

**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 12, 2016**

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.)

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))

Item 7.01. Regulation FD Disclosure.

On January 12, 2016, 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 Nasdaq Marketsite.

The Company's presentation will be open to all interested parties as a live webcast at approximately 4:45 p.m. Eastern Time on the "Events & Presentation" section of the Company's website at www.monsterbevcorp.com. A copy of the slides that will be used in the meeting is 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: January 12, 2016

/s/ Hilton H. Schlosberg

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

MONSTER

BEVERAGE CORPORATION

JANUARY 12, 2016



JORGE LORENZO
3 TIME MotoGP WORLD
CHAMPION
2010, 2012, 2015



CONOR MCGREGOR
UFC FEATHERWEIGHT
CHAMPION



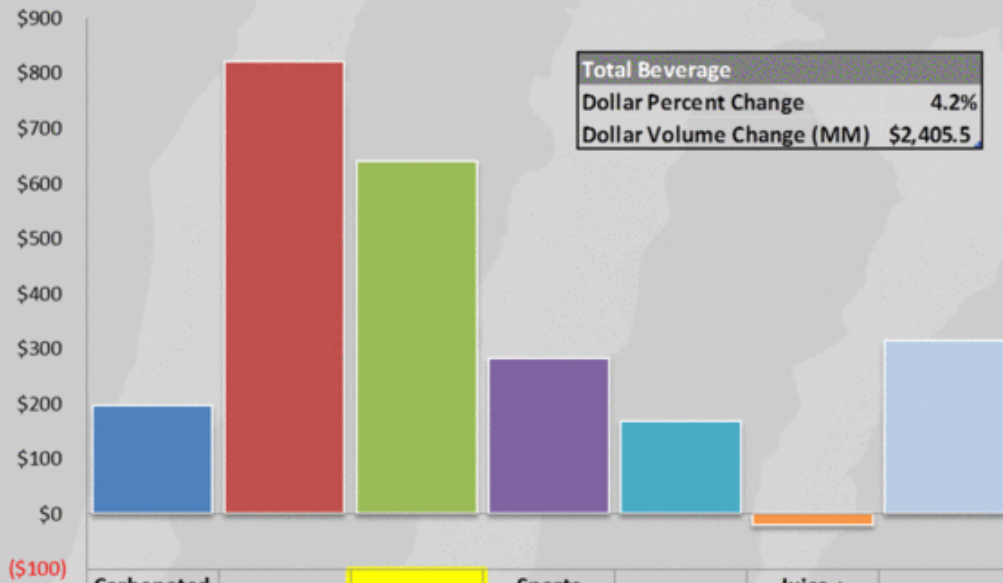
Safe Harbor Statement

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 Monster Beverage Corporation's (the "Company's") 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: our ability to recognize benefits from The Coca-Cola Company transactions; unanticipated litigation concerning the Company's products; 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; our ability to satisfy all criteria set forth in any U.S. model energy drink guidelines; the impact of proposals to limit or restrict the sale of energy drinks to minors and/or persons below a specified age and/or restrict the venues and/or the size of containers in which energy drinks can be sold; 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 the Company's most recent annual report on Form 10-K filed March 2, 2015 and subsequently filed quarterly reports on Form 10-Q. The Company's actual results could differ materially from those contained in the forward-looking statements. The Company assumes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

Beverage Landscape U.S.



DOLLAR VOLUME CHANGE (MM)



	Carbonated Soft Drinks	Water	Energy	Sports Drink	RTD Coffee	Juice + Juice Drinks	Total Tea
Dollar Volume Change	\$197.1	\$822.3	\$639.8	\$282.9	\$168.4	(\$19.8)	\$314.8
Dollar Percent Change	1.0%	8.8%	8.6%	6.4%	19.4%	-0.2%	9.0%

Energy Drink Category at 8.6% YTD Growth is outpacing total Beverage category growth of 4.2%

