



MONSTER

BEVERAGE CORPORATION



KEVIN PERAZA
2023 X GAMES BMX GOLD MEDALIST



FRANCESCO BAGNAIA
2023 MOTOGP CHAMPION



ZOI SADOWSKI-SYNNOTT
2023 X GAMES SNOWBOARD GOLD MEDALIST



SAFE HARBOR STATEMENT



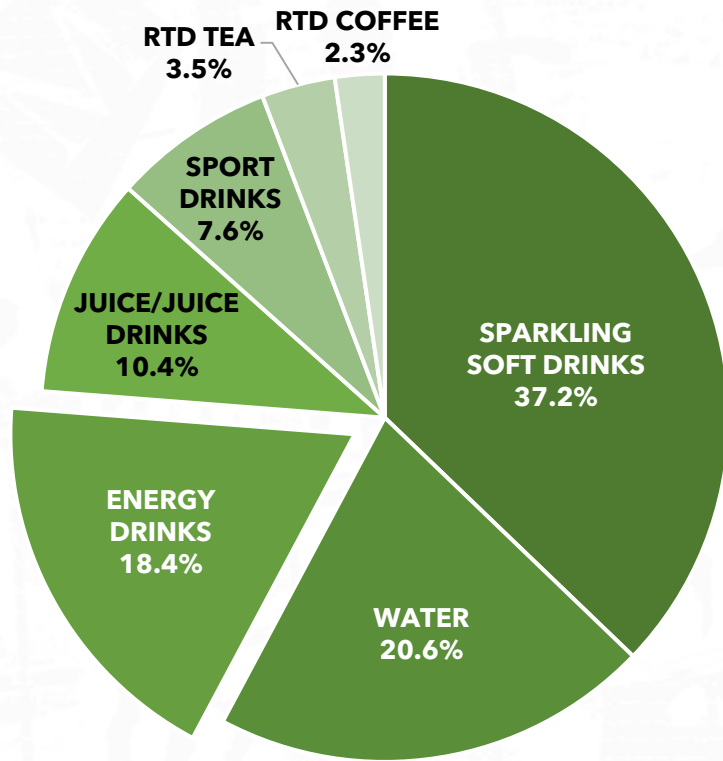
Certain statements made in this presentation may constitute “forward-looking statements” within the meaning of the U.S. federal securities laws, as amended, regarding the expectations of management with respect to our future operating results and other future events including revenues and profitability. 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: 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



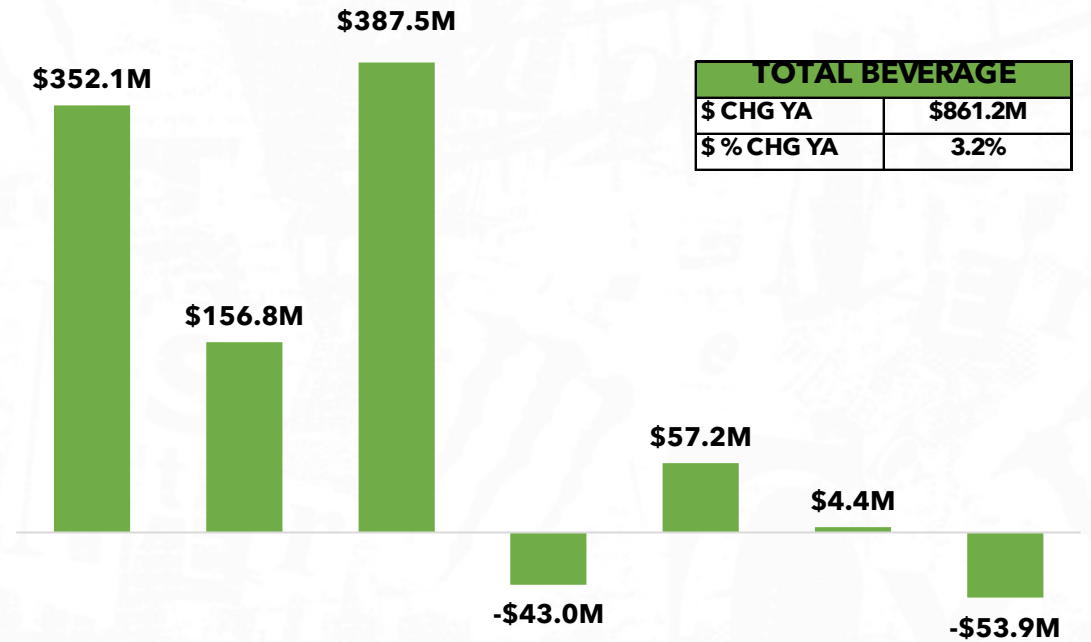
ALL MEASURED CHANNELS SNAPSHOT 13WKS

TOTAL NON-ALC BEVERAGE BY CATEGORY
\$ SHARE



| \$ SHARE CYA | |
|-----------------------|-------|
| SPARKLING SOFT DRINKS | 0.1% |
| WATER | -0.1% |
| ENERGY DRINKS | 0.9% |
| JUICE/JUICE DRINKS | -0.5% |
| SPORT DRINKS | 0.0% |
| RTD TEA | -0.1% |
| RTD COFFEE | -0.3% |

TOTAL NON-ALC BEVERAGE BY CATEGORY



| TOTAL BEVERAGE | |
|----------------|----------|
| \$ CHG YA | \$861.2M |
| \$ % CHG YA | 3.2% |

| | SPARKLING SOFT DRINKS | WATER | ENERGY DRINKS | JUICE/JUICE DRINKS | SPORT DRINKS | RTD TEA | RTD COFFEE |
|-------------|-----------------------|----------|---------------|--------------------|--------------|---------|------------|
| \$ CHG YA | \$352.1M | \$156.8M | \$387.5M | -\$43.0M | \$57.2M | \$4.4M | -\$53.9M |
| \$ % CHG YA | 3.6% | 2.9% | 8.3% | -1.5% | 2.8% | 0.5% | -7.8% |

