA (PREDATOR)
- PANAMA (FURY)
- PERU (FURY)
## SELECT MARKETS SNAPSHOT YTD

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>55.5%</td>
<td>49.9%</td>
<td>55.5%</td>
<td>49.9%</td>
<td>167.9%</td>
<td>140.8%</td>
</tr>
<tr>
<td>Australia</td>
<td>17.6%</td>
<td>14.9%</td>
<td>28.4%</td>
<td>26.3%</td>
<td>36.2%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Brazil</td>
<td>43.4%</td>
<td>41.2%</td>
<td>44.2%</td>
<td>42.2%</td>
<td>31.5%</td>
<td>24.7%</td>
</tr>
<tr>
<td>Canada</td>
<td>37.5%</td>
<td>36.1%</td>
<td>41.6%</td>
<td>40.7%</td>
<td>16.1%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Chile</td>
<td>41.0%</td>
<td>37.7%</td>
<td>41.5%</td>
<td>37.9%</td>
<td>23.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td>France</td>
<td>32.2%</td>
<td>31.4%</td>
<td>32.2%</td>
<td>31.4%</td>
<td>23.9%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Germany</td>
<td>17.0%</td>
<td>15.3%</td>
<td>17.3%</td>
<td>15.8%</td>
<td>23.6%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>31.4%</td>
<td>29.7%</td>
<td>34.3%</td>
<td>33.4%</td>
<td>22.2%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Japan</td>
<td>56.8%</td>
<td>54.6%</td>
<td>56.8%</td>
<td>54.6%</td>
<td>2.0%</td>
<td>-2.0%</td>
</tr>
<tr>
<td>South Africa</td>
<td>18.3%</td>
<td>19.8%</td>
<td>34.3%</td>
<td>36.9%</td>
<td>19.2%</td>
<td>28.8%</td>
</tr>
<tr>
<td>South Korea</td>
<td>56.4%</td>
<td>59.0%</td>
<td>56.4%</td>
<td>59.0%</td>
<td>9.1%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Mexico</td>
<td>29.2%</td>
<td>28.3%</td>
<td>35.0%</td>
<td>32.4%</td>
<td>23.4%</td>
<td>19.5%</td>
</tr>
<tr>
<td>Poland</td>
<td>18.6%</td>
<td>19.9%</td>
<td>21.1%</td>
<td>22.3%</td>
<td>5.2%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Spain</td>
<td>40.8%</td>
<td>39.6%</td>
<td>45.9%</td>
<td>45.2%</td>
<td>23.2%</td>
<td>19.5%</td>
</tr>
</tbody>
</table>

Most Recent Data Available:
Source: Nielsen Argentina YTD thru 10/31/23; IRI Scan Australia, Total Measured Market, YTD thru 12/24/2023; Nielsen Brazil YTD thru 10/31/23; Nielsen Canada All Channels YTD thru 12/02/2023; Nielsen Chile YTD thru 10/31/23; Nielsen France All Measured Retail Channels YTD thru 11/05/2023; Nielsen Germany All Measured Retail Channels Excl. Hard Discounters YTD thru 11/04/2023; Nielsen Great Britain All Measured Retail Channels YTD thru 11/04/2023; Intage Japan CVS Channel YTD thru 10/31/23; Nielsen South Africa All Measured Retail Channels YTD thru 10/01/2023; Nielsen South Korea All Channels YTD thru 11/30/2023; Nielsen Mexico YTD thru 10/31/23; Nielsen Poland All Measured Retail Channels YTD thru 09/30/2023; Nielsen Spain All Measured Retail Channels YTD thru 11/04/2023
UPDATES ON CHINA (2024)

STEADY AND SUSTAINABLE GROWTH OF MONSTER AND LAUNCH OF PREDATOR

EXPANDING MONSTER STEP BY STEP AND ADDING PREDATOR (Q2)

Shanghai  Beijing  Guangdong  Jiangsu  Zhejiang  Henan  Liaoning  Sichuan  Shandong

REINFORCING THE ASSOCIATION WITH ACTION /STREET SPORTS

Su Yiming: Gold Medalist Olympics 2022
Street Basketball Activations
Zhang Weili: UFC Strawweight Champion
UTC 2024

