

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **December 11, 2012**

**Monster Beverage Corporation**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of incorporation)

**0-18761**

(Commission File Number)

**39-1679918**

(IRS Employer Identification No.)

**550 Monica Circle Suite 201  
Corona, California 92880**

(Address of principal executive offices and zip code)

**(951) 739 - 6200**

(Registrant's telephone number, including area code)

**N/A**

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

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

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01. Regulation FD Disclosure.**

On December 11, 2012, Rodney C. Sacks, Chairman and Chief Executive Officer, and Hilton H. Schlosberg, Vice Chairman, President and Chief Financial Officer, of Monster Beverage Corporation (the "Company") will host an investor meeting to provide an update on the Company's business and operations at the Harvard Club of New York.

The Company's presentation will be open to all interested parties as a live webcast at approximately 4:15 p.m. Eastern Time on the "Events & Presentation" section of the Company's web site at [www.monsterbevcorp.com](http://www.monsterbevcorp.com). A copy of the slides that will be used in the meeting are furnished as Exhibit 99.1 hereto.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits

The following exhibit is furnished herewith:

Exhibit 99.1 Presentation slides.

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

Monster Beverage Corporation

Date: December 11, 2012

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





# Safe Harbor Statement

## Investor Presentation Safe Harbor Statement Rider

Certain oral and written statements in this presentation and in response to questions may constitute forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995, including statements in connection with or related to any discussion of or reference to management's expectations with respect to our future operations, opportunities or financial performance and other future events. Management 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: unanticipated litigation concerning the Company's products; the current uncertainty and volatility in the national and global economy; changes in consumer preferences; 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; product distribution and placement decisions by retailers; changes in governmental regulation; the imposition of new and/or increased excise and/or sales or other taxes on our products; criticism of energy drinks and/or the energy drink market generally; 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; political, legislative or other governmental actions or events, including the outcome of any state attorney general and/or government 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 most recent annual report on Form 10-K filed on February 29, 2012 and our most recent 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.

## Monster Energy Products Are Safe

- Tens of billions of energy drinks have been sold and safely consumed worldwide for approximately 25 years including more than 8 billion cans of Monster Energy that have been sold and safely consumed in the U.S. and around the world since 2002.
- The FDA has stated that there is a long history of safe use of other caffeine containing products in the United States and that the average amount of caffeine consumed by the U.S. population has remained relatively stable despite the entry of energy drinks into the marketplace.
- Monster energy products generally contain approximately 10 mg of caffeine per ounce from all sources. The leading brands of coffeehouse-brewed coffee contain on average in excess of 20 mg of caffeine per ounce.
- With respect to taurine and guarana, common energy drink ingredients, the FDA has stated that "FDA searched the literature but did not find any information that calls into question the safety of these ingredients as currently used in beverages."
- Energy drinks are fully regulated by the FDA regardless of whether the drink is marketed as a conventional food or as a dietary supplement.
- Monster Energy products could be labeled and sold as a food.
- The FDA has made it clear that it has not established any causal link between Monster Energy products and any of the limited number of events reported in the adverse event reports database.
- Monster Beverage Corporation monitors consumer communications it receives, and is not aware of any fatality anywhere that has been caused by its products.
- The current frenzy of attacks directed against energy drinks is not supported by the facts or the science.



AFTER A TIRING JOURNEY

*DRINK*  
**Coca-Cola**

*The SATISFACTORY BEVERAGE*

It satisfies the thirst; pleases the palate. Relieves fatigue quickly and naturally. Puts vim and go into tired brain and bodies. Delicious—cooling—refreshing.

Sold everywhere 5 cents

Guaranteed under the Pure Food and Drugs Act, June 30th, 1906, Serial Number 3324.

Don't forget to mention The Pacific Monthly when dealing with advertisers. It will be appreciated.

**UP**  
**ENERGY**

Makes a Guy Snappy, Happy, and Keen

Lots of folks live from meal to meal with never a bite between, but without a "pick-me-up" at 10, 2 and 4 o'clock they can't be at their best. Liquid energy in delicious Dr. Pepper is mighty fine for strength and endurance . . . and mighty healthful to boot.

**Dr. Pepper**  
GOOD FOR LIFE!  
5¢

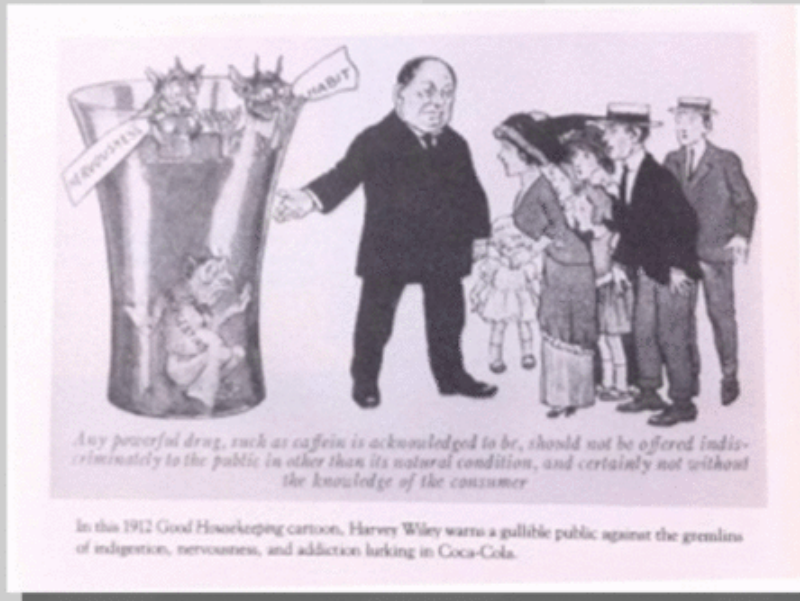
AT 10 - 2 & 4 O'CLOCK











Any powerful drug, such as caffeine is acknowledged to be, should not be offered indiscriminately to the public in other than its natural condition, and certainly not without the knowledge of the consumer

In this 1912 Good Housekeeping cartoon, Harvey Wiley warns a gullible public against the gremlins of indigestion, nervousness, and addiction lurking in Coca-Cola.

## Solid Financial Results

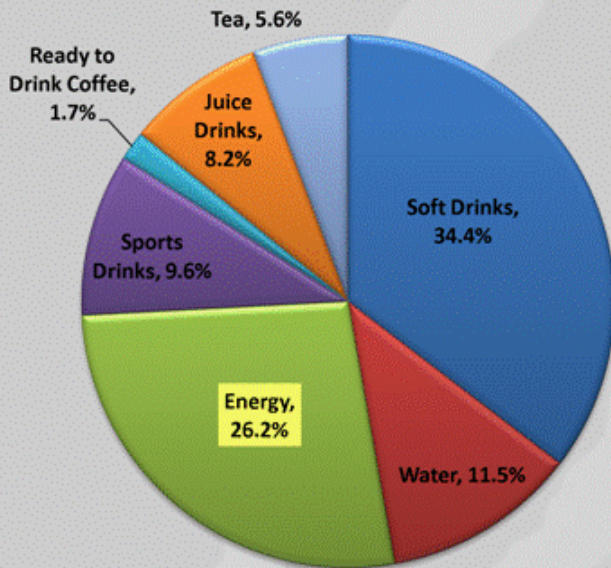


- 20 consecutive years of increased sales since acquisition of the Hansen beverage business in 1992.
- Achieved \$1.95 billion in gross sales in 2011.
- Net sales for the third quarter of 2012 increased to \$541.9 million, up 14.2% from the same quarter last year. Net income for the third quarter of 2012 increased to \$86.1 million, up 4.6% from the same quarter last year.

