

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

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

Date of Report (Date of earliest event reported): **January 13, 2022**

**Monster Beverage Corporation**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of incorporation)

**001-18761**  
(Commission File Number)

**47-1809393**  
(IRS Employer Identification No.)

**1 Monster Way**  
**Corona, California 92879**  
(Address of principal executive offices and zip code)

**(951) 739 - 6200**  
(Registrant's telephone number, including area code)

**N/A**  
(Former name or former address, if changed since last report)

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

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

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock	MNST	Nasdaq Global Select Market

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

Emerging growth company

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

**Item 7.01. Regulation FD Disclosure.**

On January 13, 2022, Co-Chief Executive Officers Rodney Sacks and Hilton Schlosberg of Monster Beverage Corporation (the “Company”) will host a virtual investor meeting to provide an update on the Company’s business and operations.

The Company’s presentation will be open to all interested parties as a live webcast at approximately 4:30 p.m. Eastern Time on the “Events & Presentation” section of the Company’s website at [www.monsterbevcorp.com](http://www.monsterbevcorp.com). A copy of the slides that will be used in the meeting is furnished as Exhibit 99.1 hereto. For those who are not able to join the live webcast, the event will be archived for approximately one year on the website.

**Item 8.01 Other Events.**

On January 13, 2022, the Company issued a press release announcing that it has entered into a definitive agreement to acquire CANarchy Craft Brewery Collective LLC, a craft beer and hard seltzer company, for \$330 million. The transaction, which is expected to close in the first calendar quarter of 2022, is subject to customary closing conditions, including regulatory approvals.

A copy of the press release is attached as Exhibit 99.2 hereto.

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

(d) Exhibits

[Exhibit 99.1 Presentation Slides.](#)

[Exhibit 99.2 Press Release dated January 13, 2022.](#)

Exhibit 104 The cover page from this Current Report on Form 8-K, formatted in iXBRL (Inline eXtensible Business Reporting Language).

SIGNATURES

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

Monster Beverage Corporation

Date: January 13, 2022

/s/ Hilton H. Schlosberg

Hilton H. Schlosberg

Vice Chairman of the Board of Directors and Co-Chief Executive Officer



# MONSTER

BEVERAGE CORPORATION

JANUARY 13, 2022



**FABIO QUARTARARO**  
MOTOGP WORLD CHAMPION



**CHLOE KIM**  
X GAMES SNOWBOARD SUPERPIPE GOLD



**JOSE VITOR LEME**  
BACK-TO-BACK PBR WORLD CHAMPION



# SAFE HARBOR STATEMENT



Certain statements made in this presentation may constitute "forward-looking statements" within the meaning of the U.S. federal securities laws, as amended, regarding the expectations of management with respect to our future operating results and other future events including revenues and profitability. The Company cautions that these statements are based on management's current knowledge and expectations and are subject to certain risks and uncertainties, many of which are outside of the control of the Company, that could cause actual results and events to differ materially from the statements made herein. Such risks and uncertainties include, but are not limited to, the following: the direct and indirect impacts of the human and economic consequences of the COVID-19 pandemic, including the new variants, as well as measures being taken or that may be taken in the future by governments, and consequently, businesses (including the Company and its suppliers, bottlers/distributors, co-packers and other service providers), and the public at large to limit the COVID-19 pandemic; the impact on consumer demand of the resurgence of the COVID-19 pandemic, including new variants, in many of the countries and territories in which we operate resulting in a number of countries, reinstating lockdowns and other restrictions; the impact of vaccine mandates on our business and supply chain, including our ability to recruit and/or retain employees; and disruptions in the business of our co-packers, bottlers/distributors and/or suppliers; fluctuations in growth rates and/or decline in sales of the domestic and international energy drink categories generally, including in the convenience and gas channel (which is our largest channel), and the impact on demand for products resulting from deteriorating economic conditions and/or financial uncertainties due to the COVID-19 pandemic; our ability to recognize benefits from The Coca-Cola Company (TCCC) transaction; our extensive commercial arrangements with TCCC and, as a result, our future performance's substantial dependence on the success of our relationship with TCCC; the impact on our business of trademark and trade dress infringement proceedings brought against us relating to our Reign Total Body Fuel® high performance energy drinks; exposure to significant liabilities due to litigation, legal or regulatory proceedings; intellectual property injunctions; our ability to introduce and increase sales of both existing and new products, and the impact of the COVID-19 pandemic on our innovation plans; our ability to implement the share repurchase programs; unanticipated litigation concerning the Company's products; the current uncertainty and volatility in the national and global economy; changes in consumer preferences; adverse publicity surrounding obesity and health concerns related to our products, product safety and quality, water usage, environmental impact and sustainability, human rights, our culture, workforce and labor and workplace laws; changes in demand due to both domestic and international economic conditions; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; actual performance of the parties under the new distribution agreements; potential disruptions arising out of the transition of certain territories to new distributors; changes in sales levels by existing distributors; unanticipated costs incurred in connection with the termination of existing distribution agreements or the transition to new distributors; changes in the price and/or availability of raw materials; other supply issues, including the availability of products and/or suitable production facilities including limitations on co-packing availability and retort production; product distribution and placement decisions by retailers; the effects of retailer and/or bottler/distributor consolidation on our business; our ability to successfully adapt to the changing landscape of advertising, marketing, promotional, sponsorship and endorsement opportunities created by the COVID-19 pandemic; unilateral decisions by bottlers/distributors, buying groups, convenience chains, grocery chains, mass merchandisers, specialty chain stores, 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 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; criticism of energy drinks and/or the energy drink market generally; changes in U.S. tax laws as a result of any legislation proposed by the current U.S. presidential administration or U.S. Congress; 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; possible recalls of our products and/or the consequences and costs of defective production; our ability to absorb, reduce or pass on to our bottlers/distributors increases in commodity costs, including freight costs; or political, legislative or other governmental actions or events, including the outcome of any state attorney general, government and/or quasi-government agency inquiries, in one or more regions in which we operate. For a more detailed discussion of these and other risks that could affect our operating results, see the Company's reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K for the year ended December 31, 2020, 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.

# STRATEGIC ACQUISITION



Founded in 2015, CANarchy is a disruptive collective of like-minded brewers dedicated to bringing high-quality craft beer and seltzers to drinkers everywhere. The portfolio of craft brands includes offerings from Oskar Blues Brewery, Cigar City Brewing, Squatters Craft Beers, Wasatch Brewery, Deep Ellum Brewing Company and Perrin Brewing Company. CANarchy, a top 5 US craft brewery, provides craft beverages throughout the United States and 20 countries and US territories.