BUILDING MONSTER AVAILABILITY AND VISIBILITY IN CORE CHANNELS

Continuous distribution expansion in CVS, Modern and General Trade

MONSTER AVAILABLE IN ALL PROVINCES WITH SPECIFIC FOCUS ON THE FOLLOWING:

PREDATOR INITIAL LAUNCH PROVINCES:
Guangdong  Anhui  Hebei  Guizhou
MAJOR SPONSORSHIPS 2023

- Monster Energy
- AMA SuperCross
- NASCAR
- UFC
- Powerboat P1
- MXGP
- BIG3
- Power Slap
- Bellator
- MotoGP
- X Games Winter
- X Games Summer
- PBR Unleash the Beast
NEW TEAM SPONSORSHIP 2024

McLaren | Monster Energy

OFFICIAL PARTNER

Triumph Racing
CHAMPIONS 2023

FRANCESCO BAGNAIA
MOTOGP WORLD CHAMPION

CHASE SEXTON
2023 SUPERCROSS CHAMPION

FILIPE TOLEDO
SURFING WORLD CHAMPION

RAYSSA LEAL
STREET LEAGUE OF SKATEBOARD WORLD CHAMPION

MEGAN OLDHAM
X GAMES GOLD WOMEN'S SKI SLOPE STYLE AND BIG AIR

GAON CHOI
X GAMES GOLD SNOWBOARD SUPERPIPE

KEVIN PERAZA
X GAMES GOLD BMX STREET AND PARK BEST TRICK

TY GIBBS
ROOKIE OF THE YEAR NASCAR CUP SERIES
MMA CHAMPIONS 2023

JON JONES  
UFC HEAVYWEIGHT CHAMPION

SEAN STRICKLAND  
UFC MIDDLEWEIGHT CHAMPION

ISLAM MAHMACHEV  
UFC LIGHTWEIGHT CHAMPION

ZHANG WEILI  
UFC STRAWWEIGHT CHAMPION

JOHNNY EBLEN  
BELLATOR MIDDLEWEIGHT CHAMPION

PATRICIO PITBULL  
BELLATOR FEATHERWEIGHT CHAMPION

CRIS CYBORG  
BELLATOR FEATHERWEIGHT CHAMPION

JUAN ARCHULETA  
RIZIN BANTAMWEIGHT CHAMPION

PRIMARY SPONSOR

UFC

BELLATOR
MOTO GP 2023

World Champions, Four In A Row

FRANCESCO BAGNAIA
2022 & 2023
WORLD CHAMPION

FABIO QUARTARARO
2021
WORLD CHAMPION

JOAN MIR
2020
WORLD CHAMPION
E-SPORTS EVENTS 2023

TEAM LIQUID
3.3M Followers

ATLANTA FAZE
400K Followers

GEN.G
425K Followers

DREAMHACK + ESL

ZETA DIVISION
825k Followers

GAM Esports
31k Followers

414M+ Hours Watched
321K Attendees

CALL-DUTY LEAGUE

11M+ Hours Watched
31K Attendees

@Teep
1.8M Followers
USA

@Jentcho
3.3M Followers
USA

@Skyroz.TV
4.2M Followers
France/Mexico

@Pow3r
3.5M Followers
Italy

@PAGO3
1.7M Followers
Poland

@Restpowered
713K Followers
Slovakia

@Get_Right
1.4M Followers
Poland

@AnnieFuchsia
596K Followers
Sweden

@MortaL
8.6M Followers
India

@ScOut
11M Followers
India

@Missrage
722K Followers
Austria

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11M Followers
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@Missrage
722K Followers
Austria
SOCIAL 2023

KEY HIGHLIGHTS

• 45 Million Social Followers
• 4.5 Billion Paid Media Impressions

Source: MEC Digital – Dates: 1/1/2023 – 11/15/2023
A full 360 launch designed to garner maximum awareness. Program included national media campaign supported by PR, POS materials, sports properties, ambassadors, sampling and digital etc.

The global promotion to celebrate UFC’s 30th Anniversary. Program elements included fly away prizing, meet and greets, merch giveaways 1 year of PPV fights + Fight Week tickets. Program was supported globally by digital media.