BRAND PERFORMANCE TOTAL U.S. ALL CHANNELS

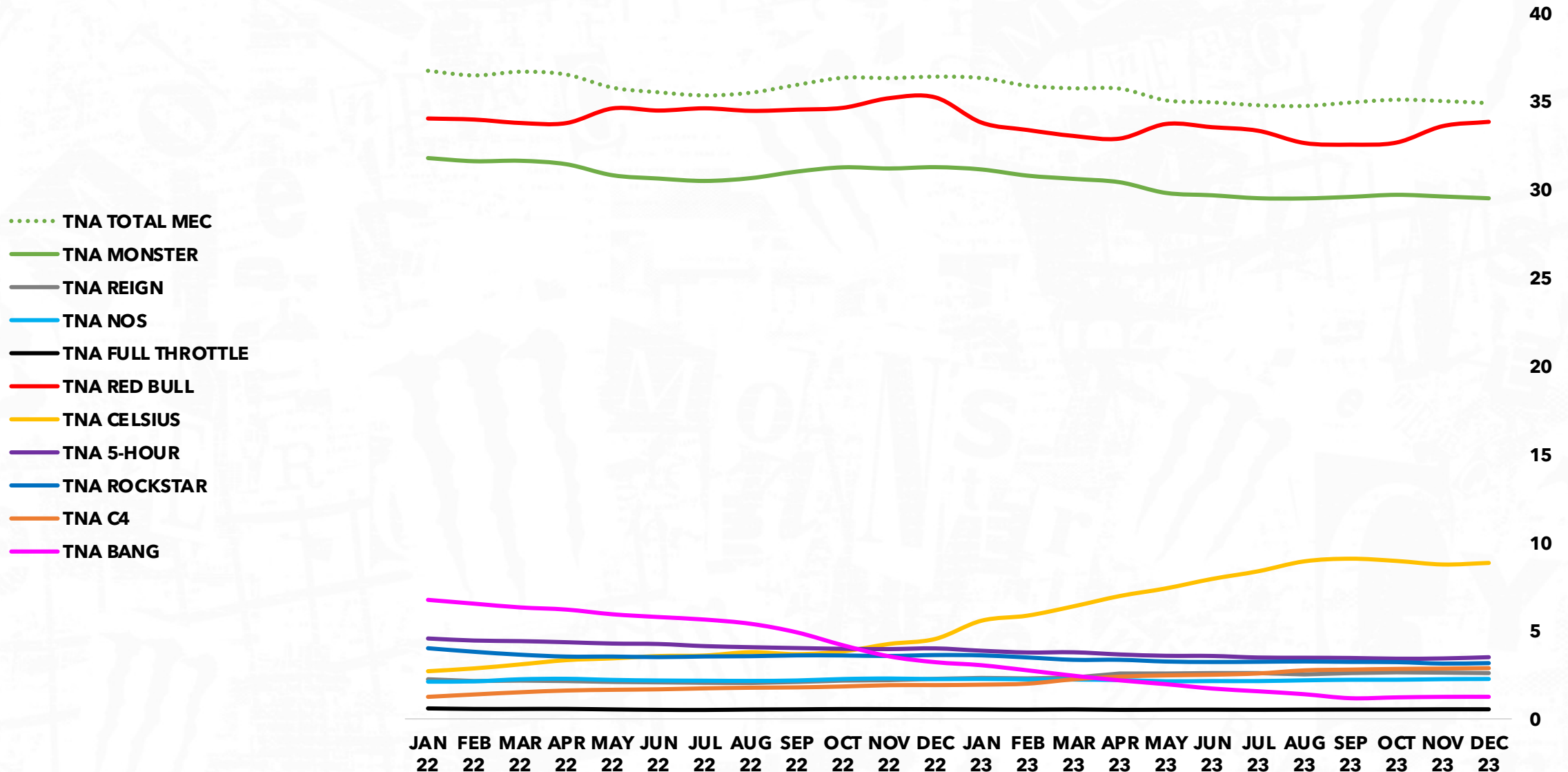


ALL MEASURED CHANNELS SNAPSHOT 13WKS

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

ENERGY CATEGORY

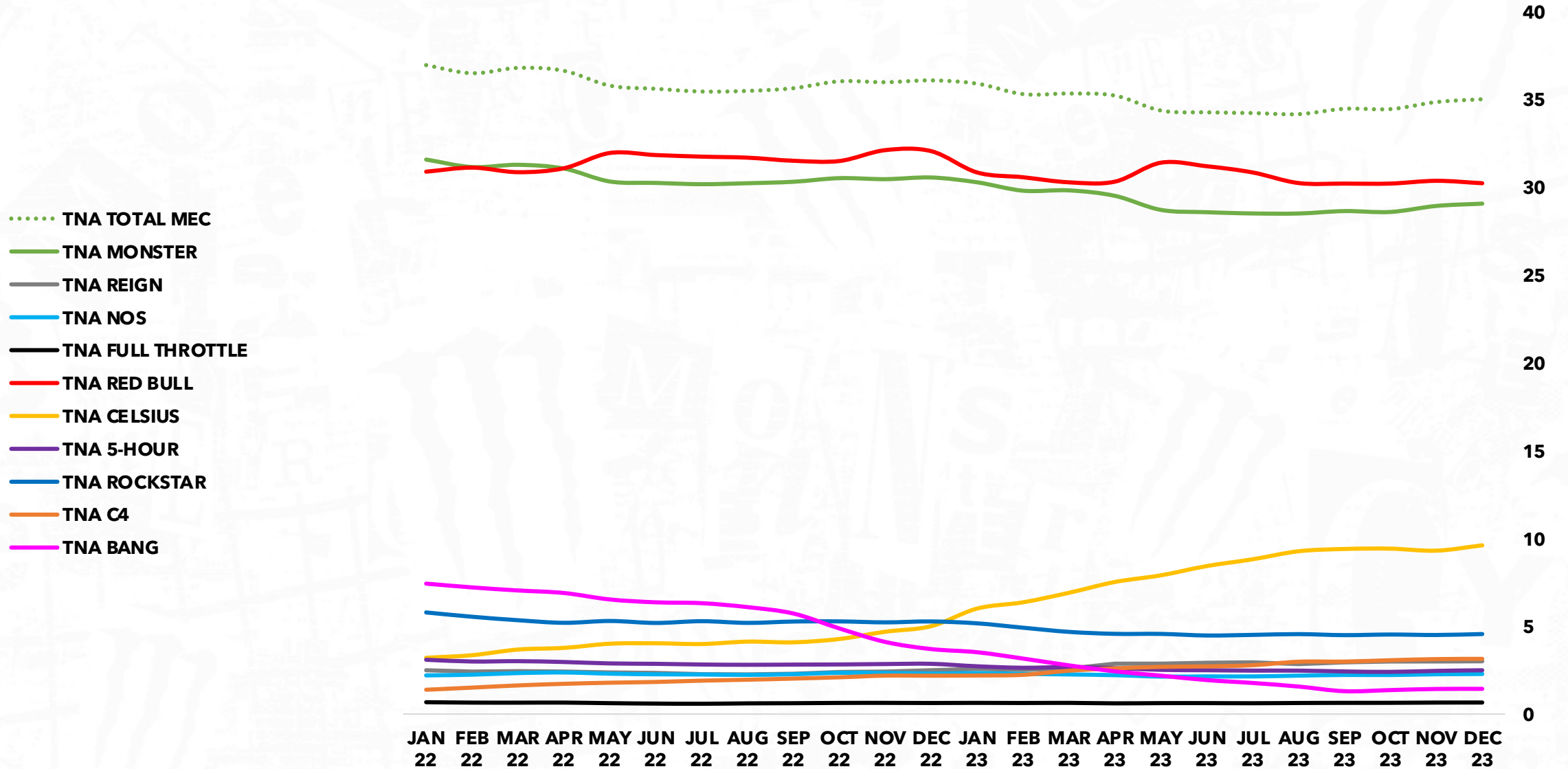
TOTAL U.S. DOLLAR SHARE – ALL MEASURED CHANNELS



Source: Nielsen Total US xAOC + Conv TNA Energy

ENERGY CATEGORY

TOTAL U.S. UNIT SHARE – ALL MEASURED CHANNELS



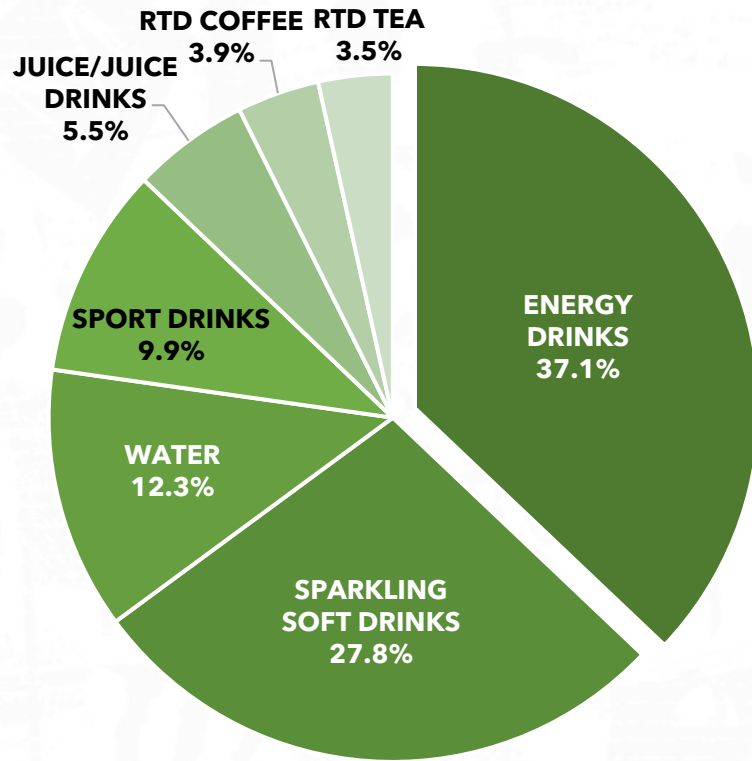
Source: Nielsen Total US xAOC + Conv TNA Energy