## FLAGSHIP PRODUCTS



# CANARCHY



ESTIMATED 2021 NET SALES \$134 MILLION

## 7 MANUFACTURING FACILITIES

ANNUAL BEER CAPACITY 616,000 BARRELS  
ANNUAL SELTZER CAPACITY 211,000 BARRELS



## 566 EMPLOYEES

BEER BRANDS						
BEER CATEGORY	PALE ALE, PILSNER, HARD SELTZER FOCUS	IPA FOCUS	IPA FOCUS	WHEAT BEER, AMBER ALE FOCUS	BLONDE ALE, IPA FOCUS	DARK ALE, IPA FOCUS
DISTRIBUTION	NATIONAL	NATIONAL	MTN WEST, MIDWEST	MTN WEST, MIDWEST	SOUTH CENTRAL	MICHIGAN
SELTZER BRANDS						
DISTRIBUTION	NATIONAL	REGIONAL-FLORIDA	REGIONAL-UTAH	REGIONAL-TEXAS		

# MONSTER ALCOHOL EXPANSION



*The CANarchy acquisition marks Monster Beverage Corporation's entry into the alcoholic beverage industry, with a number of high-quality established brands.*

*CANarchy already operates with the people, distribution network, licenses, alcohol beverage development expertise, manufacturing capability and infrastructure necessary to grow our alcohol business.*

*We are excited to build and expand upon CANarchy's existing brands with innovative new products.*





*The Company published its first Sustainability Report in August 2021\*\*.*

*Over 95% of the Company's products are sold in aluminum cans, which are 100% recyclable. Approximately 73% of each can is sourced from recycled beverage containers.*

*The Company has achieved LEED certification in most U.S. Company owned buildings.*

*The Company conducted a climate change risk assessment and completed an inventory of its greenhouse gas emissions.*

*The Company has its own recycling symbol, which has been added to all new products and will be integrated into existing products globally on a rolling basis.*



\*\* Content on the Company's website, including the Company's sustainability report, is not, and shall not be deemed to be, part of this filing or incorporated herein or into any of our other filings with the Securities and Exchange Commission (the "SEC").



*In 2021, the Company responded to the CDP questionnaires on Water Security and Climate Change, which reported on the Company's Scope 1 and Scope 2 emissions from its U.S. operations.*



*American Fruits and Flavors, a wholly owned subsidiary, earned a Ecovadis Silver Medal, ranking in the top 30% of companies assessed.*



*In the KnowTheChain food & beverage rankings, the Company now ranks 23 out of 43, showing significant improvement since 2018.*



*The Company has established an Equality, Diversity and Inclusion (EDI) Leadership Advisory Group and regional EDI Councils in the Americas, EMEA and APAC.*





## COVID-19 PANDEMIC

To aid in the effort for global vaccinations, MECares supported Team Rubicon, which provides medical aid to underdeveloped countries, to slow and stop the spread of Covid-19 to those in most need.

## U.S. TROOPS AND ALLIED FORCES

MECares continued to support military responses around the globe in 2021. Support was given to troops deployed to assist with national disasters, civil unrest, the U.S. Presidential Inauguration, and the Afghanistan withdrawal. Through the USO, MECares provides ongoing support to troops stationed around the globe. MECares also supports charities who give educational scholarships to veterans, their spouses, and children through a few key charities.

## SOCIAL RESPONSIBILITIES

MECares works with our own athlete ambassadors to support their causes.



DONATED OVER 2.75 MILLION PRODUCTS TO FIRST RESPONDERS, NATURAL DISASTER AREAS AND PANDEMIC RELIEF GLOBALLY



## GLOBAL EXPANSION

MECares EMEA was formed to support our global philanthropic expansion, in the United Kingdom, Europe, the Middle East and Africa.

## CARING FOR OUR OWN

MECares assists our global human resource team in aiding Monster Energy employees and brand ambassadors through challenges that affect their lives. This is an ongoing program to support our Monster Energy Family around the world.

## MECares SUPPORTS NUMEROUS CHARITIES UNDER OUR PLATFORMS:

Military-Active Duty, Injured & Retired  
Our Athletes & Their Charities  
Social Responsibilities

1<sup>st</sup> Responders  
Education

## EMPLOYEE MATCH PROGRAM

MECares matches employee monetary donations to their favorite charity up to a maximum amount.

## VOLUNTEER DAY OFF

Each year, Monster Energy employees are given time off work so they can volunteer at a charity in their community.



# SUPPLY CHAIN



*In 2021 the Company experienced a number of challenges as a result of unanticipated increases in demand, which adversely impacted sales as well as operating costs and affected the availability of our products on shelves at retailers. The Company has addressed and continues to address the controllable challenges in its supply chain, which remains largely intact.*

*In 2021 the Company:*

- Experienced shortages in its aluminum can requirements, lack of availability of certain ingredients from time to time, as well as insufficient canning capacity in the United States and in EMEA. In EMEA specifically, there was also a shortage of trucking availability.*
- Experienced increased import costs for aluminum cans, ingredients, shipping and freight, labor, fuel, and co-packing fees, all of which resulted in increased operating costs.*
- Continues to implement measures to mitigate such increased costs through pricing actions and reductions in promotions.*

# SUPPLY CHAIN



*Additional can manufacturing capacity in the United States has been secured for 2022, although the Company will continue to import aluminum cans to supplement its domestic can supply.*

*Can capacity in EMEA remains challenging and the Company expects to continue to import aluminum cans into EMEA for at least 2022.*

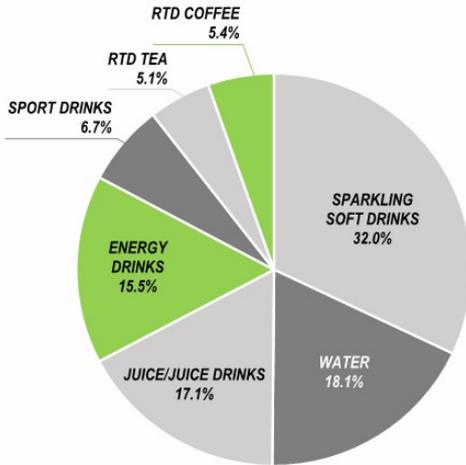
*Co-packing capacity in the United States and EMEA continues to be challenging. The Company has expanded its network in the US and EMEA to substantially address supply constraints.*

*The Company's flavor facility in Athy, Ireland is operational and producing certain flavors and blends for the EMEA region and is steadily increasing production. Athy is also investigating the feasibility of a juice plant to produce EMEA's juice product requirements.*



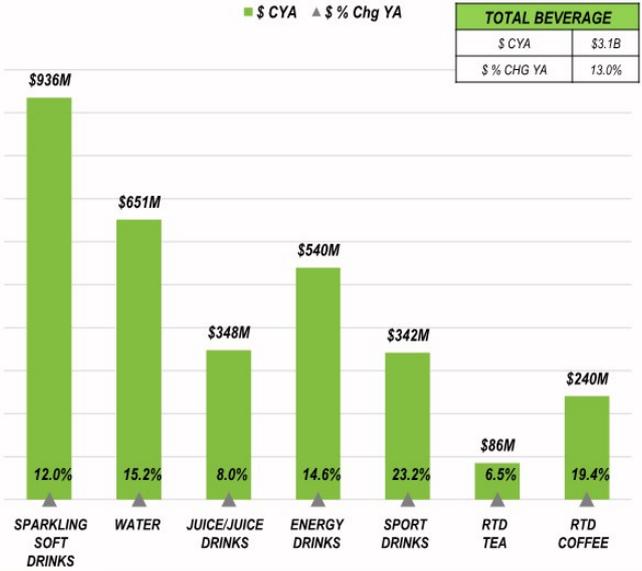
## ALL MEASURED CHANNELS SNAPSHOT 13WKS

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY \$ SHARE



\$ SHARE CHG YA	
SPARKLING SOFT DRINKS	-0.3%
WATER	0.3%
JUICE/JUICE DRINKS	-0.8%
ENERGY DRINKS	0.2%
SPORT DRINKS	0.5%
RTD TEA	-0.3%
RTD COFFEE	0.3%

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
\$ CYA	\$3.1B
\$ % CHG YA	13.0%