Promotion spanned 40+ countries using co-branded cans, curated exclusive game play content, esports, gaming ambassadors and custom digital support to engage our fans.
RETAIL PROMOTIONS U.S. 2024

2024 PROGRAMS

T1
FOCUS ON INNOVATION

T2
GEAR PROGRAM

T3
CALL OF DUTY

DOES NOT INCLUDE ALL NEW 2024 LAUNCHES
2023 EMEA MONSTER PROGRAMS
COUNTRIES RAN MINIMUM TWO OF THESE PROMOTIONS PER YEAR

Q1
LEWIS HAMILTON NPD LAUNCH, RETAIL PROMO & CONTENT

Q2
MOTOGP SILVERSTONE RETAIL PROMO

Q3
UFC IN NYC RETAIL PROMO

Q4
CALL OF DUTY ON PACK RETAIL PROMO & CONTENT
2024 EMEA MONSTER PROGRAMS
COUNTRIES CAN RUN TWO TO FOUR OF THESE PROMOTIONS PER YEAR

Q1
GREEN ZERO SUGAR
NPD LAUNCH & CONTENT
+ XGAMES RETAIL PROMO

Q2
MOTO GP DUCATI EXPERIENCE
RETAIL PROMO

Q3
UFC EXPERIENCE
RETAIL PROMO

Q4
CALL OF DUTY ON PACK
RETAIL PROMO & CONTENT

All artworks are concept only
JUICE MONSTER  
TAKE FLAVOR TO THE LIMITS

2023 JUICE MONSTER
SOCIAL CONTENT, UCG, EVENTS, AND 12PK INNOVATION

2023 AMBASSADOR SOCIAL CONTENT
REHAB MONSTER  REFRESH + RECOVER + REVIVE

2023 INNOVATION
REHAB MONSTER WILD BERRY TEA LAUNCH

2023 AMBASSADOR SOCIAL CONTENT

REHAB WILD BERRY TEA + FULL FAMILY
NATIONAL DIGITAL CAMPAIGN

EVENT ACTIVATIONS
REIGN TOTAL BODY FUEL

REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS

INNOVATION
SOUR GUMMY WORM

CONSUMER PROGRAMS
ALL OF 2024 – NATIONAL

SOUR GUMMY WORM

WODAPALOOZA Miami

TOUGH MUDDER

JOE WEIDER'S OLYMPIA

SPARTAN

THE FIT EXPO

INTERNATIONAL SPORTS SCIENCES ASSOCIATION
REIGN STORM CLEAN ENERGY FOR EVERYBODY

AMBASSADORS
CAMILLE KOSTEK
AINSLEY RODRIGUEZ
KINSEY WOLANKSI

INNOVATION

CONSUMER PROGRAMS
WIN A CHANCE TO ISLAND PARTY HOP AROUND CROATIA

PARTNERSHIPS & PLATFORMS

DIGITAL/SOCIAL
@drinkreignstorm

@drinkreignstorm
MONSTER U.S. INNOVATION 2024
REIGN STORM U.S. INNOVATION 2024

12oz
BANG BRAND REFRESH 2024

- Bang Energy
  - Peach Mango
  - Star Blast
  - Purple Haze
  - Blue Razz
  - Candy Apple Crisp
NOS GET AFTER IT

12 ATHLETES / 300+ EVENTS

NOS ZERO SUGAR LAUNCH
Q4 2023 – Q1 2024

NATIONAL DIGITAL MEDIA
DELIVERING OVER 700M IMPRESSIONS

Source: Facebook Ads Manager, Google Campaign Manager
OWNING UK URBAN MUSIC AND THE CULTURE THAT SURROUNDS IT

TOP TIER UK ARTIST COLLABORATIONS

MAJOR FESTIVAL SPONSORSHIPS

COMMUNITY EVENTS AND CONTENT PROJECTS

‘FREEFORM’ MUSIC PLATFORM FOR YOUNG CREATIVES
OUR POSITIONING IS TO BE THE MOST RESPECTED BRAND IN MUSIC & FIRE UP CULTURE
MOTHER ENERGY SERIOUSLY UNSERIOUS!