BEVERAGE LANDSCAPE TOTAL U.S. CONVENIENCE



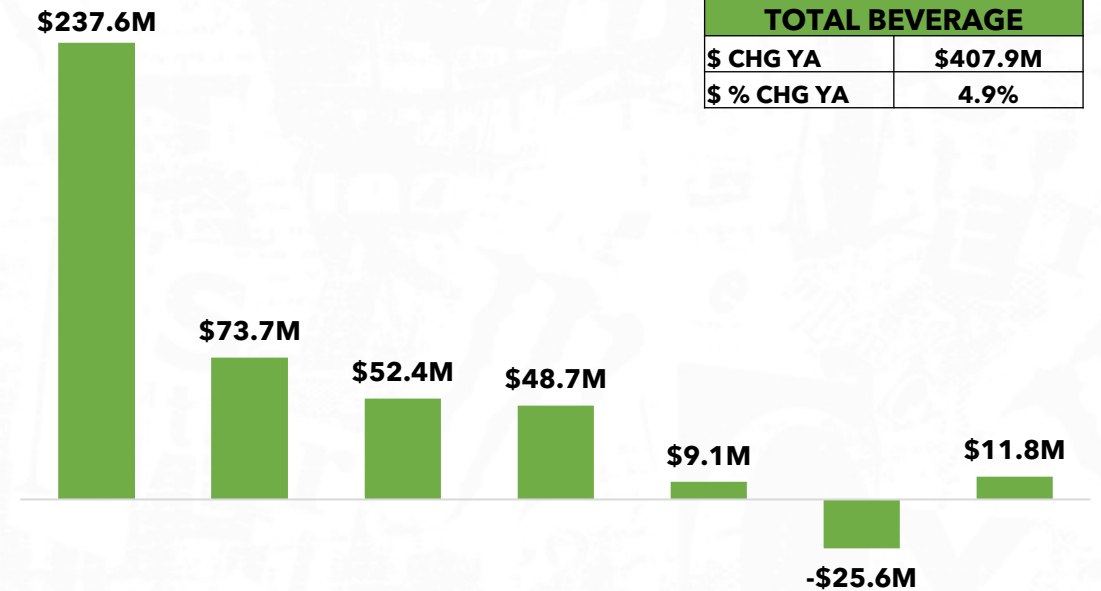
TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

TOTAL NON-ALC BEVERAGE BY CATEGORY
\$ SHARE



| \$ 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 NON-ALC BEVERAGE BY CATEGORY



| TOTAL BEVERAGE | |
|----------------|----------|
| \$ CHG YA | \$407.9M |
| \$ % CHG YA | 4.9% |

| | ENERGY DRINKS | SPARKLING SOFT DRINKS | WATER | SPORT DRINKS | JUICE/JUICE DRINKS | RTD COFFEE | RTD TEA |
|-------------|---------------|-----------------------|---------|--------------|--------------------|------------|---------|
| \$ CHG YA | \$237.6M | \$73.7M | \$52.4M | \$48.7M | \$9.1M | -\$25.6M | \$11.8M |
| \$ % CHG YA | 8.0% | 3.1% | 5.1% | 6.0% | 1.9% | -7.1% | 4.1% |

BRAND PERFORMANCE

TOTAL U.S. CONVENIENCE



TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

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

BRAND PERFORMANCE

TOTAL U.S. CONVENIENCE



TOTAL U.S. CONVENIENCE SNAPSHOT 5WKS

| | \$ | \$ % Chg YA | Units | Units % Chg YA | \$ Shr | \$ Shr Chg YA |
|-------------------|------------------------|-------------|--------------------|----------------|--------------|---------------|
| TNA ENERGY | \$1,210,617,691 | 7.5% | 398,270,733 | 5.5% | 100.0 | 0.0 |
| TNA TOTAL MEC | \$435,023,698 | 4.3% | 146,692,315 | 2.7% | 35.9 | -1.1 |
| TNA MONSTER | \$357,543,467 | 2.2% | 119,932,734 | 0.5% | 29.5 | -1.5 |
| TNA REIGN | \$36,380,392 | 25.5% | 12,966,560 | 28.0% | 3.0 | 0.4 |
| TNA NOS | \$31,958,451 | 10.1% | 10,452,691 | 6.2% | 2.6 | 0.1 |
| TNA FULL THROTTLE | \$9,119,113 | 11.3% | 3,331,555 | 8.2% | 0.8 | 0.0 |
| TNA RED BULL | \$425,109,138 | 3.8% | 124,873,803 | 0.0% | 35.1 | -1.3 |
| TNA CELSIUS | \$89,774,846 | 131.6% | 34,685,804 | 136.1% | 7.4 | 4.0 |
| TNA 5-HOUR | \$42,394,930 | -5.1% | 11,465,925 | -7.0% | 3.5 | -0.5 |
| TNA ROCKSTAR | \$39,667,810 | -6.2% | 16,446,033 | -12.5% | 3.3 | -0.5 |
| TNA C4 | \$41,622,519 | 59.3% | 13,872,227 | 51.2% | 3.4 | 1.1 |
| TNA STARBUCKS | \$31,535,975 | -15.1% | 8,071,413 | -20.3% | 2.6 | -0.7 |
| TNA ALANI NU | \$12,921,963 | 88.4% | 4,542,796 | 93.1% | 1.1 | 0.5 |
| TNA GHOST | \$33,285,926 | 41.1% | 11,367,559 | 37.3% | 2.7 | 0.7 |
| TNA BANG | \$17,381,622 | -55.5% | 6,052,176 | -57.1% | 1.4 | -2.0 |
| TNA PRIME ENERGY | \$4,390,768 | - | 1,512,263 | - | 0.4 | 0.4 |
| TNA FAST TWITCH | \$5,093,366 | - | 1,911,772 | - | 0.4 | 0.4 |
| TNA ALL OTHER | \$32,415,130 | -20.1% | 16,776,649 | -16.0% | 2.7 | -0.9 |

DISTRIBUTION



MONSTER IS NOW DISTRIBUTED IN
144 COUNTRIES AND TERRITORIES.