Source: Nielsen Syndicated db Total US xAOC + Conv 13 weeks ending 01/01/2022



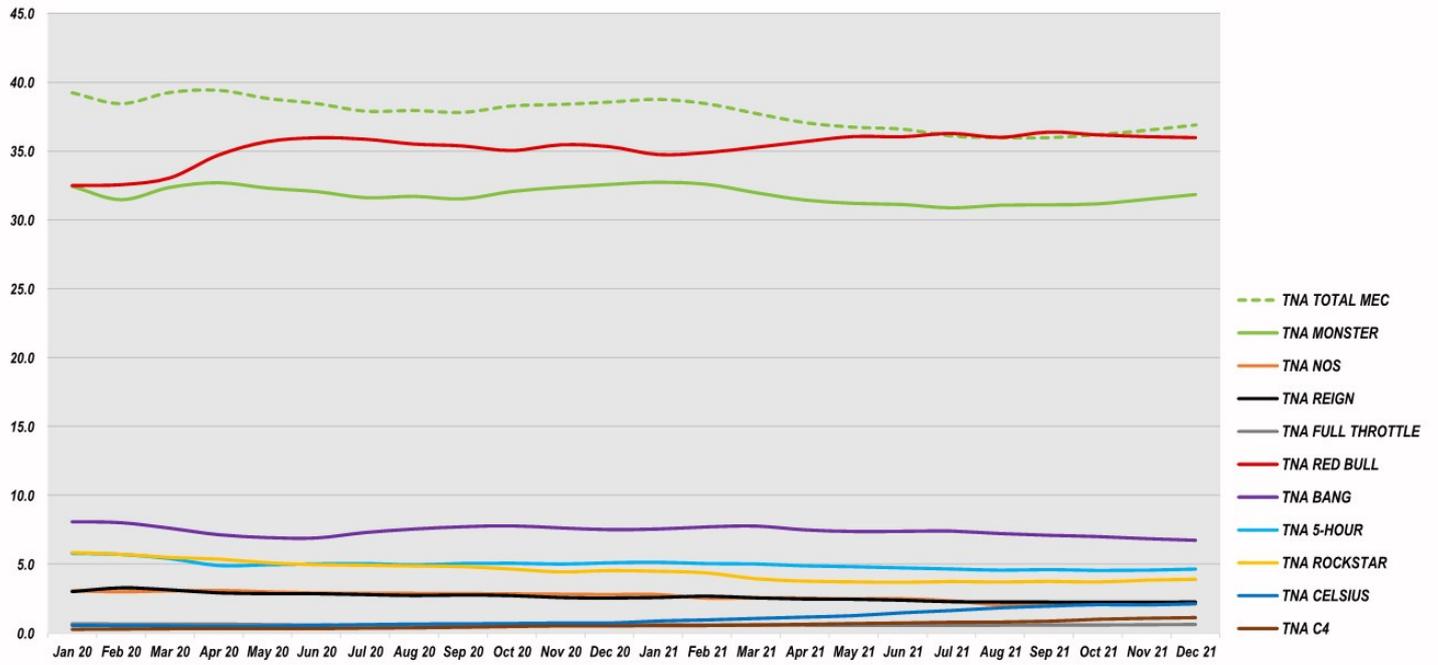
## ALL MEASURED CHANNELS SNAPSHOT 13WKS

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
<b>TNA ENERGY</b>	\$4,255,846,009	15.1%	1,470,424,988	11.3%	100.0	0.0
<b>TNA TOTAL MEC</b>	\$1,555,765,446	9.6%	546,877,499	6.1%	36.6	-1.9
<b>TNA MONSTER</b>	\$1,341,655,396	12.2%	465,962,404	9.1%	31.5	-0.8
<b>TNA NOS</b>	\$91,756,953	-12.3%	33,591,452	-15.7%	2.2	-0.7
<b>TNA REIGN</b>	\$95,963,574	-0.9%	37,026,635	-6.6%	2.3	-0.4
<b>TNA FULL THROTTLE</b>	\$26,358,563	16.4%	10,282,988	14.2%	0.6	0.0
<b>TNA RED BULL</b>	\$1,534,780,371	17.7%	471,035,806	16.2%	36.1	0.8
<b>TNA BANG</b>	\$292,386,156	3.4%	113,495,743	-0.7%	6.9	-0.8
<b>TNA 5-HOUR</b>	\$195,688,709	4.3%	46,875,316	3.6%	4.6	-0.5
<b>TNA ROCKSTAR</b>	\$163,020,243	-3.1%	85,051,757	-8.4%	3.8	-0.7
<b>TNA STARBUCKS</b>	\$140,654,223	5.0%	43,210,715	-2.0%	3.3	-0.3
<b>TNA CELSIUS</b>	\$89,084,313	231.5%	36,592,557	215.6%	2.1	1.4
<b>TNA C4</b>	\$45,950,274	140.8%	16,774,909	136.8%	1.1	0.6
<b>TNA MTN DEW</b>	\$41,535,799	295.2%	18,811,298	270.9%	1.0	0.7
<b>TNA ALANI NU</b>	\$40,553,532	647.9%	15,507,933	515.8%	1.0	0.8
<b>TNA COCA-COLA ENERGY</b>	\$2,949,410	-82.1%	1,320,197	-83.6%	0.1	-0.4
<b>A/O</b>	\$153,477,531	26.2%	74,871,256	7.2%	3.6	0.3

Source: Nielsen Total US xAOC + Conv 13 weeks ending 01/01/2022 TNA Energy

# ENERGY CATEGORY

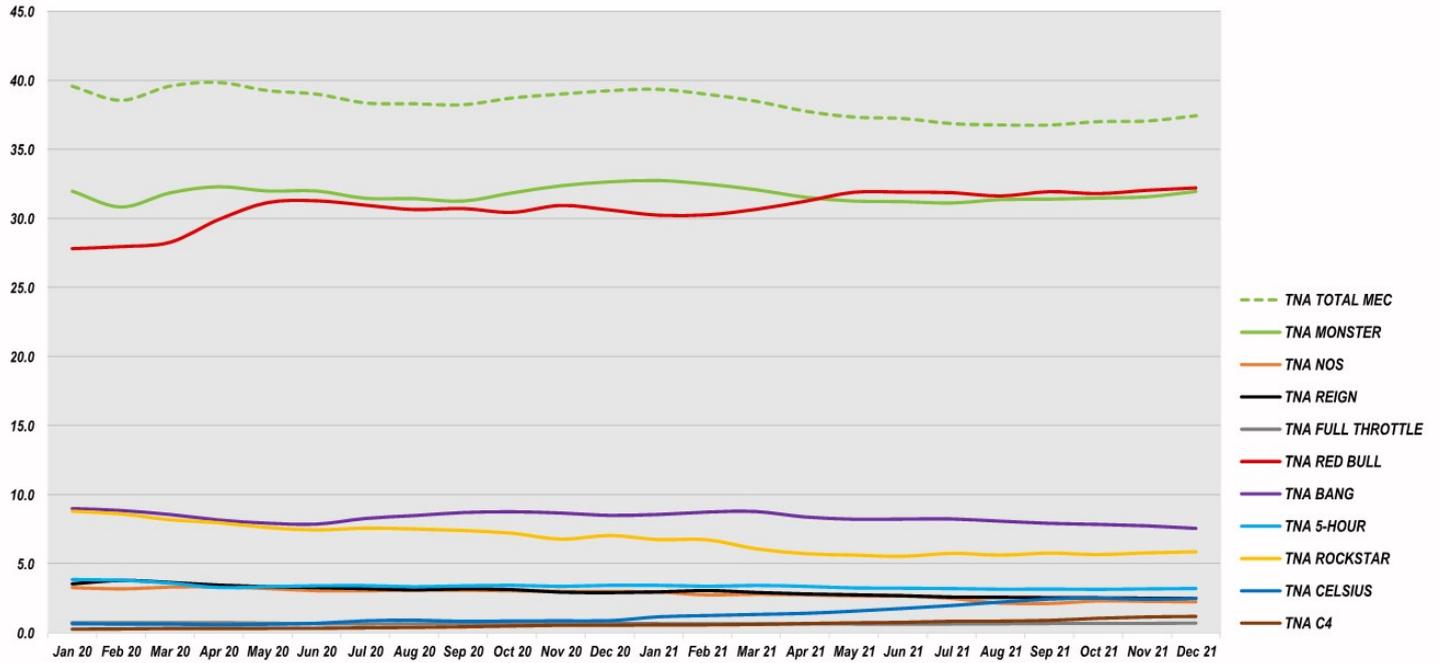
TOTAL U.S. DOLLAR SHARE – ALL MEASURED CHANNELS