AUSSIE HUMOR & GOOD TIMES

UNIQUE FLAVOURS

AUSTRALIAN DNA

BRAND AMBASSADORS
LIVE+ ENERGY
THIS IS LIVIN'

EZ LIFESTYLE & COMEDY

LIVE+ PLUS
ENERGY DRINK
POWERPLAY

PLAY HARD

LOCAL URBAN MUSIC AND STREET CULTURE
NALU FRUITY ENERGIZER

FRUITS, CREATIVITY & URBAN LIFESTYLE

EXPERIENCES
TARGETED SAMPLING
ABOVE THE LINE
LIFESTYLE BRAND AMBASSADORS
DIGITAL STORYTELLING

FUEL YOUR IMAGINATION
AFFORDABLE ENERGY

FULL FLAVORS PORTFOLIO
AFFORDABLE ENERGY DISTRIBUTION

FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES IN 2023

ACTIVE COUNTRIES
Afghanistan/PREDATOR
Bolivia/FURY
Botswana/PREDATOR
Costa Rica/FURY
Egypt/FURY
El Salvador/FURY
Eswatini/PREDATOR
Ethiopia/PREDATOR
Ghana/PREDATOR
Guatemala/FURY
Honduras/FURY
Kenya/PREDATOR
Mexico/PREDATOR
Mozambique/PREDATOR
Namibia/PREDATOR
Nicaragua/FURY
Nigeria/PREDATOR
Saudi Arabia/PREDATOR
South Africa/PREDATOR
Trinidad & Tobago/PREDATOR
UAE/PREDATOR
Uganda/PREDATOR
Zambia/PREDATOR
FOR CONSUMERS DEMANDING FUNCTIONALITY, TASTE AND LIFESTYLE BUT POSITIONED WITHIN THE AFFORDABLE ENERGY CATEGORY.

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

CAPITALIZING ON INCREMENTAL OPPORTUNITIES ACROSS LATAM, AFRICA, MIDDLE EAST AND ASIA. A DIFFERENTIATED TARGET CONSUMER FROM PREMIUM ENERGY DRINKERS.

STADIUM SAMPLING
MEXICO – SUMMER 2023

CONSUMER ACTIVATION
EGYPT – FALL 2023
**The Beast Unleashed is the best-selling new beer brand in 2023**

**Mean Green is the best-selling new FMB Single Server and White Haze + Peach Perfect are in the Top 10**

**Top 10 New Brands in Beer**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Beast Unleashed</td>
<td>$87,718,114</td>
</tr>
<tr>
<td>Modelo Oro Light Beer</td>
<td></td>
</tr>
<tr>
<td>Simply Peach</td>
<td></td>
</tr>
<tr>
<td>Busch Light Peach</td>
<td></td>
</tr>
<tr>
<td>Voodoo Ranger Fruit Force</td>
<td></td>
</tr>
<tr>
<td>White Claw Blackberry</td>
<td></td>
</tr>
<tr>
<td>White Claw Peach</td>
<td></td>
</tr>
<tr>
<td>Heineken Silver</td>
<td></td>
</tr>
<tr>
<td>Cayman Jack Zero Sugar</td>
<td></td>
</tr>
<tr>
<td>Mike's Zero Sugar</td>
<td></td>
</tr>
</tbody>
</table>

**Top 10 New FMB Single Serves**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Beast Unleashed Mean Green Can</td>
<td>$16,084,563</td>
</tr>
<tr>
<td>Can Aluminum 1Pk 16Oz</td>
<td></td>
</tr>
<tr>
<td>Four Loko Can Aluminum 1Pk 24/25Oz</td>
<td></td>
</tr>
<tr>
<td>Twisted Tea Pineapple Tea Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 24/25Oz</td>
<td>$8,422,971</td>
</tr>
<tr>
<td>The Beast Unleashed White Haze Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 16Oz</td>
<td>$6,544,031</td>
</tr>
<tr>
<td>Simply Spiked Signature Peach Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 24/25Oz</td>
<td></td>
</tr>
<tr>
<td>The Beast Unleashed Pch Prfct Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 16Oz</td>
<td></td>
</tr>
<tr>
<td>Steel Reserve Orange Soda Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 24/25Oz</td>
<td></td>
</tr>
<tr>
<td>Arizona Hard Green Tea Gns Hny Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 22Oz</td>
<td></td>
</tr>
<tr>
<td>Canta Ritos Mandarin Hard Soda Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 24/25Oz</td>
<td></td>
</tr>
<tr>
<td>Arizona Hard Iced Tea Lemon Can</td>
<td></td>
</tr>
<tr>
<td>Aluminum 1Pk 22Oz</td>
<td></td>
</tr>
</tbody>
</table>