# Convenience Store RTD Beverage Category Performance 2012



## Dollar Volume Share



Total Beverage Market in Convenience

## Share Change Versus Last Year

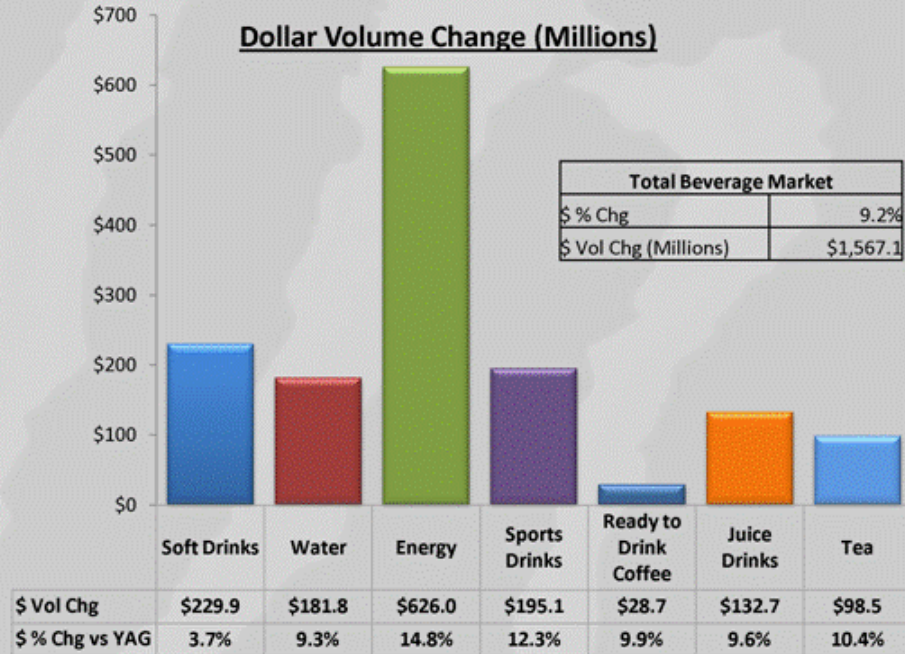
Soft Drinks	(1.8)
Water	0.0
Energy	1.3
Sports Drinks	0.3
Ready to Drink Coffee	0.0
Juice Drinks	0.0
Tea	0.1



# Convenience Store RTD Beverage Category Performance 2012



- Energy is outpacing the beverage category in both percentage increase and total incremental dollars, YTD 9/2/12



Source: Nielsen Convenience Retailer YTD Month Ending 09/29/12

## Energy Drink Category Overview



The Energy Category continues to grow in all channels over the last 13 wks:

- All Outlets Combined including Walmart:
- Convenience and Gas Channel:

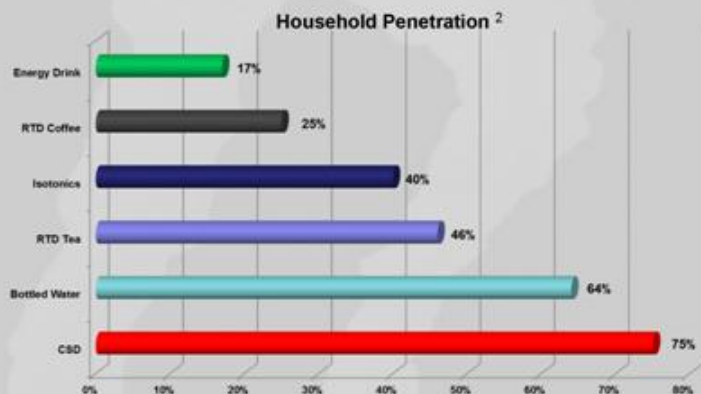
Value change: +12.5%; Unit change: 13.5%<sup>1</sup>

Value change: +12.9%; Unit change: 12.5%<sup>1</sup>

The Energy Drink Category is still in its infancy, with only 17% of adults 18+ consuming energy drinks.<sup>3</sup>

Energy drink consumers are also continuing to embrace innovation and flavor alternatives.

Premium brands continue to dominate the category with Monster Energy and Red Bull comprising 63.5% unit share in the Convenience and Gas Channel.<sup>4</sup>



Sources: <sup>1</sup>AC Nielsen Total US – 13 weeks Ending 11/17/12  
<sup>2</sup>Simmons Consumer Panel June 2012  
<sup>3</sup>Mintel Energy Drink & Energy Shot Report – US June 2012  
<sup>4</sup>AC Nielsen Total US Convenience – 13 Weeks Ending 11/17/12



# Energy Drink Category



Monster is leading growth in the Energy Drink Category, up +19.1% vs Total NA Energy +12.5%. Monster has gained 1.7 share points, leading the growth of all key competitors.

All Outlets Combined Snapshot

	AOC Conv Food Drug Mass incl WM	\$ Vol	\$ Vol Year Ago	\$ % Δ vs Year Ago	\$ Δ vs Year Ago	\$ Share	\$ Share Δ vs Year Ago
	<b>TNA TOTAL NON-ALCOHOL ENERGY</b>	<b>2,382,401,592</b>	<b>2,116,777,986</b>	<b>12.5%</b>	<b>265,623,606</b>	<b>100.0%</b>	<b>0.0</b>
1	TOTAL RED BULL	795,855,050	692,459,349	14.9%	103,395,701	33.4%	0.7
2	TOTAL MONSTER	755,903,376	634,747,583	19.1%	121,155,793	31.7%	1.7
3	TOTAL 5-HOUR ENERGY	286,296,948	285,178,658	0.4%	1,118,290	12.0%	(1.5)
4	TOTAL ROCKSTAR	190,302,505	175,590,720	8.4%	14,711,785	8.0%	(0.3)
5	TOTAL AMP	73,087,711	81,136,208	-9.9%	(8,048,497)	3.1%	(0.8)
6	TOTAL STARBUCKS COFFEE	67,869,536	56,995,279	19.1%	10,874,257	2.8%	0.2
7	TOTAL NOS	60,724,173	53,932,560	12.6%	6,791,613	2.5%	0.0
8	TOTAL FULL THROTTLE	29,207,101	27,324,066	6.9%	1,883,035	1.2%	(0.1)
9	TOTAL PRIVATE LABEL	15,278,168	15,272,049	0.0%	6,119	0.6%	(0.1)
10	TOTAL STARBUCKS REFRESHERS	13,103,320	201,365	6407.2%	12,901,955	0.6%	0.5
	All Other	94,773,704	93,940,149	0.9%	833,555	4.0%	(0.5)

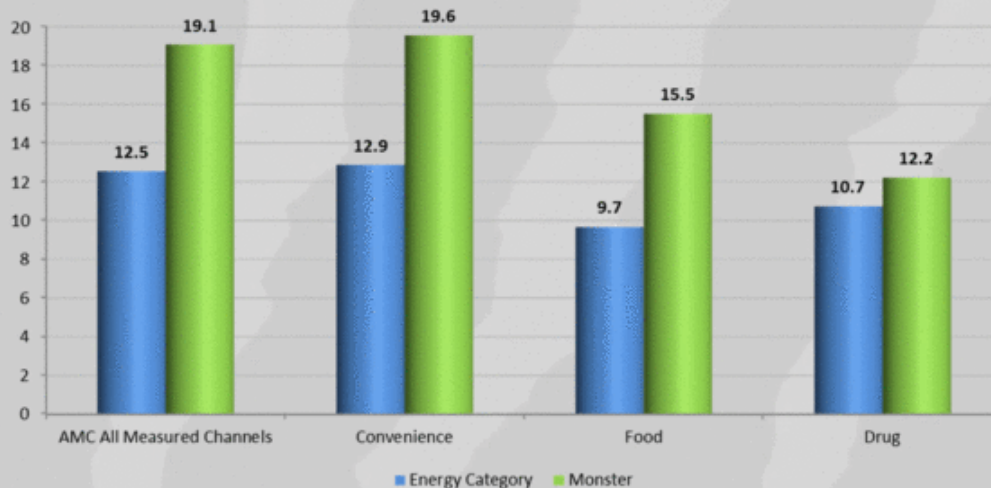
Source: AC Nielsen 13 Weeks Ending 11/17/12 - All Outlets Combined [Convenience, Grocery, Drug and Mass (including Wal Mart)]