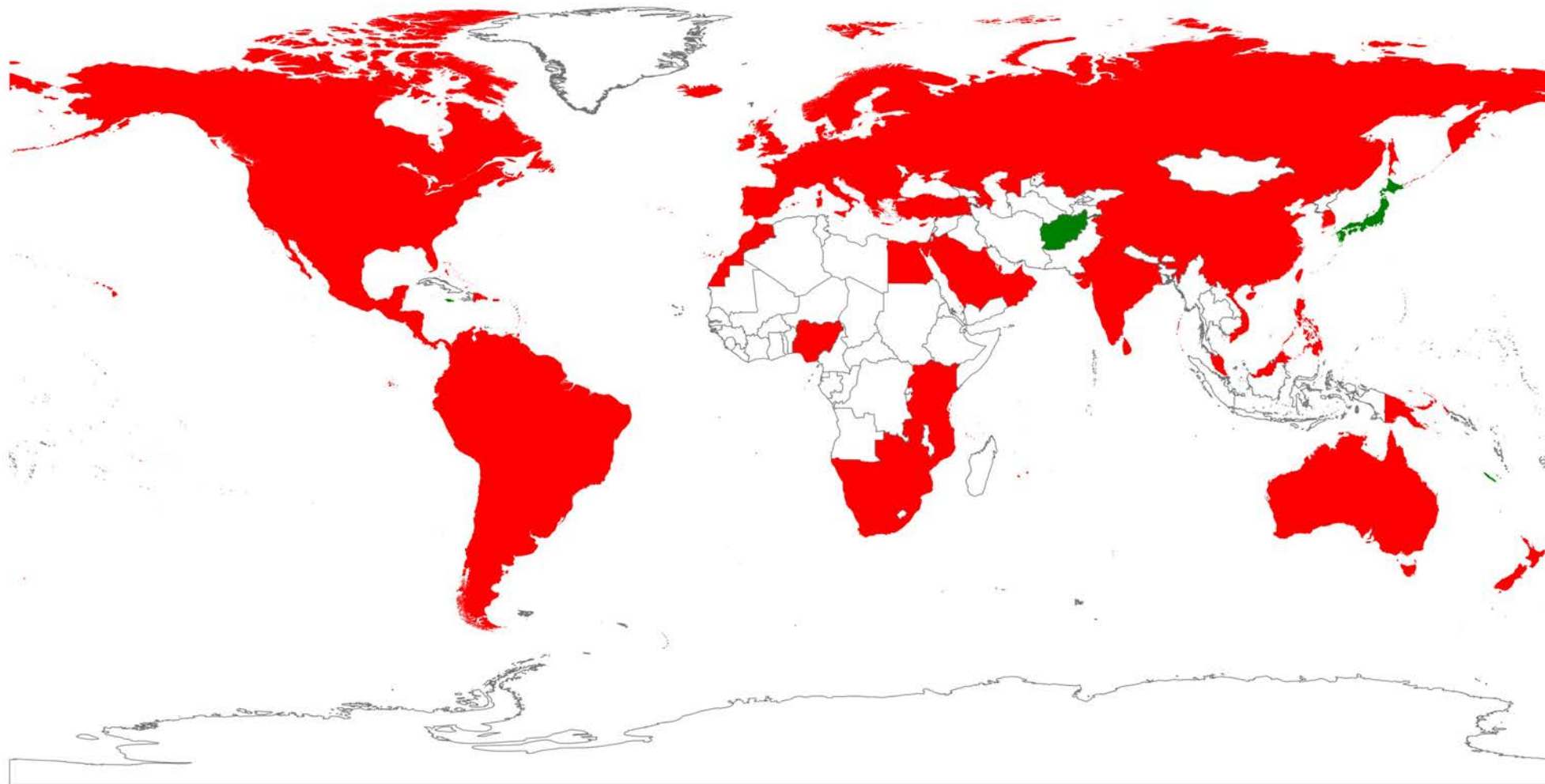
STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
64 COUNTRIES AND TERRITORIES.

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.

DISTRIBUTION MONSTER ENERGY DRINKS



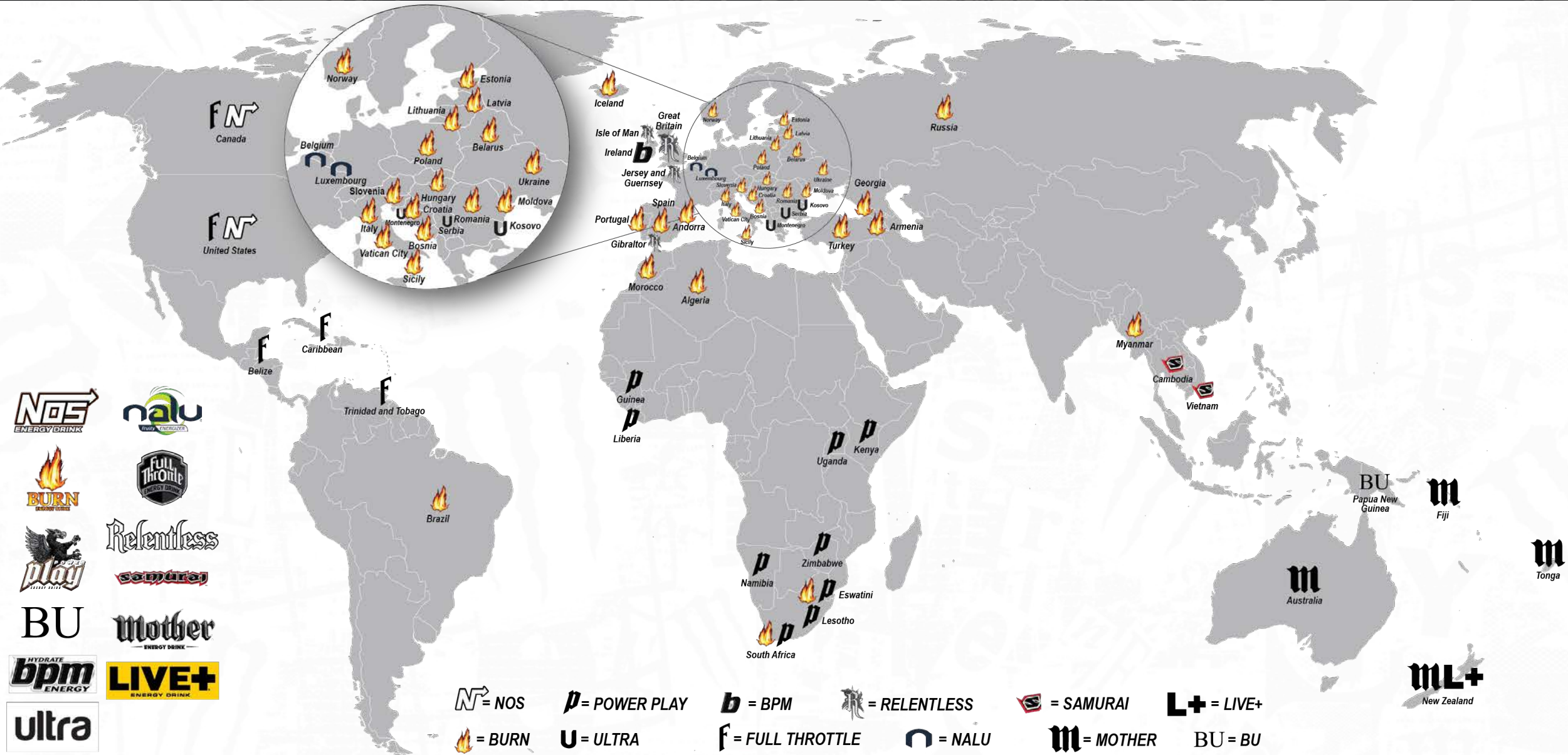
Map not to scale.

World Territories Current Coverage
Monster Energy Brand - Effective as of December 31, 2023

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

STRATEGIC BRANDS

EXISTING MARKETS



REIGN *EXISTING MARKETS*



AFFORDABLE ENERGY

EXISTING MARKETS



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)

VALUE SHARE GROWTH SELECT GLOBAL MARKETS



SELECT MARKETS SNAPSHOT YTD

| | MONSTER VALUE SHARE LATEST YTD '23 | MONSTER VALUE SHARE LATEST YTD '22 | PORTFOLIO VALUE SHARE LATEST YTD '23 | PORTFOLIO VALUE SHARE LATEST YTD '22 | MONSTER VALUE GROWTH | ENERGY CATEGORY VALUE GROWTH |
|----------------------|---------------------------------------|---------------------------------------|---|---|-------------------------|---------------------------------|
| ARGENTINA | 55.5% | 49.9% | 55.5% | 49.9% | 167.9% | 140.8% |
| AUSTRALIA | 17.6% | 14.9% | 28.4% | 26.3% | 36.2% | 15.5% |
| BRAZIL | 43.4% | 41.2% | 44.2% | 42.2% | 31.5% | 24.7% |
| CANADA | 37.5% | 36.1% | 41.6% | 40.7% | 16.1% | 11.8% |
| CHILE | 41.0% | 37.7% | 41.5% | 37.9% | 23.1% | 13.2% |
| FRANCE | 32.2% | 31.4% | 32.2% | 31.4% | 23.9% | 21.0% |
| GERMANY | 17.0% | 15.3% | 17.3% | 15.8% | 23.6% | 11.2% |
| GREAT BRITAIN | 31.4% | 29.7% | 34.3% | 33.4% | 22.2% | 15.6% |
| JAPAN | 56.8% | 54.6% | 56.8% | 54.6% | 2.0% | -2.0% |
| SOUTH AFRICA | 18.3% | 19.8% | 34.3% | 36.9% | 19.2% | 28.8% |
| SOUTH KOREA | 56.4% | 59.0% | 56.4% | 59.0% | 9.1% | 14.0% |
| MEXICO | 29.2% | 28.3% | 35.0% | 32.4% | 23.4% | 19.5% |
| POLAND | 18.6% | 19.9% | 21.1% | 22.3% | 5.2% | 12.0% |
| SPAIN | 40.8% | 39.6% | 45.9% | 45.2% | 23.2% | 19.5% |