TTL US xAOC + Liquor Plus + Convenience
YTD Thru 11.25.23
BREWPIC: Behold, the first The Beast Unleashed display in an Ohio supermarket. Gotta give it to Monster — they are masters at POS merchandising with cart-stopping imagery. Beer marketers take note.
MARKETING PILLARS

MUSIC

MOTORSPORTS

TAILGATE + AFTERPARTY
INTRODUCING

HARD TEA

24oz Single Cans

6.0% ABV

12 pack Variety – 12oz Slim
Jai Alai brand refresh
Coming Soon!
TOUR WATER MARKETING

DIGITAL CONTENT
(Tour Water + Existing Monster Influencers)

ON PREMISE / FESTIVALS
(Tour Water + Existing Monster Ambassadors)

AMBASSADORS
(Tour Water + Existing Monster Ambassadors)
PRODUCTION FACILITIES

PHOENIX

NORWALK

SAN FERNANDO

ATHY - IRELAND
Creating and maintaining a company focused on sustainability is a Monster priority. From our environmentally friendly packaging to our installation of solar arrays, we are examining ways to reduce our impact on the environment.

97% of Monster products are packaged in 100% recyclable aluminum cans. Recycled aluminum makes up 68-73% of a Monster can which uses 90% less energy to make versus using new aluminum.

Monster has committed to set near-term science-based emissions reduction targets in line with the SBTi Criteria and Recommendations.

Our warehouses recycle hundreds of thousands of pounds of material per year. Monster is regionalizing manufacturing to cut miles travelled, most recently in Malaysia, South Africa and Chile.

Monster is installing solar panels at many of its facilities. When complete, it is estimated that the carbon dioxide emissions produced by these facilities will be reduced by approximately 5,258 metric tons per year.

Monster donated funds to plant 100,000 trees to reforest fragile land hit by wildfires and to promote climate stability – enough trees to fill five Central Parks. Tree planting is in process and will be completed by May 31, 2024.
EQUITY DIVERSITY AND INCLUSION

**Ongoing Assessment & Analysis**
- Appointed a new SVP of EDI and Philanthropy.
- Appointed a new EDI council for 2024-2025.
- Created a vision and mission for the council to support EDI initiatives.

**Training and Development**
Council built and has begun implementing strategic vision through company trainings at divisional meetings and digital communication.

**Philanthropy**
Charity priorities included:
- Military - active duty / injured & retired
- First responders
- Education
- Our athletes and their charities
- Social responsibility

The Company also made and will continue to make financial contributions to organizations empowering under-represented people in our communities.
GLOBAL PHILANTHROPIC SUPPORT

2023 HIGHLIGHTS

MILITARY SUPPORT
- Partnered with Invictus Games
- Supported Enlisted Aide of the Year Award
- Visited troops in Guantanamo Bay with Monster Ambassador Kurt Busch

HUMANITARIAN AID

SOCIAL RESPONSIBILITIES
- e-waste recycling day
- Prescription glasses recycling event
- Thanksgiving meal drive
- Christmas toy drive
- Anti-Cancer walk
- MS fundraiser bike ride
- 2 American Red Cross Blood Drives

CARING FOR OUR OWN
- Emergency Financial Assistance
- Employee Match Program
- Volunteer Time off
SOLID FINANCIAL RESULTS

31 CONSECUTIVE YEARS OF INCREASED SALES

ACHIEVED $6.3 BILLION IN NET SALES IN 2022
UP 13.9% OVER NET SALES OF $5.5 BILLION IN 2021.

ACHIEVED $1.2 BILLION IN NET INCOME IN 2022

ACHIEVED $1.12 IN DILUTED EARNINGS PER SHARE IN 2022

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2023, ACHIEVED $5.4 BILLION IN NET SALES
UP 12.8% OVER NET SALES OF $4.8 BILLION FOR THE SAME PERIOD IN 2022.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2023, ACHIEVED $1.3 BILLION IN NET INCOME*

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2023, ACHIEVED $1.19 IN DILUTED EARNINGS PER SHARE*

SUBSEQUENT TO THE COMPANY’S Q3 EARNINGS RELEASE, THE COMPANY PURCHASED APPROXIMATELY 0.8 MILLION SHARES AT AN AVERAGE PRICE OF $54.57 PER SHARE.

*Includes a net $17.5 million gain on the Bang transaction (net of expenses and tax)