# 2012 Channel Trends



Monster continues to outpace Energy Category growth across all channels. Per Nielsen, Monster sales are up +19.6% for the 13 weeks ending November 17, 2012, versus Category growth of +12.9%, in the Convenience and Gas channel.<sup>1</sup>

Value % Change vs Year Ago



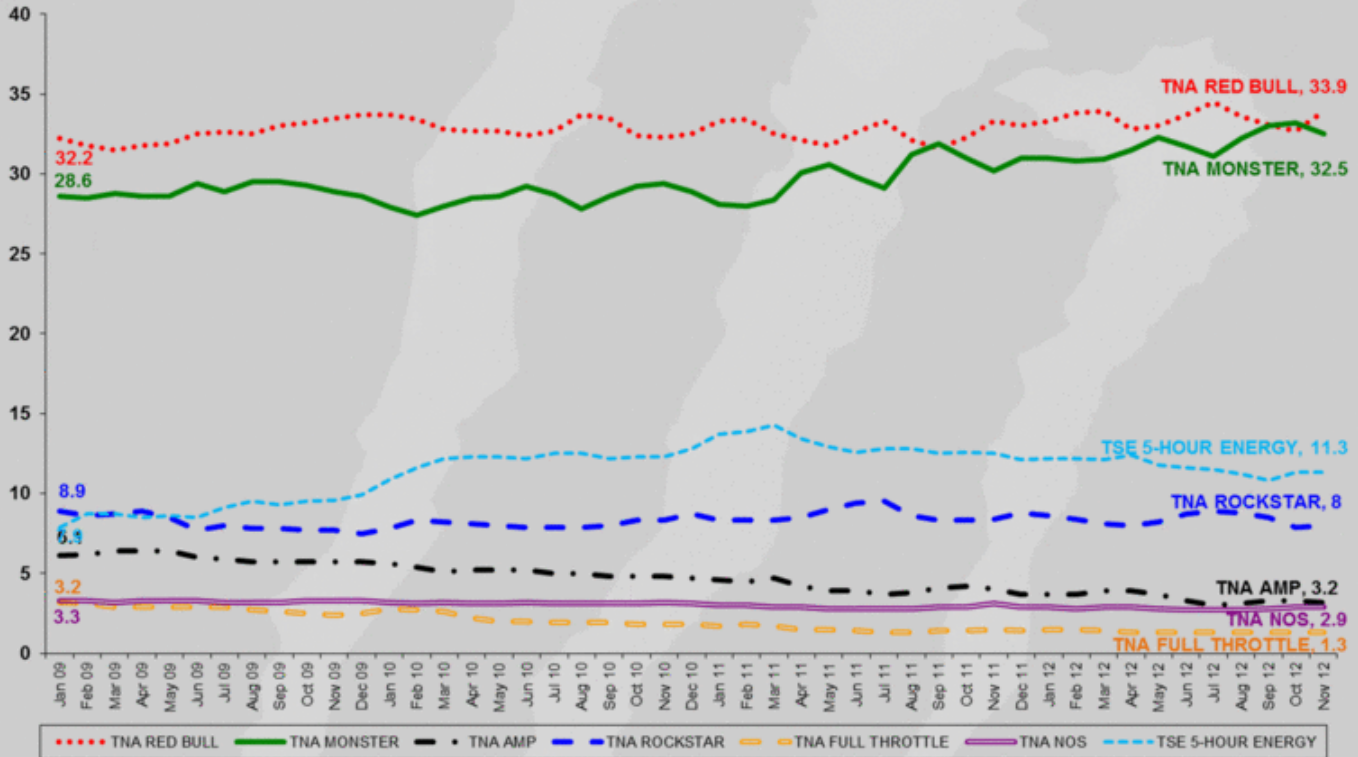
Source: AC Nielsen Total US Convenience - 13 Weeks Ending 11/17/12



# Energy Drink Category Share Trends



Dollar Share



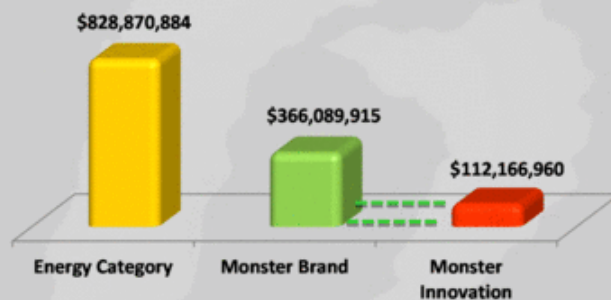
Source: AC Nielsen Total US Convenience – 4 Weeks Ending 11/17/12

# Monster Drives Energy Category Growth



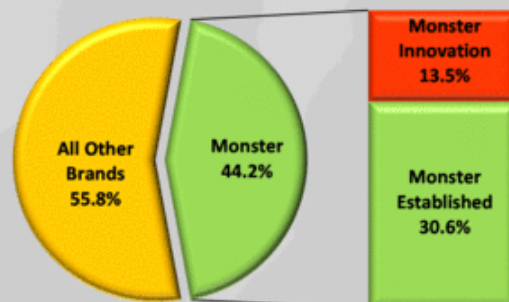
Dollar Sales Chg vs YA

Monster continues to drive Energy Category growth in the Convenience and Gas channel. The Monster brand contributed over \$366 million to the growth in the Energy Category year to date.<sup>1</sup>



While total Monster growth makes up 44.2% of the total Energy Category growth, Monster Innovation products have accounted for over \$112 million of the growth in the Energy Category year to date.<sup>1</sup>

% of Dollar Growth



- Successful innovation such as the Monster Rehab line extensions, Monster Zero Ultra, and Monster Cuba Lima have provided strong growth and attracted new consumers to the Energy Category.

Sources: <sup>1</sup>AC Nielsen Total US Convenience – YTD Ending 11/17/12



# 2012 Key Accomplishments



Monster Energy's latest 13 week performance is outpacing the Energy Category growth in units by a wide margin.

	<u>Category</u>	<u>Monster</u>
• All Outlets Combined including Walmart <sup>1</sup>	+13.5%	+20.4%
• Convenience and Gas Channel <sup>1</sup>	+12.5%	+19.3%

Consumers continue to embrace Monster Energy's innovation. Of Monster's 34.7% unit share in the Convenience and Gas Channel in the latest 4 weeks, the Rehab line makes up 4.2 points, Absolutely Zero makes up 2.8 points, while newer entries Cuba Lima and Zero Ultra make up 2.1 points together.<sup>2</sup>

Monster's Original 16oz continues to be one of the fastest growing products in the Energy Drink Category, in particular up +18.8% in units and 21.3% in \$'s over a year ago in the Convenience and Gas Channel.<sup>1</sup>

Monster Rehab Tea+Lemonade+Energy is the #1 sku in the RTD Tea Category in the Convenience and Gas Channel.<sup>3</sup>, and Monster Rehab as a brand is the #2 brand in that Category.<sup>3</sup>

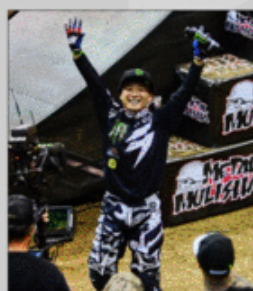
Monster Java is the #1 Energy Coffee brand in the RTD Energy Coffee Category in the Convenience and Gas Channel and is up +29% in units, outpacing that Category at +20.2%.<sup>1</sup>

Source: <sup>1</sup>AC Nielsen Total US- 13 Weeks Ending 11/17/12  
<sup>2</sup>AC Nielsen Total US Convenience - 4 Weeks Ending 11/17/12  
<sup>3</sup>AC Nielsen Total US Convenience - 13 Weeks Ending 9/29/12

# Monster 2012 Champions



**Heath Frisby**  
First Snow Mobile Front Flip



**Taka Higashino**  
X Games Free Style MX Gold



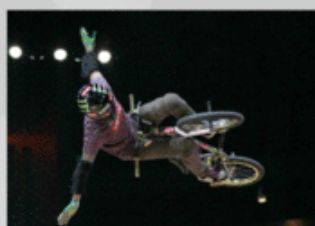
**Ryan Villopoto**  
2011 & '12 Supercross World Champion



**Josh Hayes**  
2010, 2011 & 2012 Pro Superbike Champion



**Stephane Peterhansel**  
Dakar Rally Champion



**Jamie Bestwick**  
Six Consecutive X Games Metals



**Jamie Whincup**  
V8 Super Car Champ Australia



**Nyjah Huston**  
Street League of Skate Board Champion



# New Initiatives



Kyle & Kurt Bush  
Nationwide NASCAR  
Team



Kyle Bush  
Sprint Cup NASCAR



Damon Bradshaw  
Monster Jam



Robson Palmero  
PBR World Finals Champion

# New Products



Q1 2012



Q3 2012



Q3 2012



1H 2013



1H 2013

# New Products



Q1 2013



Monster Mini's 8oz.