Source: Nielsen Total US xAOC + Conv 24 months ending 01/01/2022 TNA Energy

# ENERGY CATEGORY

TOTAL U.S. UNIT SHARE – ALL MEASURED CHANNELS



Source: Nielsen Total US xAOC + Conv 24 months ending 01/01/2022 TNA Energy



## TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
<b>TNA ENERGY</b>	\$2,783,413,708	10.9%	1,006,588,634	7.5%	100.0	0.0
<b>TNA TOTAL MEC</b>	\$1,020,536,527	6.3%	388,308,333	3.6%	36.7	-1.6
<b>TNA MONSTER</b>	\$864,608,611	8.6%	327,416,372	6.2%	31.1	-0.7
<b>TNA NOS</b>	\$67,732,559	-15.1%	26,058,693	-18.3%	2.4	-0.7
<b>TNA REIGN</b>	\$66,364,137	1.3%	25,663,567	-4.1%	2.4	-0.2
<b>TNA FULL THROTTLE</b>	\$21,803,635	16.4%	9,157,124	14.1%	0.8	0.0
<b>TNA RED BULL</b>	\$1,038,451,271	14.1%	337,227,967	12.7%	37.3	1.0
<b>TNA BANG</b>	\$200,018,636	2.7%	77,526,520	0.0%	7.2	-0.6
<b>TNA 5-HOUR</b>	\$125,429,247	4.8%	36,363,388	4.6%	4.5	-0.3
<b>TNA ROCKSTAR</b>	\$107,969,727	-6.8%	52,459,467	-10.6%	3.9	-0.7
<b>TNA STARBUCKS</b>	\$93,935,043	1.4%	27,500,332	-7.2%	3.4	-0.3
<b>TNA CELSIUS</b>	\$37,199,156	229.4%	15,321,055	210.5%	1.3	0.9
<b>TNA C4</b>	\$34,917,464	157.1%	12,360,304	153.7%	1.3	0.7
<b>TNA MTN DEW</b>	\$29,172,070	210.0%	12,452,685	181.9%	1.0	0.7
<b>TNA ALANI NU</b>	\$6,099,397	2803.6%	2,221,770	2892.3%	0.2	0.2
<b>TNA COCA-COLA ENERGY</b>	\$1,608,414	-80.4%	696,733	-80.8%	0.1	-0.3
<b>A/O</b>	\$88,076,757	18.7%	44,150,082	0.9%	3.2	0.2

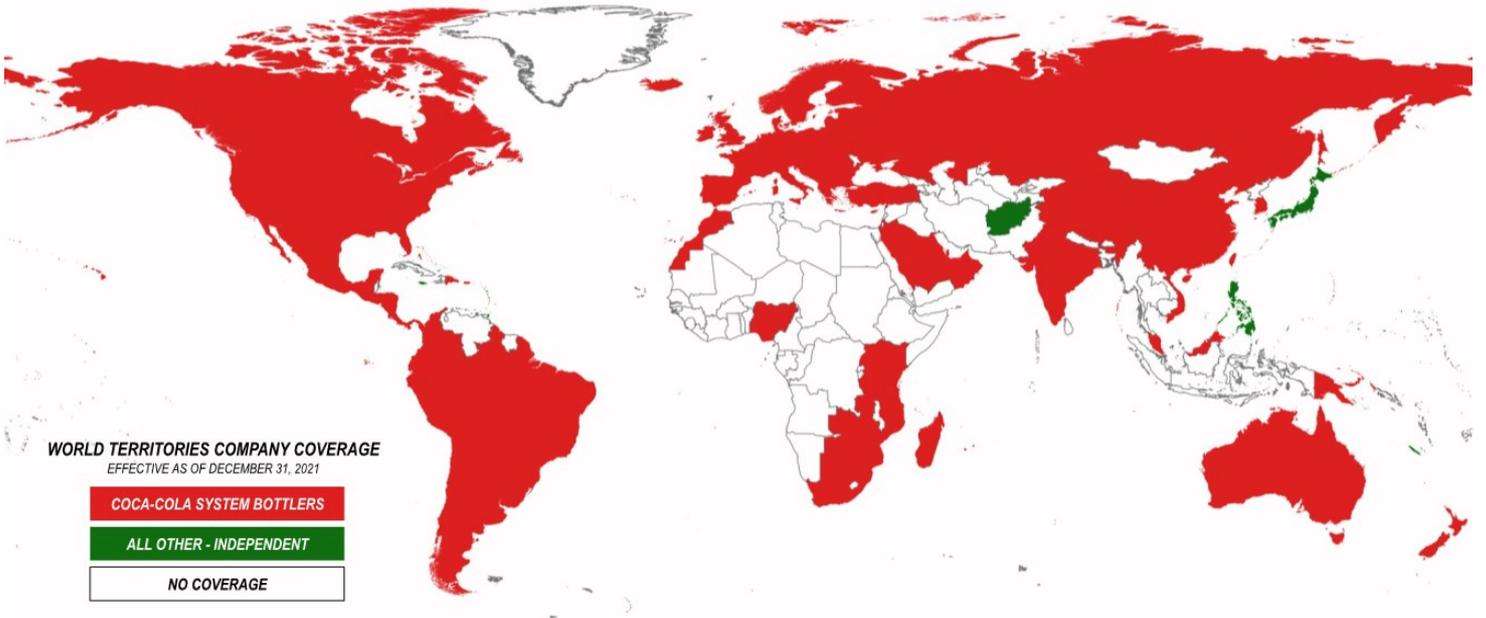
Source: Nielsen Total US Convenience 13 weeks ending 01/01/2022 TNA Energy