*Source: NIELSEN AMC YTD M/E 10/03/15

Brand Performance - Total U.S. All Channels/Dollars



ALL MEASURED CHANNELS SNAPSHOT

AMC All Measured Channels	\$ Vol	\$ Vol LY	\$ Vol Chg	\$ Vol % Chg	\$ Shr	\$ Shr Chg
TNA ENERGY	\$2,813,212,124	\$2,556,749,985	\$256,462,139	10.0%	100.0	0.0
TOTAL MEC	\$1,110,511,272	\$1,023,971,348	\$86,539,924	8.5%	39.5	-0.6
MONSTER	\$984,041,237	\$900,595,045	\$83,446,192	9.3%	35.0	-0.2
NOS	\$98,783,849	\$93,380,929	\$5,402,920	5.8%	3.5	-0.1
FULL THROTTLE	\$27,686,186	\$29,995,374	-\$2,309,188	-7.7%	1.0	-0.2
RED BULL	\$977,761,058	\$880,004,834	\$97,756,224	11.1%	34.8	0.3
ROCKSTAR	\$222,219,136	\$177,463,268	\$44,755,868	25.2%	7.9	1.0
AMP	\$47,981,714	\$51,348,717	-\$3,367,003	-6.6%	1.7	-0.3
STARBUCKS	\$102,193,938	\$87,618,170	\$14,575,768	16.6%	3.6	0.2
5-HOUR ENERGY	\$244,619,268	\$239,649,437	\$4,969,831	2.1%	8.7	-0.7
XYIENCE XENERGY	\$9,037,663	\$10,783,692	-\$1,746,029	-16.2%	0.3	-0.1
VENOM	\$6,925,288	\$5,258,152	\$1,667,136	31.7%	0.2	0.0
RIP IT	\$6,515,544	\$6,508,972	\$6,572	0.1%	0.2	0.0
A/O	\$85,447,243	\$74,143,395	\$11,303,848	15.2%	3.0	0.1