# New Products



15.5 oz.  
1H 2013

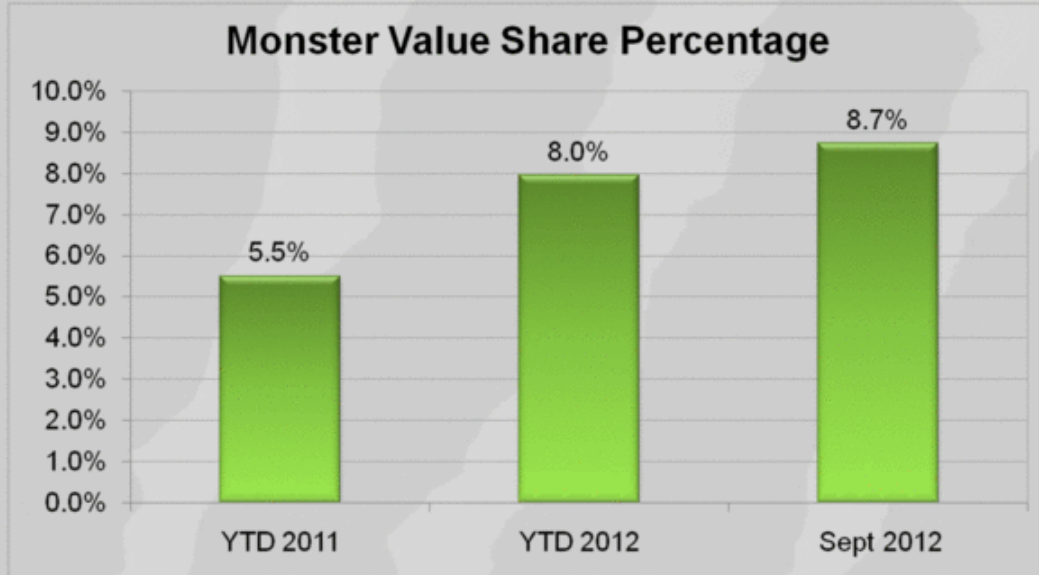


# Global Expansion

# 2012: EMEA Value Share Gain



Monster takes value share across our markets in Europe + South Africa

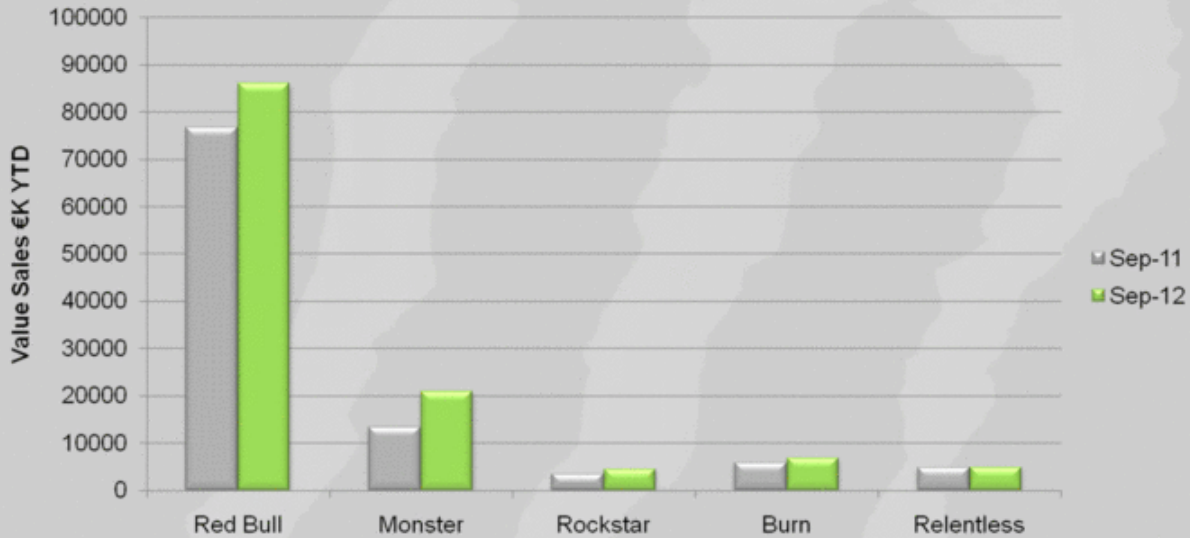


Source: Aggregated Nielsen value sales for Great Britain, Ireland, Belgium, France, Netherlands, Norway, Sweden, Denmark, Germany, Poland, Italy, Switzerland, Austria, Greece, Hungary, Czech Republic, Bulgaria, Slovakia, Baltics, South Africa to end September 2012

# 2012: Outpacing the competition



## Monster widens its lead as the #1 challenger brand to Red Bull in Europe + South Africa



Monster now accounts for 25% of Red Bull value sales in our markets, with an average age in market at less than 3 years

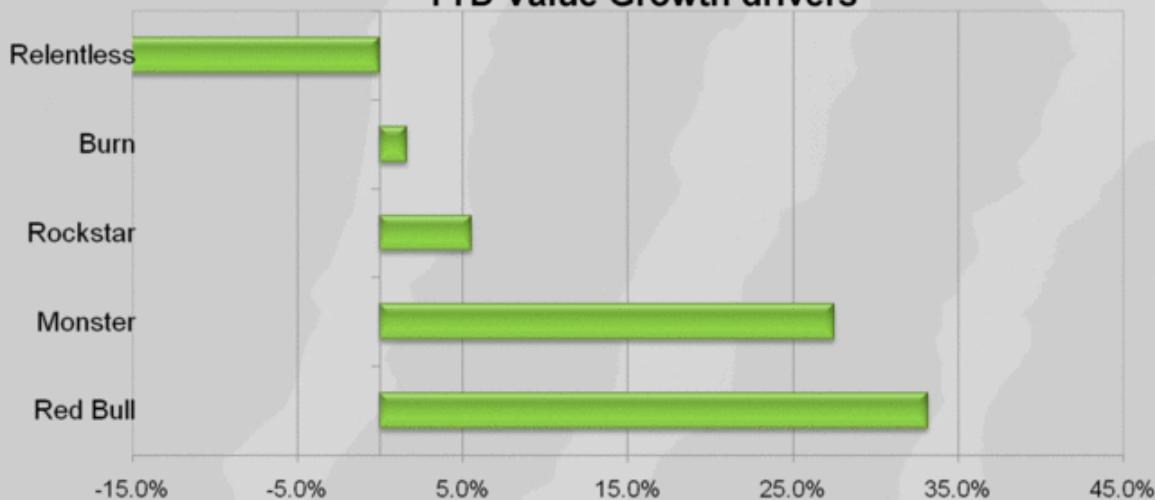
Source: Aggregated Nielsen value sales for Great Britain, Ireland, Belgium, France, Netherlands, Norway, Sweden, Denmark, Germany, Poland, Italy, Switzerland, Austria, Greece, Hungary, Czech Republic, Bulgaria, Slovakia, Baltics, South Africa to end September 2012.

# 2012: Driving Category Growth



## Monster represents 27% of the Energy Drink Market Growth in our European + South African markets

### YTD Value Growth drivers



Monster represents €62m of the 12% YTD growth of the Energy Category in our markets

Source: Aggregated Nielsen value sales for Great Britain, Ireland, Belgium, France, Netherlands, Norway, Sweden, Denmark, Germany, Poland, Italy, Switzerland, Austria, Greece, Hungary, Czech Republic, Bulgaria, Slovakia, Baltics, South Africa to end September 2012.