## TOTAL U.S. CONVENIENCE SNAPSHOT 5WKS

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
TNA ENERGY	\$1,028,227,674	12.5%	371,576,556	9.1%	100.0	0.0
TNA TOTAL MEC	\$380,516,891	8.4%	144,120,716	4.9%	37.0	-1.4
TNA MONSTER	\$322,519,623	10.5%	121,552,987	7.3%	31.4	-0.6
TNA NOS	\$24,938,077	-13.7%	9,544,896	-17.5%	2.4	-0.7
TNA REIGN	\$24,706,364	6.4%	9,535,775	0.3%	2.4	-0.1
TNA FULL THROTTLE	\$8,342,705	20.9%	3,482,456	18.0%	0.8	0.1
TNA RED BULL	\$382,033,381	15.5%	124,522,551	14.9%	37.2	1.0
TNA BANG	\$72,567,448	2.2%	28,193,024	-0.6%	7.1	-0.7
TNA 5-HOUR	\$46,705,824	6.1%	13,538,585	5.9%	4.5	-0.3
TNA ROCKSTAR	\$40,634,193	-2.8%	19,696,189	-6.7%	4.0	-0.6
TNA STARBUCKS	\$33,374,997	3.2%	9,690,732	-6.0%	3.2	-0.3
TNA CELSIUS	\$14,313,843	239.5%	5,789,459	214.8%	1.4	0.9
TNA C4	\$13,704,823	160.3%	4,860,228	158.2%	1.3	0.8
TNA MTN DEW	\$9,414,265	174.4%	4,029,701	149.2%	0.9	0.5
TNA ALANI NU	\$2,337,474	1937.9%	845,347	1998.1%	0.2	0.2
TNA COCA-COLA ENERGY	\$437,881	-83.4%	201,968	-82.4%	0.0	-0.2
A/O	\$32,186,655	18.6%	16,088,056	1.2%	3.1	0.2

Source: Nielsen Total US Convenience 5 weeks ending 01/01/2022 TNA Energy



Maps not to scale

# DISTRIBUTION



MONSTER IS NOW DISTRIBUTED IN  
**138 COUNTRIES AND TERRITORIES.**

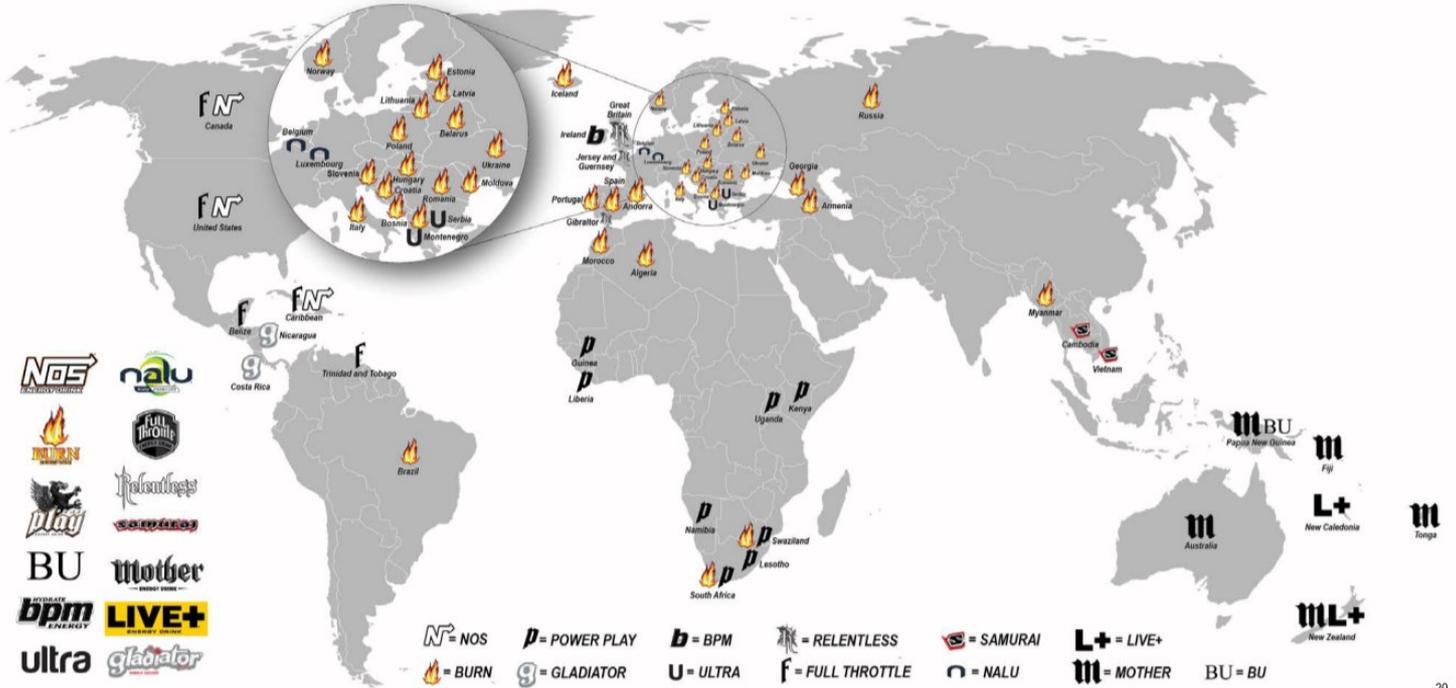
STRATEGIC BRANDS ARE NOW DISTRIBUTED IN  
**64 COUNTRIES AND TERRITORIES.**

REIGN IS NOW DISTRIBUTED IN  
**21 COUNTRIES AND TERRITORIES WORLDWIDE.**

AFFORDABLE ENERGY (PREDATOR & FURY) IS NOW DISTRIBUTED IN  
**25 COUNTRIES AND TERRITORIES WORLDWIDE.**

ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN  
**A TOTAL OF 154 COUNTRIES AND TERRITORIES WORLDWIDE.**

# STRATEGIC BRANDS EXISTING MARKETS









### EMEA

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

### APAC

**AZERBAIJAN** (PREDATOR)  
**CAMBODIA** (PREDATOR)  
**CHINA** (PREDATOR)  
**INDIA** (PREDATOR)  
**IRAQ** (PREDATOR)  
**KAZAKHSTAN** (PREDATOR)  
**MALAYSIA** (PREDATOR)  
**MYANMAR** (PREDATOR)  
**PAKISTAN** (PREDATOR)  
**SRI LANKA** (MONSTER)  
**THAILAND** (PREDATOR)  
**TURKEY** (PREDATOR)

### LATAM

**BELIZE** (MONSTER & PREDATOR)  
**BOLIVIA** (FURY)  
**CHILE** (REIGN)  
**COLOMBIA** (FURY)  
**COSTA RICA** (FURY)  
**ECUADOR** (FURY)  
**GUATEMALA** (FURY)  
**GUYANA** (PREDATOR)  
**NICARAGUA** (FURY)  
**PANAMA** (FURY)  
**PERU** (FURY)  
**SURINAME** (MONSTER & PREDATOR)  
**VENEZUELA** (MONSTER)

### CARIBBEAN

**ANGUILLA** (PREDATOR)  
**ANTIGUA & BARBUDA** (PREDATOR)  
**BARBADOS** (PREDATOR)  
**DOMINICA** (PREDATOR)  
**GRENADA** (PREDATOR)  
**ST. KITTS** (PREDATOR)  
**ST. VINCENT** (PREDATOR)  
**ST. LUCIA** (PREDATOR)



## SELECT GLOBAL MARKETS SNAPSHOT YTD

	MONSTER VALUE SHARE LATEST YTD '20	MONSTER VALUE SHARE LATEST YTD '21	PORTFOLIO VALUE SHARE LATEST YTD '20	PORTFOLIO VALUE SHARE LATEST YTD '21	MONSTER VALUE GROWTH	ENERGY CATEGORY VALUE GROWTH
CANADA	35.3%	36.0%	39.5%	41.3%	16.2%	14.0%
FRANCE	26.9%	28.4%	26.9%	28.4%	29.7%	22.5%
GERMANY	15.0%	15.3%	15.5%	15.9%	22.7%	20.1%
GREAT BRITAIN	25.0%	28.9%	28.8%	32.5%	34.0%	16.2%
JAPAN	55.1%	52.8%	55.1%	52.8%	-2.5%	1.7%
MEXICO	28.2%	27.4%	29.4%	30.3%	22.2%	25.7%
POLAND	18.6%	19.1%	21.7%	21.7%	33.5%	29.8%
SOUTH AFRICA	18.6%	20.4%	38.0%	38.3%	33.7%	22.0%
SOUTH KOREA	53.6%	59.2%	53.6%	59.2%	45.1%	31.5%
SPAIN	35.3%	37.2%	42.7%	43.9%	32.2%	25.7%