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)

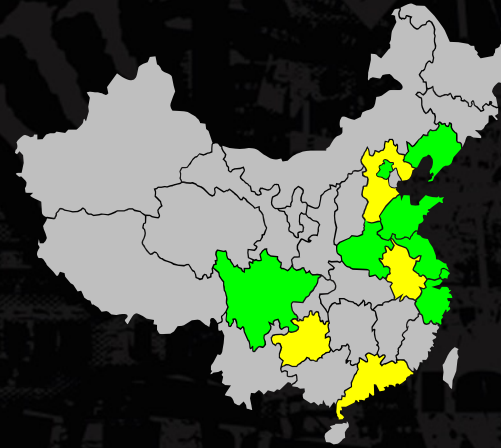


STEADY AND SUSTAINABLE GROWTH OF MONSTER AND LAUNCH OF PREDATOR

EXPANDING MONSTER STEP BY STEP AND ADDING PREDATOR (Q2)



2022 2023 New 2024 New 2024



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

- Shanghai
- Beijing
- Guangdong
- Jiangsu
- Zhejiang
- Henan
- Liaoning
- Sichuan
- Shandong

PREDATOR INITIAL LAUNCH PROVINCES:

- Guangdong
- Anhui
- Hebei
- Guizhou

REINFORCING THE ASSOCIATION WITH ACTION /STREET SPORTS



Su Yiming:
Gold Medalist Olympics 2022



Street Basketball
Activations



Zhang Weili
UFC Strawweight Champion



UTC 2024
Zhang Weili

BUILDING MONSTER AVAILABILITY AND VISIBILITY IN CORE CHANNELS



Continuous distribution expansion in CVS, Modern and General Trade

MAJOR SPONSORSHIPS 2023



NEW TEAM SPONSORSHIP 2024



OFFICIAL PARTNER



AMBASSADORS 2023



TIGER WOODS
GOLF LEGEND



RICKY CARMICHAEL
SUPERCROSS LEGEND



VALENTINO ROSSI
9X MOTOGP CHAMPION



ROB GRONKOWSKI
4X SUPERBOWL CHAMPION



CHLOE KIM
OLYMPIC AND X GAMES
SNOWBOARD CHAMPION



BRITTANY FORCE
2X NHRA TOP FUEL CHAMPION



NYJAH HUSTON
STREET SKATE LEGEND



KURT BUSCH
NASCAR AND DAYTONA 500
CHAMPION



JAMIE ANDERSON
MOST DECORATED FEMALE X GAMES
ATHLETE



ICE CUBE
MUSIC & LIFESTYLE ICON

CHAMPIONS 2023



FRANCESCO BAGNAIA
MOTOGP WORLD CHAMPION



CHASE SEXTON
2023 SUPERCROSS CHAMPION



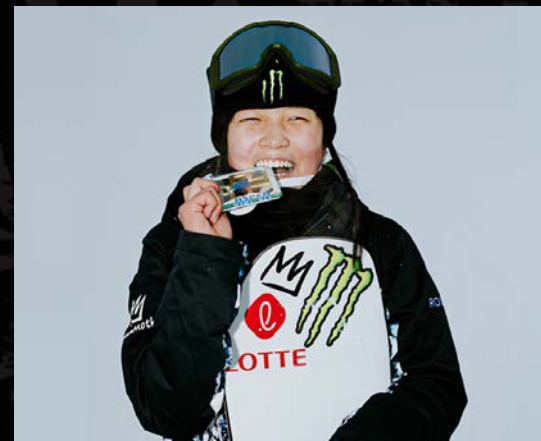
FILIPE TOLEDO
SURFING WORLD CHAMPION



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 MAKHACHEV
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



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



414M+ Hours Watched
321K Attendees



11M+ Hours Watched
31K Attendees



TEAM LIQUID
3.3M Followers



ATLANTA FAZE
400K Followers



ZETA DIVISION
825k Followers



GEN.G
425K Followers



GAM Esports
31k Followers



@Teep
1.8M Followers
USA



@Jericho
3.3M Followers
USA



@SkyrozTV
4.2M Followers
France/Mexico



@Pow3r
3.5M Followers
Italy



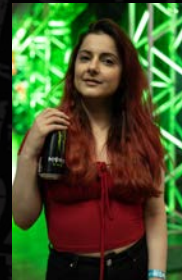
@PAGO3
1.7M Followers
Poland



@Resttpowered
713K Followers
Slovakia



@Get_Right
1.4M Followers
Sweden



@AnnieFuchsia
596K Followers
Sweden



@Sc0ut
11M Followers
India



@Mortal
8.6M Followers
India



@Missrage
722K Followers
Austria

TOP ARTISTS



ICE CUBE



FISHER



N.O.R.E



BENNY THE BUTCHER



BUN B



ANTHRAX



JONATHAN DAVIS



ROYCE DA 5'9"

TOP TOURS & FESTIVALS



GREEN DAY

THE SAVIORS TOUR

48 STOP WORLD TOUR



KEY HIGHLIGHTS

- 45 Million Social Followers
- 4.5 Billion Paid Media Impressions



8,644,318
Instagram
Followers



3,170,000
YouTube
Subscribers



25,246,351
Facebook
Followers



2,859,650
TikTok
Followers



40,850
Twitch
Subscribers



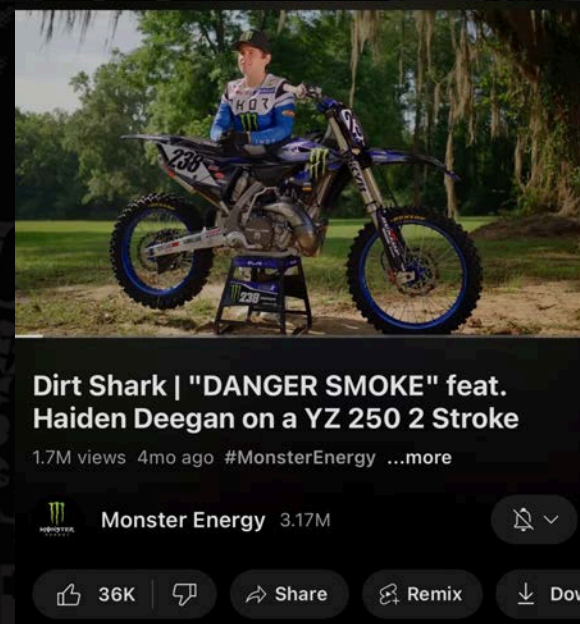
3,975,442
Twitter
Followers



MONSTER ENERGY
ON INSTAGRAM



ACTIVATION OF TRIMESTER
PROMOTIONS



PRODUCT
ON TIKTOK



RETAIL PROMOTIONS U.S. 2023



T1 - ZERO SUGAR



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.