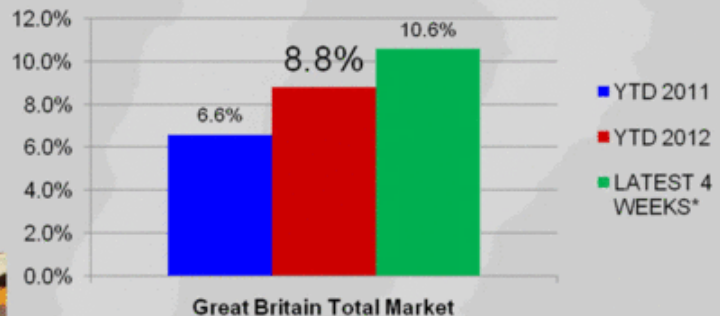


# Selected Market Great Britain



- Great Britain's energy category: +9% YTD.
- Monster's value growth: +46% YTD.
- Monster's market share is 10.6% in the latest 4 weeks\*.
- Effective Monster TDM program.

## Monster Market Share £



Tesco

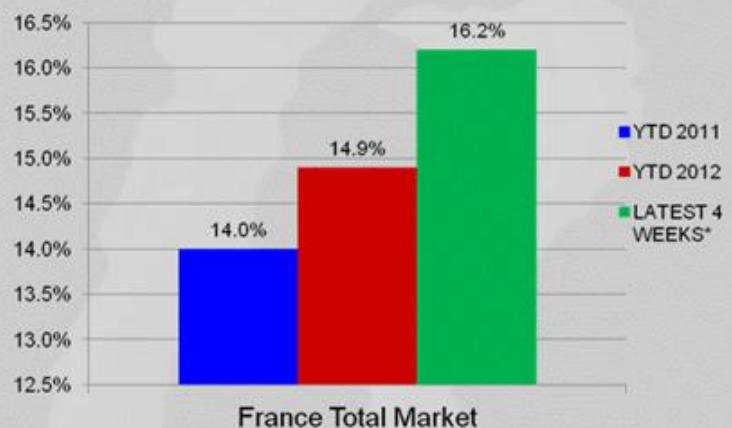
Source: Nielsen scantrack data to 6<sup>th</sup> October 2012\*  
Nielsen reads grocery and convenience (excluding gas stations) in GB

# Selected Market France



- France's energy category: +11% YTD.
- Monster's value growth: +18% YTD.
- Monster is the #2 energy brand in France, with 16.2% market share in the latest 4 weeks\*.

## Monster Market Share €



Independent Store, Paris

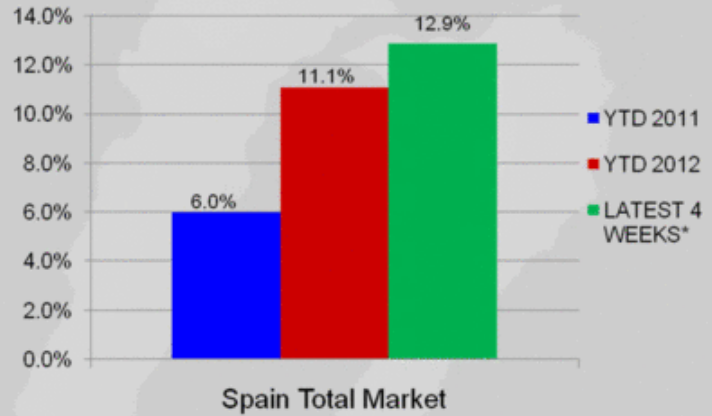
Source: Nielsen value sales to 7<sup>th</sup> October 2012\*  
Nielsen reads grocery in France

# Selected Market Spain



## Monster Market Share €

- Spain's energy category: +11% YTD.
- Monster's value growth: +105% YTD.
- Monster's market share is 12.9% in the latest 4 weeks\*.
- Red Bull declined 3% year on year and lost 5.3% market share, despite launching their three "Red Bull Editions"
- The Monster TDM program in Spain is delivering good execution across the retail environment.



Mercadona

Source: Nielsen value sales to 7<sup>th</sup> October 2012\*  
Nielsen reads grocery and convenience (excluding gas stations) in Spain

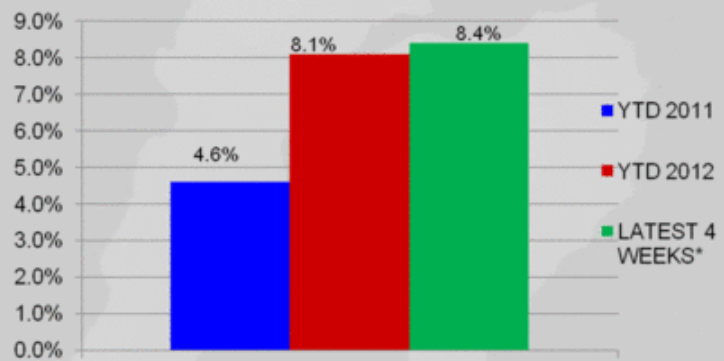


# Selected Market Germany



- Germany's energy category: +22% YTD.
- Monster's value growth: +114% YTD.
- Monster's market share is 8.4% in the latest 4 weeks\*.
- Monster Energy launched 5 new SKUs in Germany: every new SKU has generated incremental volume.
- Monster is the #2 Energy Drink brand in Germany, overtaking Rockstar in June 2012.
- Red Bull grew behind the market at 16% and lost 2.4% share, despite the launch of their three "Red Bull Editions"
- Effective Monster TDM program.

## Monster Market Share €



Germany Total Market



Germany: Edeka

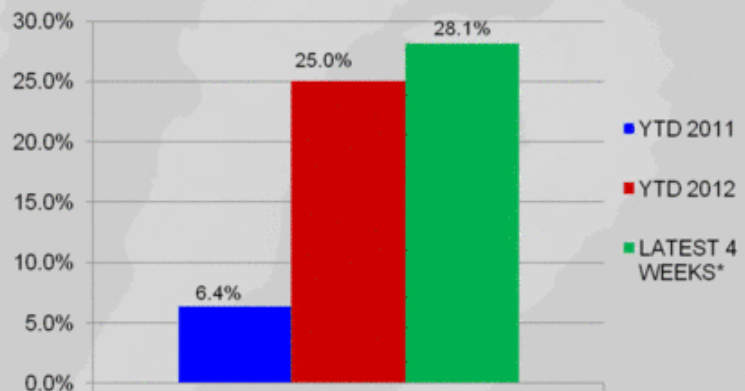
Source: Nielsen value sales excluding Hard Discounters to end Sept. 2012\*  
Nielsen reads grocery in Germany

# Selected Market Greece



- Greece's energy category: +7% YTD.
- Monster's market share is 28.1% in the latest 4 weeks\*.
- In just two years, Monster has achieved the position of the #2 Energy drink in Greece at 55% the size of Red Bull.

## Monster Market Share €



Greece Total Market



Carrefour



Carrefour

Source: Nielsen value sales to end Sept. 2012\*  
Nielsen reads grocery and convenience (excluding gas stations) in Greece

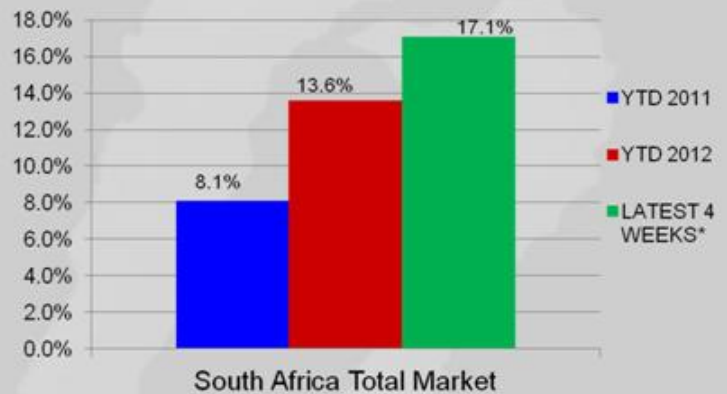


# Selected Market South Africa



- South Africa's energy category: +34% YTD.
- Monster's value growth: +124% YTD.
- Monster's market share is 17.1% in the latest 4 weeks\*.
- Monster is taking share in South Africa, Red Bull lost 4% market share and Play (Coca-Cola) lost 1% market share.