Most Recent Data Available:

Source: Nielsen GB All Measured Retail Channels YTD thru 12/05/2021; Intage Japan CVS channel YTD thru 11/2021; Nielsen Canada All Channels YTD thru 12/04/2021; Nielsen Germany All Measured Retail Channels excl. Hard Discounters YTD thru 12/05/2021; Nielsen France All Measured Retail Channels YTD thru 12/05/2021; Nielsen Spain All Measured Retail Channels YTD thru 12/05/2021; Nielsen Korea All Channels YTD thru 11/30/2021; Nielsen Mexico All Channels YTD thru 11/30/2021; Nielsen South Africa All Measured Retail Channels YTD thru 11/28/2021; Nielsen Poland All Measured Retail Channels YTD thru 10/31/2021



## REINFORCING BRAND FOUNDATIONS

### CONSOLIDATING THE PRODUCT PORTFOLIO



BUILDING AVAILABILITY OF DIFFERENTIATED FLAVORS



COMMUNICATING ABOUT PRODUCT FUNCTIONALITY

### INCREASING LOCAL RELEVANCE BY LEVERAGING KEY OPINION LEADERS



PRODUCT & LIFESTYLE COMMUNICATION ON  
SOCIAL, DIGITAL AND POSM

SUMMER ON PACK PROMOTION ACHIEVED HIGHEST  
REDEMPTION RATES EVER

### IMPROVING IN-STORE VISIBILITY



FIRMING UP EXECUTION IN CVS AND HYPERS



STEP-CHANGING VISIBILITY IN PETROL

# MAJOR SPONSORSHIPS 2021



# TOP AMBASSADORS 2021



**TIGER WOODS**  
GOLF LEGEND



**LEWIS HAMILTON**  
7X FORMULA 1 CHAMPION



**VALENTINO ROSSI**  
9X MOTOGP CHAMPION



**ROB GRONKOWSKI**  
4X SUPERBOWL CHAMPION



**CHLOE KIM**  
OLYMPIC AND X GAMES  
SNOWBOARD CHAMPION



**BRITTANY FORCE**  
NHRA TOP FUEL CHAMPION



**NYJAH HUSTON**  
STREET SKATE LEGEND



**KURT BUSCH**  
NASCAR AND DAYTONA 500 CHAMPION



**JAMIE ANDERSON**  
WINNINGEST FEMALE X GAMES ATHLETE



**KEN BLOCK**  
VIRAL VIDEO PHENOMENON

# CHAMPIONS 2021



**FABIO QUARTARARO**  
MOTOGP WORLD CHAMPION



**CHLOE KIM**  
X GAMES SNOWBOARD  
SUPERPIPE CHAMPION



**DYLAN FERRANDIS**  
MOTOCROSS 450 CHAMPION



**BAJA 1000 MOTORCYCLE  
PRO CLASS CHAMPIONS**



**GRIFFIN COLAPINTO**  
U.S. OPEN OF SURFING CHAMPION



**JAMIE ANDERSON**  
X GAMES SLOPESTYLE CHAMPION



**JOSE VITOR LEME**  
BACK-TO-BACK PBR CHAMPION



**MAXIME RENAUX**  
WORLD MOTOCROSS MX2 CHAMPION



**TY GIBBS**  
ARCA CHAMPION AND  
XFINTY ROOKIE OF THE YEAR

# MMA CHAMPIONS 2021



**SERGIO PETTIS**  
BANTAMWEIGHT CHAMPION



**KAMARU USMAN**  
WELTERWEIGHT CHAMPION



**VALENTINA SHEVCHENKO**  
WOMAN'S FLYWEIGHT CHAMPION



**ROSE NAMAJUNAS**  
STRAWWEIGHT CHAMPION



**BRANDON MORENO**  
FLYWEIGHT CHAMPION



PRIMARY SPONSOR

**UFC**

**BELLATOR**



## FIRST DRIVER IN FORMULA 1 HISTORY TO REACH 100 WINS

LEWIS HAMILTON



HAMILTON HOLDS THE RECORD FOR THE MOST F1 RACE WINS AT 103. TIED WITH MICHAEL SCHUMACHER FOR THE MOST F1 CHAMPIONSHIPS - 7

## GREEN SWEEP

MONSTER SWEEPS THE CHAMPIONSHIP PODIUM

**FRANCESCO BAGNAIA**  
2ND PLACE, WORLD CHAMPION



**FABIO QUARTARARO**  
WORLD CHAMPION



**FABIO QUARTARARO**  
MONSTER ENERGY FACTORY YAMAHA MOTOGP TEAM



**JOAN MIR**  
3RD PLACE, WORLD CHAMPION



## TOP TOURNAMENTS



VIRTUAL EVENTS IN 2021

## INFLUENTIAL STREAMERS



**SKYRROZ**  
4.2M+ FOLLOWERS



**JERICO**  
3.3M+ FOLLOWERS



**POW3R**  
4M+ FOLLOWERS



**TEEP**  
1.4M+ FOLLOWERS



**ANNIEFUCHSIA**  
500K+ FOLLOWERS

## TOP TEAMS

110 TOURNAMENT FINALS APPEARANCES WITH 73 WINS



EVIL GENIUSES



NATUS VINCERE



FNATIC



TEAM LIQUID





## TOP ARTISTS



BUN B

ANTHRAX

POST MALONE



COLE SWINDEL

POPPY

BENNY THE BUTCHER

ILLENIUM



FEID

TRAVIS BARKER

ROYCE DA 5'9"