T2 - UFC PROMO



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

T3 - GAMING PROMO



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



DOES NOT INCLUDE ALL NEW 2024 LAUNCHES

T2

GEAR PROGRAM



T3

CALL OF DUTY



RETAIL PROMOTIONS EMEA 2023



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



RETAIL PROMOTIONS EMEA 2024



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

**MOTOGP DUCATI EXPERIENCE
RETAIL PROMO**



Q3

**UFC EXPERIENCE
RETAIL PROMO**

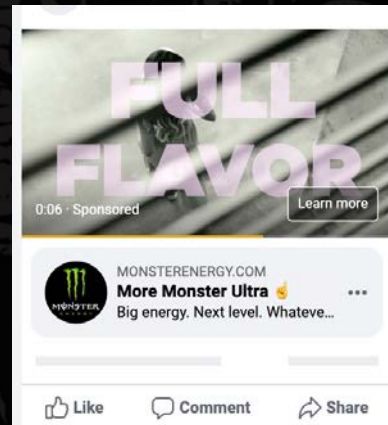
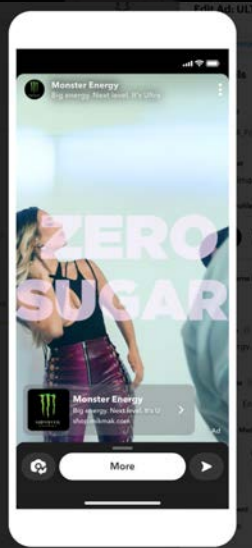
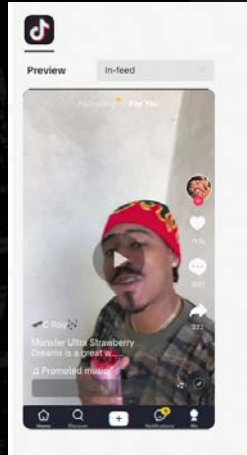
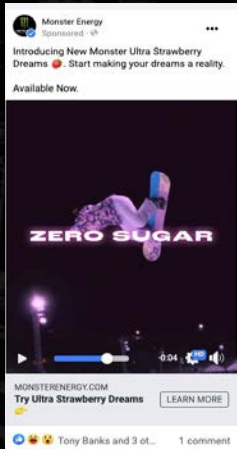
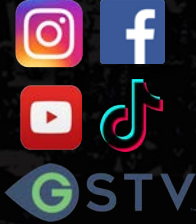


Q4

**CALL OF DUTY ON PACK
RETAIL PROMO &
CONTENT**



ULTRA FLAVOR UNLEASHED



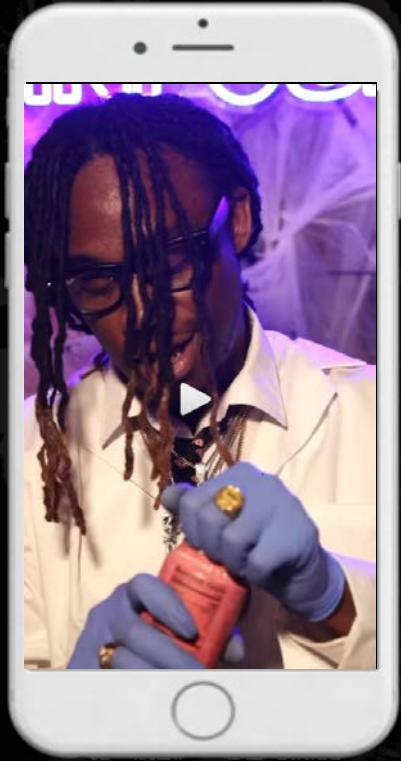
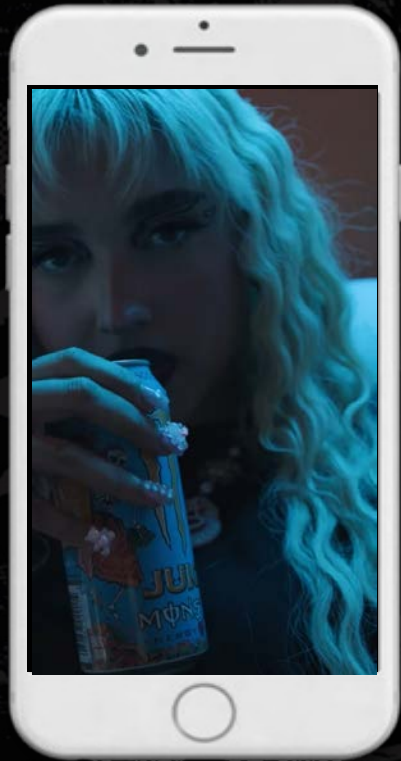
NATIONAL LAUNCH CAMPAIGN