## Monster Market Share R



Spar

Source: Nielsen value sales to end Sept. 2012\*  
Nielsen reads grocery and convenience (including gas stations) in South Africa

# European Motor Sports



Nico Rosberg & Micheal Schumacher  
Formula 1



Title Sponsor MotoGP Le Mans



Valentino Rossi  
Moto GP Legend



Liam Doran  
British Rally Cross



Buttsy Butler  
Drift



Team X Raid  
Dakar Rally Champions



MX1  
Motocross



Ken Block  
Gymkhana Grid



Chris Holder  
Speedway Champion

# European Action Sports



Marc Lacomare  
Surf



Harry Main  
BMX



Brendan Fairclough  
Down Hill Mountain Bike



Kjersti Buaas  
Snowboard



Sam Beckett  
Vert Skate



Nassim Guammaz  
Street Skate



Nick Davies  
Wake Board



Kevin Rolland  
Ski



Sam Pilgrim  
Free Style Mountain Bike



# Sampling Teams – Western Europe



Madrid



Barcelona



Portugal



Athens



Paris



London



Belgium



Stuttgart



Netherlands

# Sampling Teams – Eastern Europe



Hungary



Czech Republic



Slovakia



# Mexico



- Mexico's Energy drink category is up +14.9% YTD.<sup>2</sup>

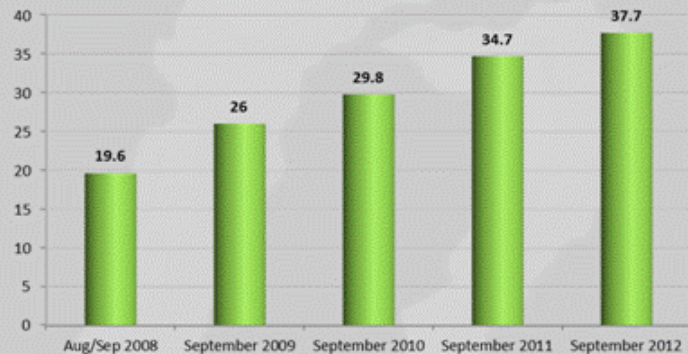
- Monster Energy is outpacing the category with +25.2% YTD growth.<sup>2</sup>

- The Monster Energy Brand is #1 in value share, reaching 37.7%<sup>1</sup> in the most recent month September 2012

- In the Modern Trade Channel, which includes Convenience stores, Monster's value share is 43.2%<sup>1</sup> in September 2012.

- Monster Energy has attained Preferred Supplier status with the influential Oxxo Convenience chain. Oxxo has nearly 10,000 outlets throughout Mexico and 94% ACV in the Convenience Channel.

Monster Energy Value Share



All Outlets Combined Including drug

Source: <sup>1</sup>AC Nielsen Total Mexico Modern Trade – September 2012

<sup>2</sup>AC Nielsen Total Mexico All Outlets Combined incl. Drug – YTD thru September 2012

# Mexico Sponsorships



Hugo Oliveras  
NASCAR



Monster Army Skate Jam



World Rally



Motocross



# Mexico Sponsorships



Music



DJ Endorsements



X Pilots Freestyle Show



# Sampling Teams – Latin America



Puerto Rico



Monterey



Los Cabos



Brazil



Colombia



Guadalajara

# Japan



- Monster Energy launched in Japan in May 2012.
- Strong retail execution from Asahi achieved 90% distribution on Monster Green and Khaos in the Convenience Channel.
- Obtained retail authorization for the four largest convenience chains; 7-Eleven, Lawson, Family Mart and Circle K.
- Monster is the #2 brand in Japan, with 27% convenience channel market share in only eight months<sup>1</sup>.
- Research Study Commissioned by Asahi indicated 40% brand awareness for Monster in only six months.



Lawson



7- Eleven



Independent Retailer



# Japan Sponsorships



Akira Narita  
#1 Motocross Rider



Taka Higashino  
X Games Free Style Champion



Ozzy  
Skate



Night Life – DJ Endorsements



NORIYUKI HAGA

Noriyuki Haga  
Moto GP



Kazahiro Kukubu  
Japanese Olympic Team  
Member

# Japan Sponsorships



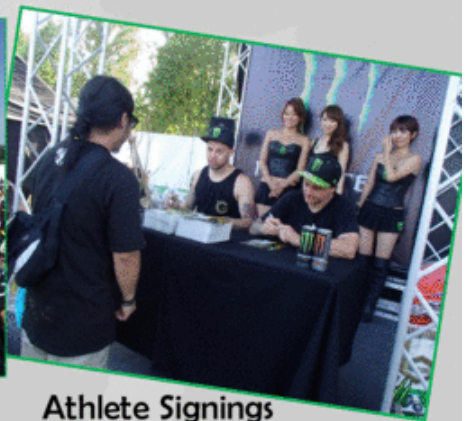
## Air Jam Action Sports and Music Festival



Sampling



50,000 Fans



Athlete Signings



Monster Energy Skate Park



# Sampling Teams - Japan





# Social Media

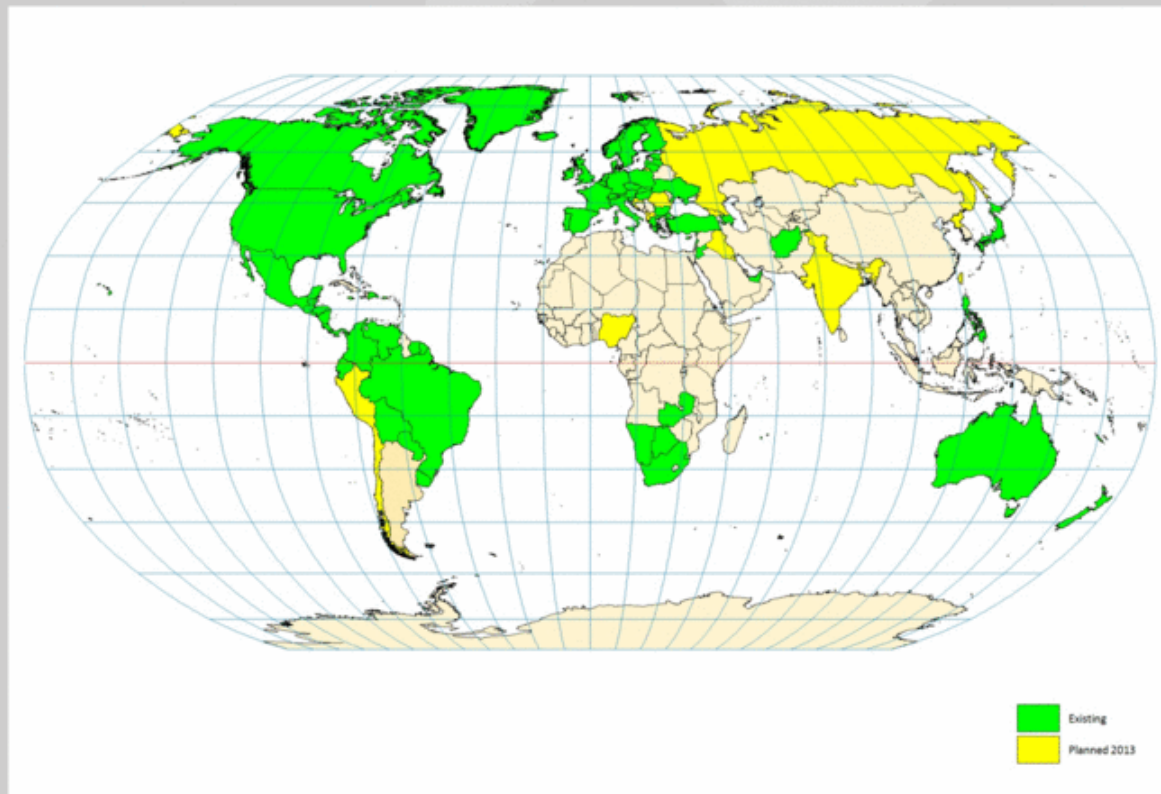


- 20 million Facebook fans
- Monster's Facebook fans over-index in brand interaction versus other beverage brands. Monster has 9.45% of Facebook beverage fans, but 12.75% of the chatter.
- Monster Energy's Facebook effort was grown organically.