## TOP FESTIVALS





## KEY HIGHLIGHTS

2B+ TOTAL IMPRESSIONS

212MM+ VIDEO VIEWS

INCREASED FACEBOOK AND INSTAGRAM IMPRESSIONS YOY BY 85%

25,827,793  
FACEBOOK  
FOLLOWERS

7,800,000  
INSTAGRAM  
FOLLOWERS

3,020,000  
TWITTER  
FOLLOWERS

2,960,000  
YOUTUBE  
FOLLOWERS

923,600  
TIKTOK  
FOLLOWERS

26,000  
SNAPCHAT  
FOLLOWERS



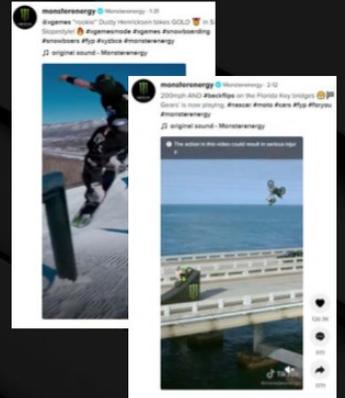
MONSTER ENERGY ON INSTAGRAM



POST MALONE ON TWITTER  
297% INCREASE IN CONVERSATION



APEX LEGENDS ON SNAPCHAT  
CONSUMER PROMO DROVE 10.8X HIGHER  
PURCHASE INTENT



ACTION SPORTS ON TIKTOK



## 2022 U.S. PROGRAMS

T1

ULTRA MIAMI ART WEEK  
PROMOTION WITH COI LERAY



T2

ALL ACCESS PASS  
RETAIL PROMOTION



T3

GAMING RETAIL  
PROMOTION

PARTNERING WITH TOP  
AAA VIDEO GAME TITLE

PROMOTIONAL  
MONSTER ENERGY CAN





## 2022 EMEA PROGRAMS

COUNTRIES CAN RUN THREE OR FOUR PROMOTIONS

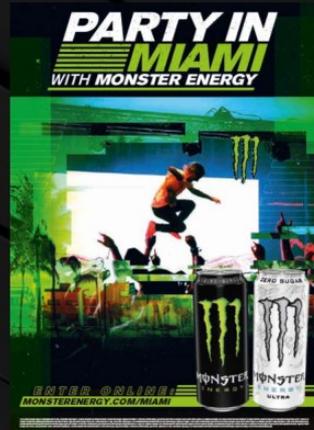
T1

UFC RETAIL PROMO  
& CONTENT



T2

PARTY IN MIAMI  
RETAIL PROMO



T3

ALL ACCESS PROMO  
& CONTENT



T3

GAMING RETAIL  
PROMOTION

PARTNERING WITH TOP  
AAA VIDEO GAME TITLE

PROMOTIONAL  
MONSTER ENERGY CAN



NATIONAL DIGITAL CAMPAIGN PRODUCT & LIFESTYLE



SAMPLING TRUCK TOUR



BRAND AMBASSADORS



EVENT ACTIVATIONS  
OUTSIDE LANDS



CONSUMER PROMOTIONS



**ENTER FOR A CHANCE TO WIN AN EXPERIENCE** — TAYLOR & IZABELLA — ONE NIGHT SHOWS/PERFORMANCES — 4 TICKETS — 2021 MONSTER ENERGY CANADA

**BUY ULTRA GOLD ALTERNATE** — WIN A YEAR SUPPLY OF MONSTER ENERGY

**MEC ATHLETE HAILIE DEEGAN**

**MEC MUSICIAN GUAPDAD4000**

**STAND BY YOUR CAN!** — #ULTRAFLAVORTISM

**ENTER FOR A CHANCE TO WIN A YEAR SUPPLY OF YOUR FAVORITE FLAVOR OF MONSTER ENERGY ULTRA**

## NATIONAL PROMOTIONS

**MONSTER ENERGY ULTRA**

**NOBULL CrossFit GAMES**

OFFICIAL ENERGY DRINK OF THE 2021 NOBULL CROSSFIT GAMES



**GRAB YOUR GOLD NOW!**

ULTRA GOLD  
82.7 MILLION REACH, 521 MILLION IMPRESSIONS

**WIN! A YEAR SUPPLY OF MONSTER ENERGY ULTRA**

**CLICK HERE TO ENTER**

STAND BY YOUR CAN  
39.5 MILLION REACH, 130.4 MILLION IMPRESSIONS

## DIGITAL PROGRAMS



FURTHER JUICE INTEGRATION INTO MAIN FEED



INFLUENCER / PARTNER CONTENT

### SOCIAL MEDIA



FULL DIGITAL MEDIA LAUNCH CAMPAIGN

### 2022 INNOVATION AUSSIE STYLE LEMONADE





NATIONAL DIGITAL CAMPAIGN  
TIGER WOODS



2022 SPONSORSHIP



NATIONAL EVENT PLATFORMS



CONSUMER PROMOTIONS



SPORTS AND FIELD MARKETING



# REHAB MONSTER REFRESH + RECOVER + REVIVE



REGIONALLY TARGETED DIGITAL CAMPAIGN



EVENT ACTIVATION



2022 INNOVATION REHAB WATERMELON



REFRESHED REHAB LINEUP & INNOVATION



BOTTLER, RETAIL & ECOMMERCE PROGRAMMING



PARTNER CONTENT



67.5M IMPRESSIONS

EXCEEDED CAMPAIGN CTR & VCR BENCHMARKS

AWARENESS & TRIAL DRIVING DIGITAL CAMPAIGN PERFORMANCE



FULLY SUPPORTED LAUNCH AND DIGITAL CAMPAIGN





**REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS**



**BRAND AMBASSADORS, ATHLETES AND FIELD SAMPLING TEAMS**  
 2021 RESULTS: +900K SAMPLES DISTRIBUTED  
 +3500 EVENTS & +4400 ACTIVITIES



**SOCIAL/DIGITAL MEDIA**  
 2021 RESULTS: 784MM IMPRESSIONS & 313MM TOTAL REACH



**NATIONAL CHAIN & CONSUMER PROGRAMMING**



Source: IG Total Reach – 11/10/21 (IG Analytics & Khoros), IG Total Impressions – 11/10/21 (IG Analytics & Khoros)



2021

2022



PALLET DISPLAYS AT SPROUTS



AMAZON AVAILABILITY

NEW BRAND FAMILY LAUNCHED IN NATURAL CHANNEL AND E-COMMERCE



BRAND WEBSITE LAUNCHED



SOCIAL MEDIA PAGES LAUNCHED

DIGITAL AND SOCIAL MEDIA



DEDICATED AMBASSADOR ROSTER FOR BRAND SUPPORT



AMBASSADORS

# TRUE NORTH LAUNCH 2021











# AFFORDABLE ENERGY INNOVATION 2021-2022



*FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES IN 2022*





## HIGH PERFORMANCE ENERGY ROOTED IN AUTO-CULTURE



Google Ads

TREMOR VIDEO

AD COLONY



TXG



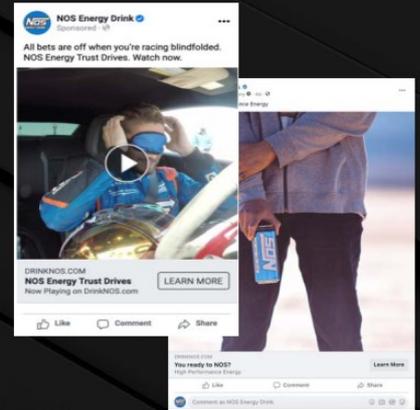
NATIONAL DIGITAL MEDIA  
DELIVERED OVER 536M IMPRESSIONS



FORMULA DRIFT // NASCAR



ATHLETES & PARTNERS  
12 ATHLETES / 220+ EVENTS



INFLUENCER CONTENT & PARTNERSHIPS  
GENERATED OVER 66M VIEWS

Source: Facebook Ads Manager, Google Campaign Manager



## HARD-WORKING ENERGY FOR THE EVERYDAY WARRIORS



**Adventure Rider**  
RIDE THE WORLD.



**NATIONAL & LOCAL DIGITAL MEDIA**  
DELIVERING 50M IMPRESSIONS



**ATHLETES & INFLUENCERS**  
6 PARTNERS



WHITE REGIONAL OFFERING



## UK RAP, GRIME & ELECTRIC MUSIC



CREDIBLE KNOWN UK ARTIST COLLABORATIONS



MAJOR FESTIVALS



SCENE CREDIBLE MEDIA PARTNERSHIPS



GRASS ROOTS 'ENERGY CREW' SUPPORT



## DELIVERING ICONIC PARTY MOMENTS VIA



### MUSIC

MAINSTREAM POP MUSIC IN COMBINATION WITH HIP-HOP & EDM.



### DANCE

FUN, SELF-EXPRESSION, FLUID, AND ALWAYS SHAREABLE. NO NEED TO BE A PRO.



### STYLE

STYLE TO EXPRESS YOUR PERSONALITY IN EVERY POSSIBLE WAY.