*Source: NIELSEN AMC 13 W/E 12/26/15 vs. Year Ago

Brand Performance – Total US All Channels/ Units



ALL MEASURED CHANNELS SNAPSHOT

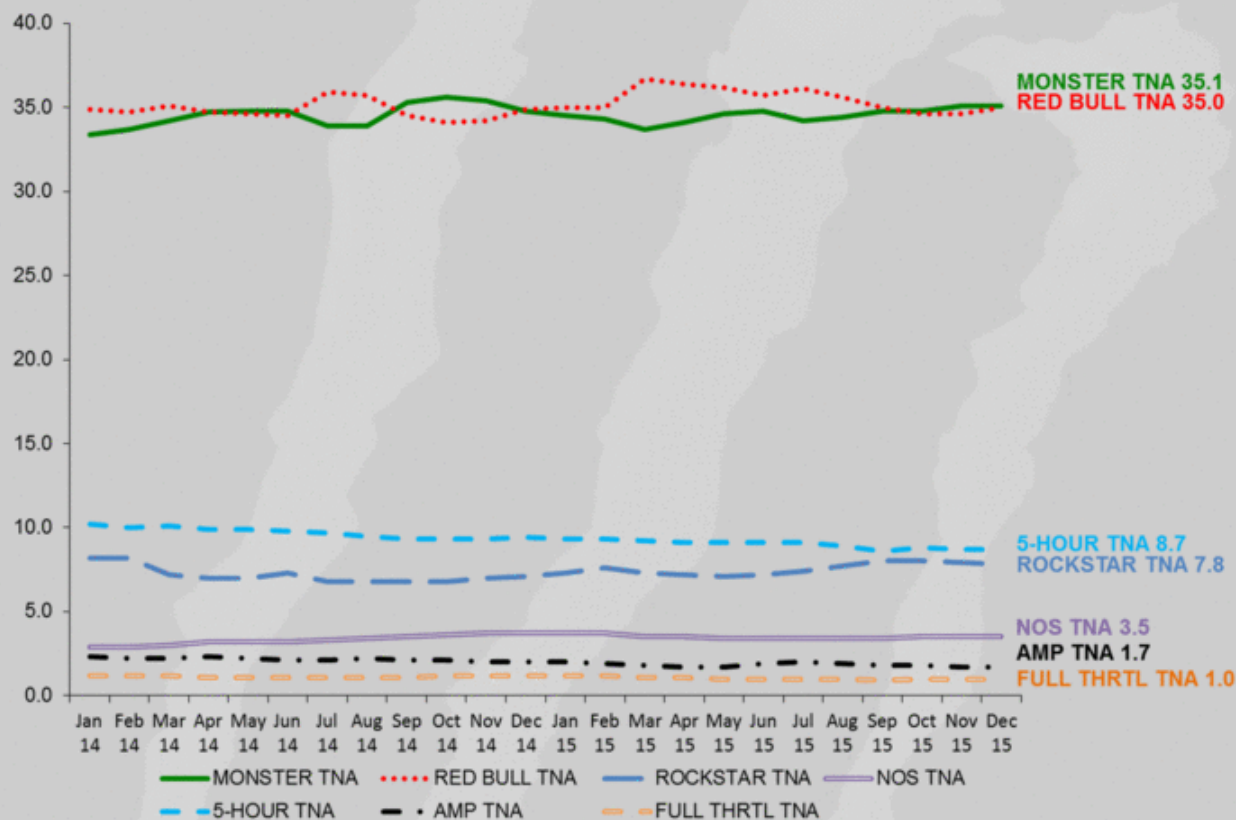
AMC All Measured Channels	U Vol	U Vol LY	U Vol Chg	U Vol % Chg	U Shr	U Shr Chg
TNA ENERGY	1,041,569,383	978,219,878	63,349,505	6.5%	100.0	0.0
TOTAL MEC	437,235,866	420,428,416	16,807,450	4.0%	42.0	-1.0
MONSTER	379,380,581	362,553,208	16,827,373	4.6%	36.4	-0.6
NOS	44,741,693	43,135,767	1,605,926	3.7%	4.3	-0.1
FULL THROTTLE	13,113,592	14,739,441	-1,625,849	-11.0%	1.3	-0.2
RED BULL	293,272,706	282,868,863	10,403,843	3.7%	28.2	-0.8
ROCKSTAR	115,287,436	91,939,452	23,347,984	25.4%	11.1	1.7
AMP	24,769,887	27,201,432	-2,431,545	-8.9%	2.4	-0.4
STARBUCKS	38,216,082	33,154,232	5,061,850	15.3%	3.7	0.3
5-HOUR ENERGY	64,732,851	63,299,532	1,433,319	2.3%	6.2	-0.3
XYIENCE XENERGY	4,516,500	5,640,299	-1,123,799	-19.9%	0.4	-0.1
VENOM	6,528,971	4,198,163	2,330,808	55.5%	0.6	0.2
RIP IT	6,319,468	6,359,849	-40,381	-0.6%	0.6	0.0
A/O	50,689,616	43,129,640	7,559,976	17.5%	4.9	0.5