Company	% Engagement	% Social Market Share	% Share of Voice
Monster Energy	13.21%	9.45%	12.75%
Red Bull	7.22%	16.09%	11.87%
Coke	2.17%	26.24%	5.81%
Starbucks	3.80%	15.53%	6.03%
Pepsi	15.96%	4.3%	7.06%

Source: Blitzmetrics.com

# Monster's International Footprint





# Peace Tea



## Single Serve Line Up:



- The RTD Tea Category is +18.5% vs year ago in Total US Convenience.
- Peace Tea is #8 RTD Tea Brand in Total US Convenience, up 31.2% vs year ago. Peace Tea's value share is 2.8%, +0.3% points vs year ago.
- Peace Tea has solidified itself as a credible category player.
- Consumer acceptance of Peace Tea single serve cans has facilitated the introduction of multi-serve SKU's.

\*New SKU's Snoberry, Peach, Tamarind Tea, expected to launch early 2013

Source: AC Nielsen Total US Convenience - 13 Weeks Ending 9/29/12

# New Peace Tea Products



## Multi-Serve Line Up:



64oz Growler



12pk/ 8oz Fridge Pack



Fridge Pack will be available in the four most popular flavors

Q1 2013



# Warehouse Division Highlights



- New Sales Management Team



- Hubert's became fastest growing lemonade brand in the Grocery & C-Store Channels and has potential to achieve meaningful success in addressing DSD opportunity<sup>1</sup>



- Hubert's Lemonade program with Hubert's 4 packs at Wal-Mart in 2012 is expected to lead to expanded distribution in 2013.

- Maintained apple juice share leadership in California<sup>2</sup>
  - Challenges with apple juice concentrate costs going forward



<sup>1</sup>Nielsen Scantrack® Total US Conv, 52 Week Ending 08/04/12  
<sup>2</sup>Nielsen Scantrack®, California Unit Share 52 Week Ending 9/1/12

## Warehouse Division Product Line Expansion 2012



- Hansen's 7.5oz "Smart Size" Soda package



- Hansen's Natural Coconut Waters aseptic boxes



- Continued expansion of Hubert's brand
  - Hubert's Cherry Limeade & Blackberry Lemonade
  - Hubert's 16oz Glass Half&Half Lemonade Teas
  - Hubert's 4-Packs



## Warehouse Division 2013 New Products



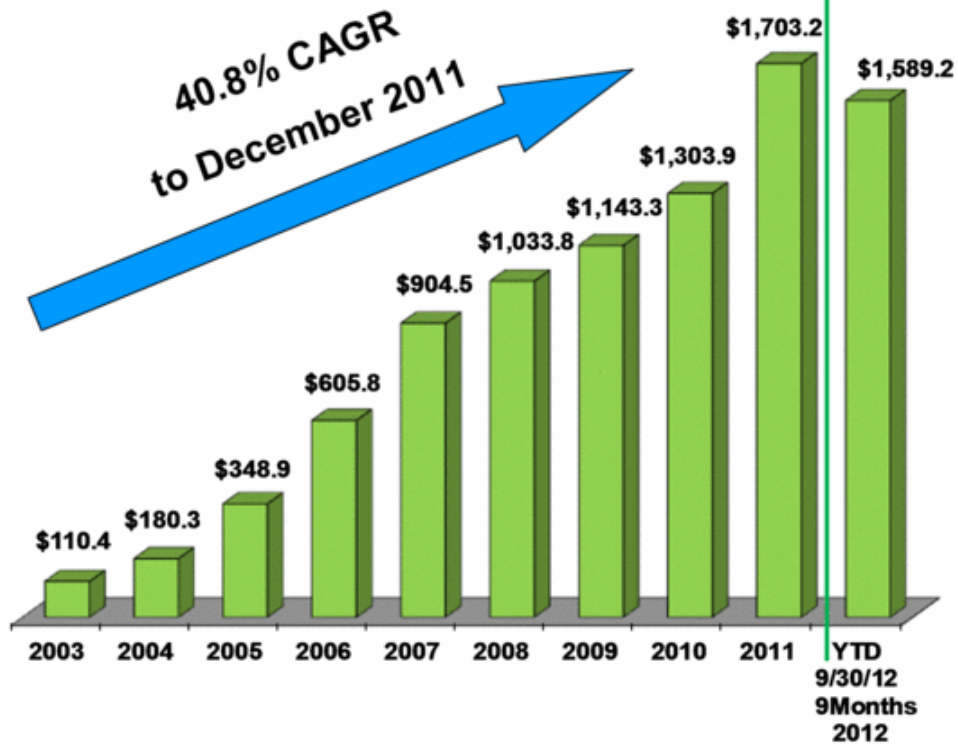
- Hansen's Natural Sparkling Fruits
- Sparkling Water Refreshment with Great Fruit Taste
  - 10 Calories
  - Sweetened With Real Fruit Juice, Stevia & Monk Fruit Extracts
  - 12oz Sleek Can



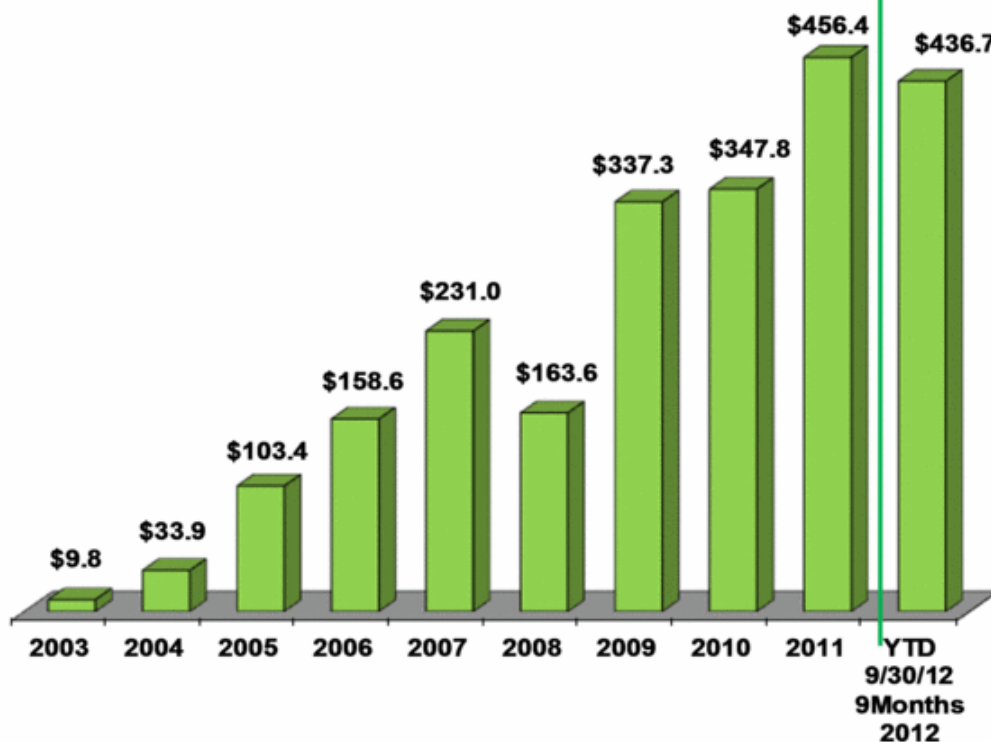
- Hansen's Natural Orange & Grape Soda Flavors
- Traditional flavors requested by major customers



# Monster Beverage Corporation Net Sales (\$ in millions)



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



# Monster Beverage Corporation

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



\* Adjusted operating income is a non-GAAP financial measure that includes adjustments for termination costs to prior distributors and for professional service fees, net of insurance reimbursements, associated with the review of stock option grants and granting practices, related litigation and other related matters. Non-GAAP financial measures are not prepared in accordance with GAAP and may be different from non-GAAP financial measures used by other companies. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. We include these non-GAAP financial measures because we believe they are useful to investors in allowing for greater transparency related to our ongoing operations. Investors are encouraged to review the reconciliation of the non-GAAP financial measures used to their most directly comparable GAAP financial measures as provided in the table below.