INNOVATION – ULTRA STRAWBERRY DREAMS

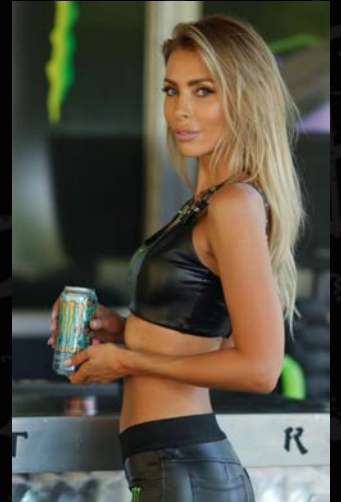
NATIONAL DIGITAL PROGRAMMING

T3 CALL OF DUTY/MODERN WARFARE

JUICE MONSTER TAKE FLAVOR TO THE LIMITS



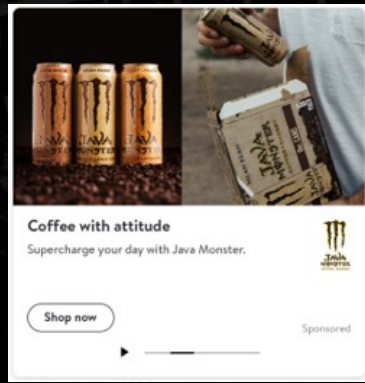
2023 JUICE MONSTER SOCIAL CONTENT, UCG, EVENTS, AND 12PK INNOVATION



2023 AMBASSADOR SOCIAL CONTENT



JAVA MONSTER COFFEE WITH ATTITUDE



2023 FOCUS PERIOD + NPD SUPPORT

BRAND PARTNERS + CREATORS



COLLABORATIONS + CONTENT



EVENT ACTIVATIONS

REHAB MONSTER

REFRESH + RECOVER + REVIVE



2023 INNOVATION
REHAB MONSTER WILD BERRY TEA LAUNCH



REHAB WILD BERRY TEA + FULL FAMILY
NATIONAL DIGITAL CAMPAIGN



2023 AMBASSADOR SOCIAL CONTENT



EVENT ACTIVATIONS

REIGN TOTAL BODY FUEL



REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS



INNOVATION SOUR GUMMY WORM



CONSUMER PROGRAMS ALL OF 2024 – NATIONAL

TYR WODAPALOOZA Miami

SCAN QR CODE TO GET
\$10 OFF
A TYR WODAPALOOZA FESTIVAL PASS AND
ALL ACCESS TO THE REIGN STAGE

REIGN TOTAL BODY FUEL
REIGN ENERGY

REIGN TOTAL BODY FUEL

BUY ANY REIGN PRODUCT TO UPLOAD RECEIPT FOR A DISCOUNT CODE

SCAN QR CODE

FULL DETAILS AT REIGNTOUGHMUDDER.COM

REIGN TOTAL BODY FUEL
WHITE GUMMY BEAR

TOUGH MUDDER



REIGN STORM CLEAN ENERGY FOR EVERYBODY



AMBASSADORS



CAMILLE KOSTEK



AINSLEY RODRIGUEZ



KINSEY WOLANSKI

INNOVATION



CONSUMER PROGRAMS

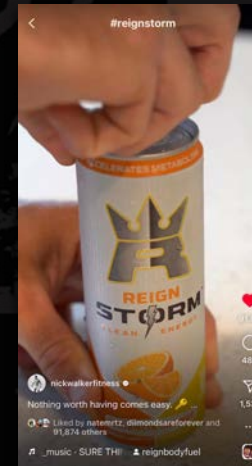


PARTNERSHIPS & PLATFORMS



DIGITAL/SOCIAL

@drinkreignstorm



MikMak



MONSTER U.S. INNOVATION 2024



REIGN U.S. INNOVATION 2024



REIGN STORM U.S. INNOVATION 2024



12oz

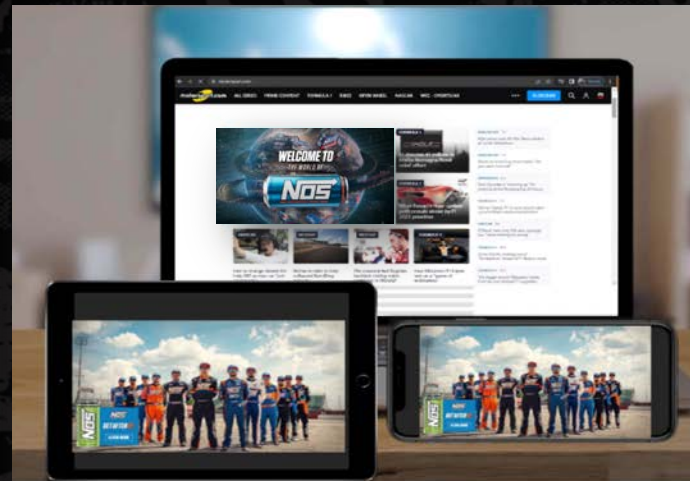
BANG BRAND REFRESH 2024



STRATEGIC BRANDS INNOVATION 2024



NOS GET AFTER IT



MOTORTREND

WarnerMedia



ATHLETES & PARTNERS

12 ATHLETES / 300+ EVENTS

AMOBEE

TREMOR



POS | DIGITAL | SOCIAL MEDIA | ATHLETE SUPPORT | PR

NOS ZERO SUGAR LAUNCH

Q4 2023 – Q1 2024

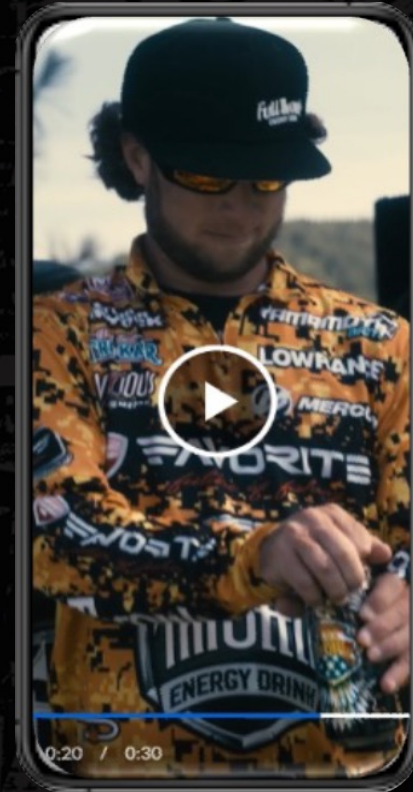
NATIONAL DIGITAL MEDIA
DELIVERING OVER 700M IMPRESSIONS



Source: Facebook Ads Manager, Google Campaign Manager



FULL THROTTLE *Hard Working American Energy*



NATIONAL FLAGS OF VALOR PROGRAM
Delivering 35M Impressions

ATHLETES & AMBASSADOR CONTENT
6 Partners

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



BURN LIGHT IT UP



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



FRUITS, CREATIVITY & URBAN LIFESTYLE



EXPERIENCES



TARGETED SAMPLING

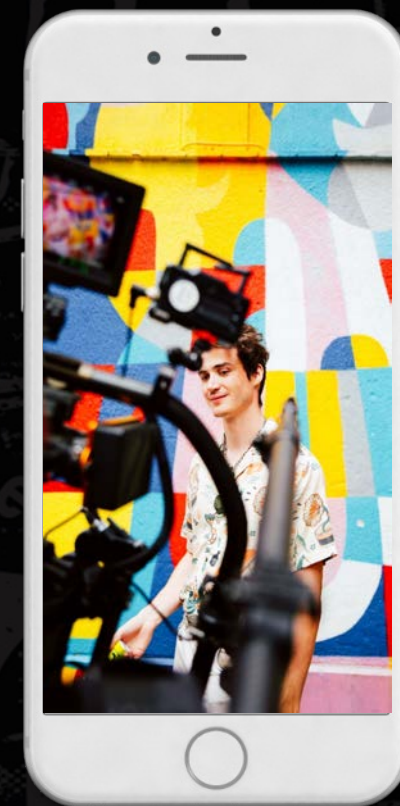


ABOVE THE LINE

FUEL YOUR IMAGINATION



LIFESTYLE
BRAND AMBASSADORS



DIGITAL
STORYTELLING

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



ACTIVE COUNTRIES



PREDATOR AND FURY *AFFORDABLE ENERGY*



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.