## EZ LIFESTYLE & COMEDY



**LIVE+**  
ENERGY DRINK

INNOVATION  
PACKAGING REFRESH Q2 2021

# MOTHER ENERGY

ALWAYS ON! ENERGY FOR ALL OCCASIONS!



HUMOR, ADVENTURE & MUSIC



Mother  
ENERGY DRINK



## LOCAL URBAN MUSIC AND STREET CULTURE





## FUELS YOUR IMAGINATION



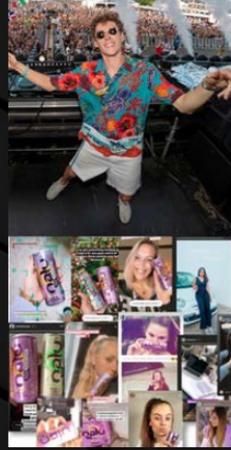
IN-STORE



TARGETED SAMPLING



ABOVE THE LINE



PARTNERSHIPS



DIGITAL



# PREDATOR, FURY, PROWLER AFFORDABLE ENERGY



FOR CONSUMERS DEMANDING FUNCTIONALITY, TASTE AND LIFESTYLE BUT POSITIONED WITHIN THE AFFORDABLE ENERGY CATEGORY.

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

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



Official Energy Drink Partner

GLOBAL ASSET  
LIVERPOOL FOOTBALL CLUB



DIGITAL AND SOCIAL MEDIA  
PREDATOR

# SOLID FINANCIAL RESULTS



## 29 CONSECUTIVE YEARS OF INCREASED SALES

SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

## ACHIEVED \$4.6 BILLION IN NET SALES IN 2020

UP 9.5% OVER NET SALES OF \$4.2 BILLION IN 2019.

## ACHIEVED \$1.4 BILLION IN NET INCOME IN 2020

UP 27.2% OVER NET INCOME OF \$1.1 BILLION IN 2019.

## ACHIEVED \$2.64 IN DILUTED EARNINGS PER SHARE IN 2020

UP 30.0% OVER DILUTED EARNINGS PER SHARE OF \$2.03 IN 2019.

## FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2021, ACHIEVED \$4.1 BILLION IN NET SALES

UP 21.0% OVER NET SALES OF \$3.4 BILLION FOR THE SAME PERIOD IN 2020.

## FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2021, ACHIEVED \$1.1 BILLION IN NET INCOME

UP 12.6% OVER NET INCOME OF \$937.9 MILLION FOR THE SAME PERIOD IN 2020.

## FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2021, ACHIEVED \$1.97 IN DILUTED EARNINGS PER SHARE

UP 12.5% OVER DILUTED EARNINGS PER SHARE OF \$1.75 FOR THE SAME PERIOD IN 2020.



**QUESTION AND ANSWER SESSION  
TO BEGIN SHORTLY**



# MONSTER

BEVERAGE CORPORATION

JANUARY 13, 2022



**FABIO QUARTARARO**  
MOTOGP WORLD CHAMPION



**CHLOE KIM**  
X GAMES SNOWBOARD SUPERPIPE GOLD



**JOSE VITOR LEME**  
BACK-TO-BACK PBR WORLD CHAMPION





PondelWilkinson

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NEWS RELEASE

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Vice Chairman and Co-Chief Executive Officer  
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Roger S. Pondel / Judy Lin Sfetcu  
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(310) 279-5980

**Monster Beverage Corporation to Acquire  
CANarchy Craft Brewery Collective**

*- Transaction Provides Springboard for Monster to Enter Alcoholic Beverage Sector -*

**Corona, CA – January 13, 2022** – Monster Beverage Corporation (NASDAQ: MNST) announced today that it has entered into a definitive agreement to acquire CANarchy Craft Brewery Collective LLC, a craft beer and hard seltzer company for \$330 million in cash.

The transaction will bring the Cigar City (Jai Alai IPA and Florida Man IPA), Oskar Blues (Dale’s Pale Ale and Wild Basin Hard Seltzer), Deep Ellum (Dallas Blonde and Deep Ellum IPA), Perrin Brewing (Black Ale), Squatters (Hop Rising Double IPA and Juicy IPA) and Wasatch (Apricot Hefeweizen) brands to the Monster beverage portfolio. The transaction does not include CANarchy’s stand-alone restaurants.

The transaction is expected to close in the first calendar quarter of 2022 and is subject to customary closing conditions, including regulatory approvals. Monster’s organizational structure for its existing energy beverage business will remain unchanged. CANarchy will function independently, retaining its own organizational structure and team, led by Tony Short.

“This transaction provides us with a springboard from which to enter the alcoholic beverage sector,” said Monster’s Vice Chairman and Co-Chief Executive Officer Hilton Schlosberg. “The acquisition will provide us with a fully in-place infrastructure, including people, distribution and licenses, along with alcoholic beverage development expertise and manufacturing capabilities in this industry.”

“The addition of CANarchy and its brands to the Monster beverage portfolio represents an excellent opportunity to further grow our already robust product offerings,” added Monster’s Chairman and Co-Chief Executive Officer Rodney Sacks. “We are excited to build and expand upon CANarchy’s existing brands with innovative new products.”

“The team at CANarchy is thrilled to be joining Monster,” said CANarchy’s Chief Executive Officer Tony Short. “We look forward to capitalizing on the combined expertise of Monster and CANarchy to further strengthen our current alcoholic product offerings, expand our product portfolio to meet the ever-changing needs of our customers and to grow our business.”

Evercore served as financial advisor, and Jones Day served as legal advisor to Monster. Latham & Watkins served as legal advisor to CANarchy.

#### **Monster Beverage Corporation**

Based in Corona, California, Monster Beverage Corporation is a holding company and conducts no operating business except through its consolidated subsidiaries. The Company’s subsidiaries develop and market energy drinks, including Monster Energy® energy drinks, Monster Energy Ultra® energy drinks, Java Monster® non-carbonated coffee + energy drinks, Espresso Monster® non-carbonated espresso + energy drinks, Monster Rehab® non-carbonated tea + energy drinks, Monster Hydro® non-carbonated refreshment + energy drinks, Monster HydroSport Super Fuel® non-carbonated advanced hydration + energy drinks, Monster Dragon Tea® non-carbonated energy teas, Muscle Monster® non-carbonated energy shakes, Monster MAXX® maximum strength energy drinks, Reign Total Body Fuel® high performance energy drinks, Reign Inferno® thermogenic fuel high performance energy drinks, NOS® energy drinks, Full Throttle® energy drinks, Burn® energy drinks, Samurai® energy drinks, Relentless® energy drinks, Mother® energy drinks, Play® and Power Play® (stylized) energy drinks, BU® energy drinks, Nalu® energy drinks, BPM® energy drinks, Gladiator® energy drinks, Ultra Energy® energy drinks, Live+® energy drinks, Predator® energy drinks and Fury® energy drinks. For more information, visit [www.monsterbevcorp.com](http://www.monsterbevcorp.com).

#### **CANarchy Craft Brewery**

Founded in 2015, CANarchy is a disruptive collective of like-minded brewers dedicated to bringing high-quality, innovative flavors to drinkers everywhere. The portfolio of craft brands includes offerings from Oskar Blues Brewery, Cigar City Brewing, Squatters Craft Beers, Wasatch Brewery, Deep Ellum Brewing Company and Perrin Brewing Company. CANarchy, a top 10 US craft brewery, provides craft beverages throughout the United States and 20 countries and U.S. territories.

#### **Forward-Looking Statements**

Certain statements made in this announcement 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. 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, 2020, 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.

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