Reported OI	\$9.8	\$33.9	\$103.4	\$158.6	\$231.0	\$163.6	\$337.3	\$347.8	\$456.4	\$436.7
*Adjustments	-	-	-	16.5	25.0	117.9	-2.8	-1.8	1.1	.6
Adjusted OI	\$9.8	\$33.9	\$103.4	\$175.1	\$256.0	\$281.5	\$334.5	\$346.0	\$457.5	\$437.3



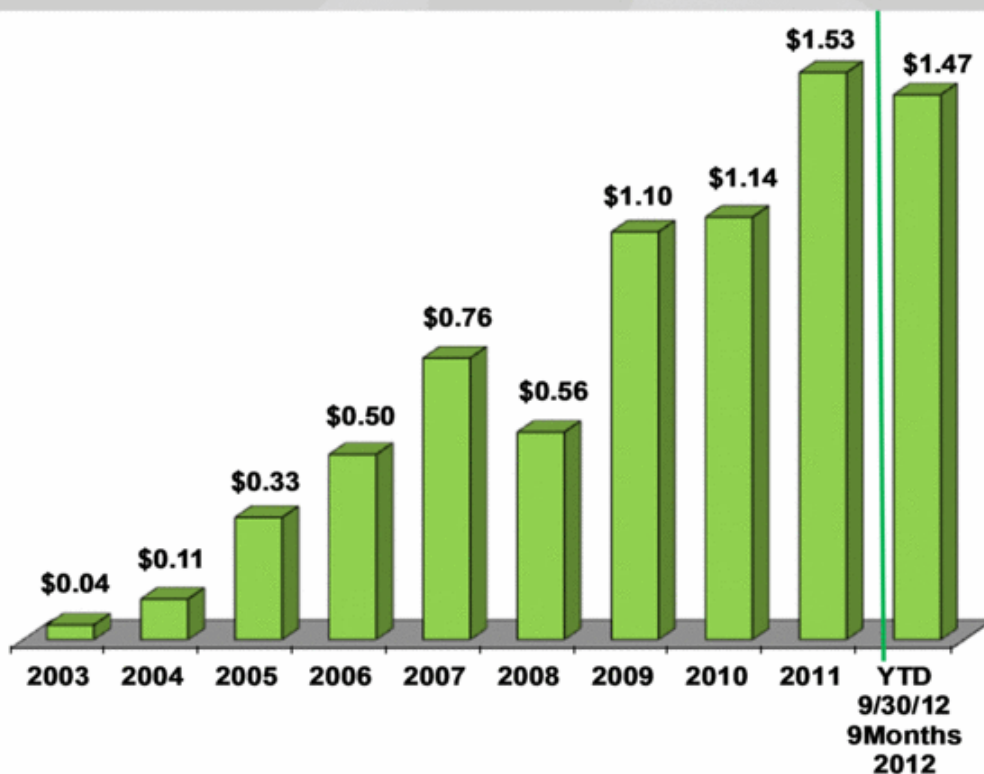
# Monster Beverage Corporation Reported Net Income (\$ in millions)



# Monster Beverage Corporation Reported Diluted Earnings Per Share



As adjusted for February 16, 2012 2:1 Stock Split



# Monster Beverage Corporation Balance Sheet Highlights

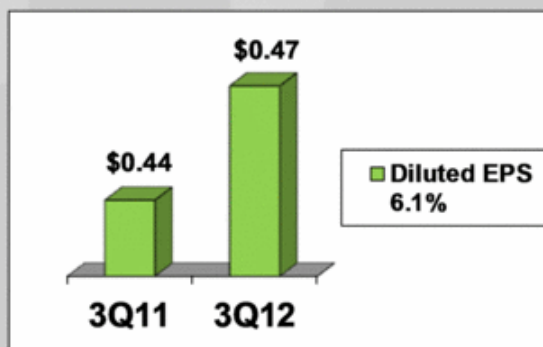
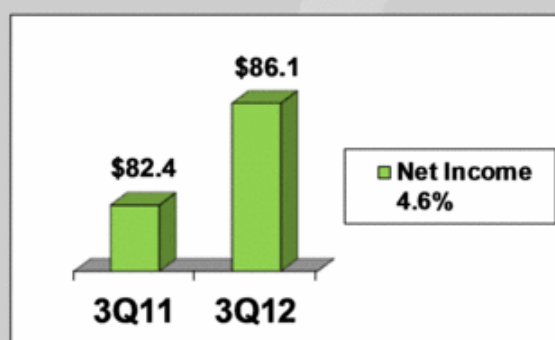
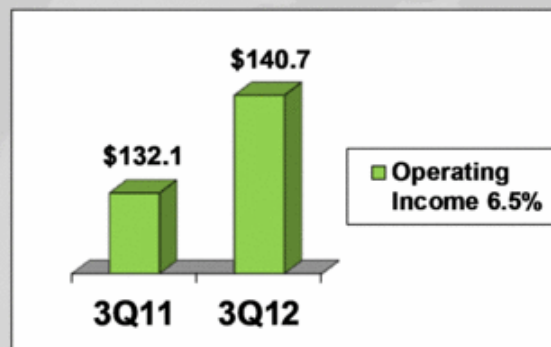
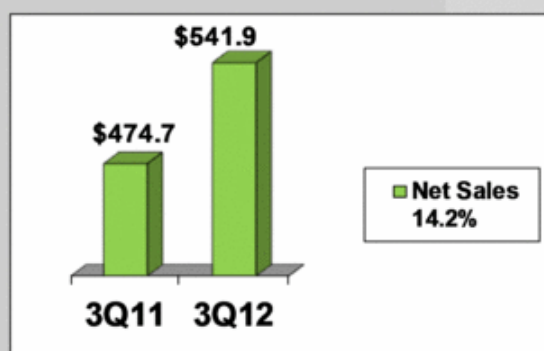


(\$ in thousands)

	September 30, 2012	December 31, 2011	Percentage Change
Cash and cash equivalents	\$ 283,054	\$ 359,331	-21%
Investments:			
Short-term investments	\$ 307,654	\$ 411,282	-25%
Long-term investments	\$ 19,882	\$ 23,194	-14%
Total Investments	\$ 327,536	\$ 434,476	-25%
Total cash and investments	\$ 610,590	\$ 793,807	-23%
Trade accounts receivable, net	\$ 288,584	\$ 218,072	32%
Inventories	\$ 193,934	\$ 155,613	25%
Current liabilities	\$ 317,038	\$ 266,090	19%
Deferred revenue	\$ 112,209	\$ 117,151	-4%
Total stockholders' equity	\$ 889,675	\$ 979,158	-9%
Shares repurchased during period	6,854,543	4,950,716	

(9 Months to September 30, 2012, 12 months to December 31, 2011)

# Monster Beverage Corporation 3<sup>rd</sup> Quarter Results (in millions except per share data)





# 2012 Share Repurchases (through December 10, 2012)



	Shares Purchased	Avg. Price (excluding broker's commission)	Gross Amount (excluding broker's commission)
Activity to 06/30/12	-	-	-
Activity to 09/30/12	6,854,543	\$57.99	\$397,494,594.44
Activity since 09/30/2012	6,071,535	\$50.77	\$308,221,727.81
	12,926,078	\$54.60	\$705,716,322.25