LIVERPOOL FC POS



Official Energy Drink Partner

GLOBAL ASSET
LIVERPOOL FOOTBALL CLUB



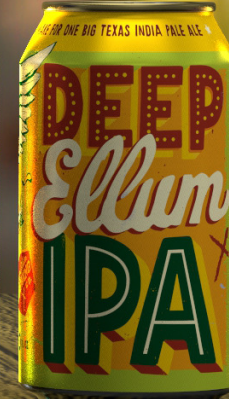
STADIUM SAMPLING
MEXICO – SUMMER 2023



CONSUMER ACTIVATION
EGYPT – FALL 2023



CANARCHY™



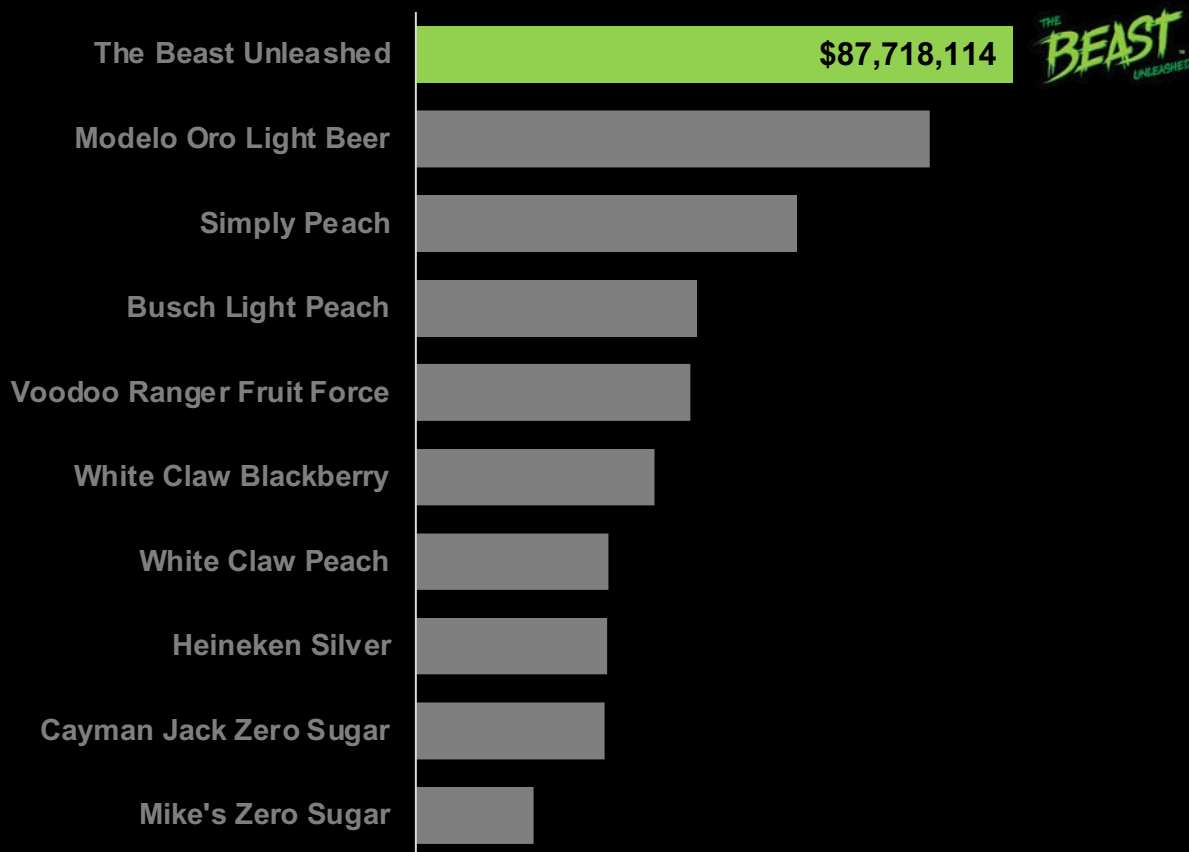


THE BEAST UNLEASHED IS THE BEST-SELLING NEW BEER BRAND IN 2023

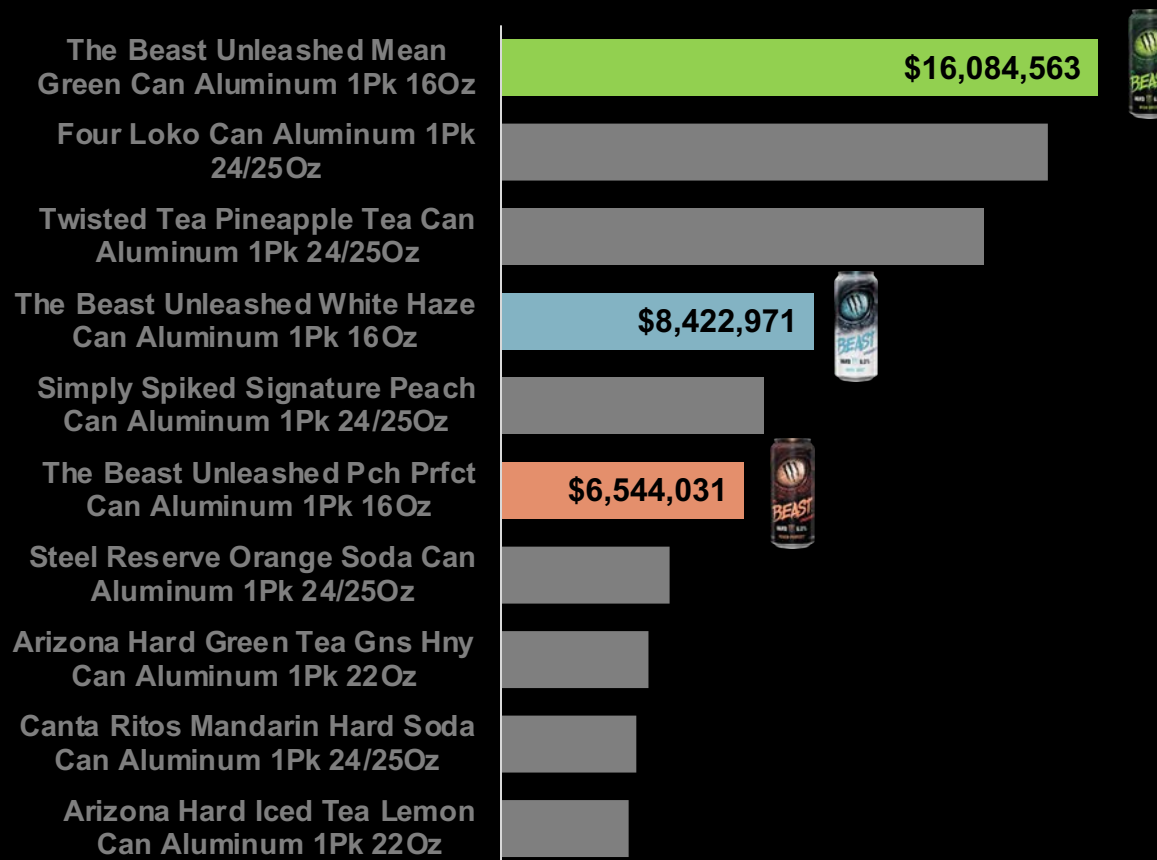


MEAN GREEN IS THE BEST SELLING NEW FMB SINGLE SERVER AND WHITE HAZE + PEACH PERFECT ARE IN THE TOP 10

TOP 10 NEW BRANDS IN BEER



TOP 10 NEW FMB SINGLE SERVES



PRESS COVERAGE

BREWPICT: 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.



THE BEAST UNLEASHED

MARKETING PILLARS



MUSIC



MOTORSPORTS



TAILGATE + AFTERPARTY



NASTY BEAST

INTRODUCING

HARD TEA

24oz Single Cans

12 pack Variety – 12oz Slim



6.0% ABV

BRAND FAMILY



Jai Alai brand refresh
Coming Soon!

SPONSORSHIP



BERT KREISCHER'S



SAMPLING



PROGRAMS





BRAND FAMILY

SPONSORSHIP

MEDIA

PROGRAMS



DALE'S + ICELANTIC



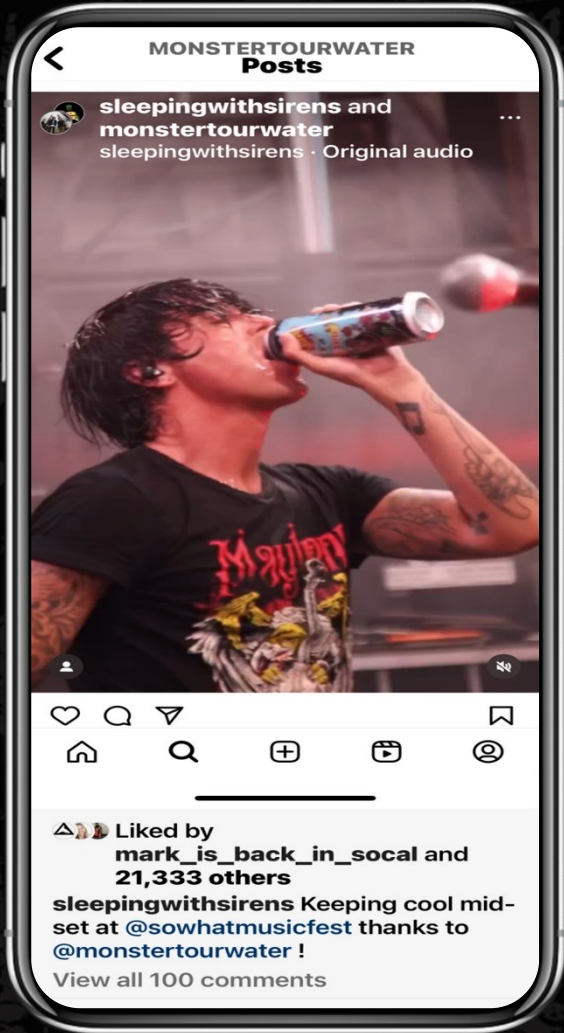
Seize the DALE'S

TOUR WATER MARKETING

DRIVE BRAND AWARENESS!



DIGITAL CONTENT (Tour Water + Existing Monster Influencers)



ON PREMISE / FESTIVALS



AMBASSADORS (Tour Water + Existing Monster Ambassadors)



PRODUCTION FACILITIES



PHOENIX



NORWALK



SAN FERNANDO



ATHY - IRELAND



SUSTAINABILITY REPORT



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.

PACKAGING



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.

SOLAR



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
SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

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)*



MONSTER
BEVERAGE CORPORATION

***QUESTION AND ANSWER SESSION
TO BEGIN SHORTLY***



MONSTER

BEVERAGE CORPORATION



KEVIN PERAZA
2023 X GAMES BMX GOLD MEDALIST



FRANCESCO BAGNAIA
2023 MOTOGP CHAMPION



ZOI SADOWSKI-SYNNOTT
2023 X GAMES SNOWBOARD GOLD MEDALIST