*Source: NIELSEN AMC 13 W/E 12/26/15 vs. Year Ago

Energy Category: Dollar Share – All Measured Channels



Dollar Share - AMC

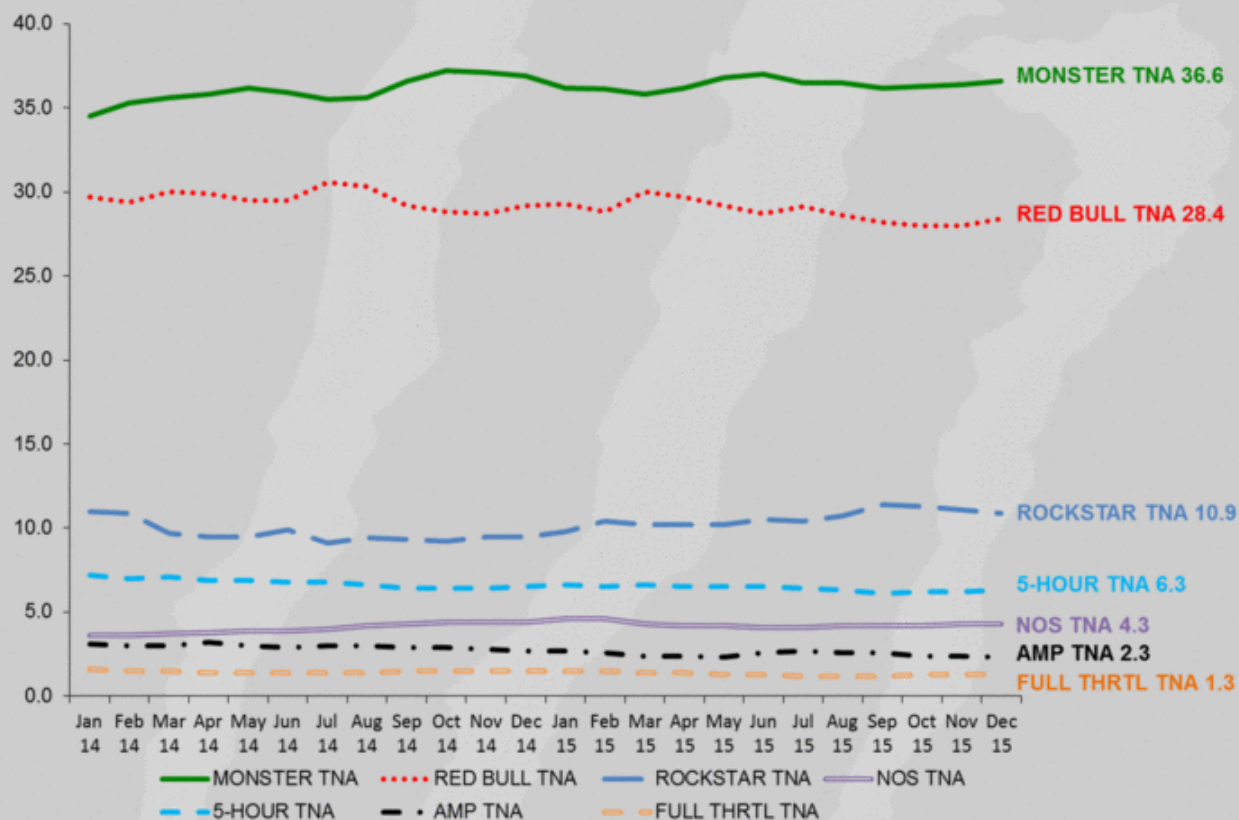


*Source: NIELSEN AMC 24 M/E 12/26/15

Energy Category: Unit Share – All Measured Channels



Unit Share - AMC



*Source: NIELSEN AMC 24 M/E 12/26/15

Brand Performance- Convenience/ Dollars



CONVENIENCE SNAPSHOT

TOTAL US - CONVENIENCE				\$ Vol	\$ Shr	\$ Shr
	\$ Vol	\$ Vol LY	\$ Vol Chg	% Chg	\$ Shr	Chg
TNA ENERGY	\$2,098,519,548	\$1,917,961,302	\$180,558,246	9.4%	100.0	0.0
TOTAL MEC	\$842,077,136	\$793,027,231	\$49,049,905	6.2%	40.1	-1.2
MONSTER	\$736,200,863	\$689,943,892	\$46,256,971	6.7%	35.1	-0.9
NOS	\$83,401,944	\$79,075,439	\$4,326,505	5.5%	4.0	-0.1
FULL THROTTLE	\$22,474,329	\$24,007,900	-\$1,533,571	-6.4%	1.1	-0.2
RED BULL	\$729,102,865	\$655,236,297	\$73,866,568	11.3%	34.7	0.6
ROCKSTAR	\$171,042,621	\$134,715,438	\$36,327,183	27.0%	8.2	1.1
AMP	\$40,282,880	\$42,940,671	-\$2,657,791	-6.2%	1.9	-0.3
STARBUCKS	\$72,595,549	\$61,934,402	\$10,661,147	17.2%	3.5	0.2
5-HOUR ENERGY	\$173,685,598	\$166,875,727	\$6,809,871	4.1%	8.3	-0.4
XYIENCE XENERGY	\$7,348,520	\$9,072,131	-\$1,723,611	-19.0%	0.4	-0.1
VENOM	\$3,921,250	\$3,108,647	\$812,603	26.1%	0.2	0.0
RIP IT	\$4,916,340	\$4,869,181	\$47,159	1.0%	0.2	0.0
A/O	\$53,546,789	\$46,181,577	\$7,365,212	15.9%	2.6	0.1

*SOURCE: NIELSEN TOTAL US CONVENIENCE13 W/E 12/26/15 VS. YEAR Ago

Brand Performance – Convenience/ Units



CONVENIENCE SNAPSHOT

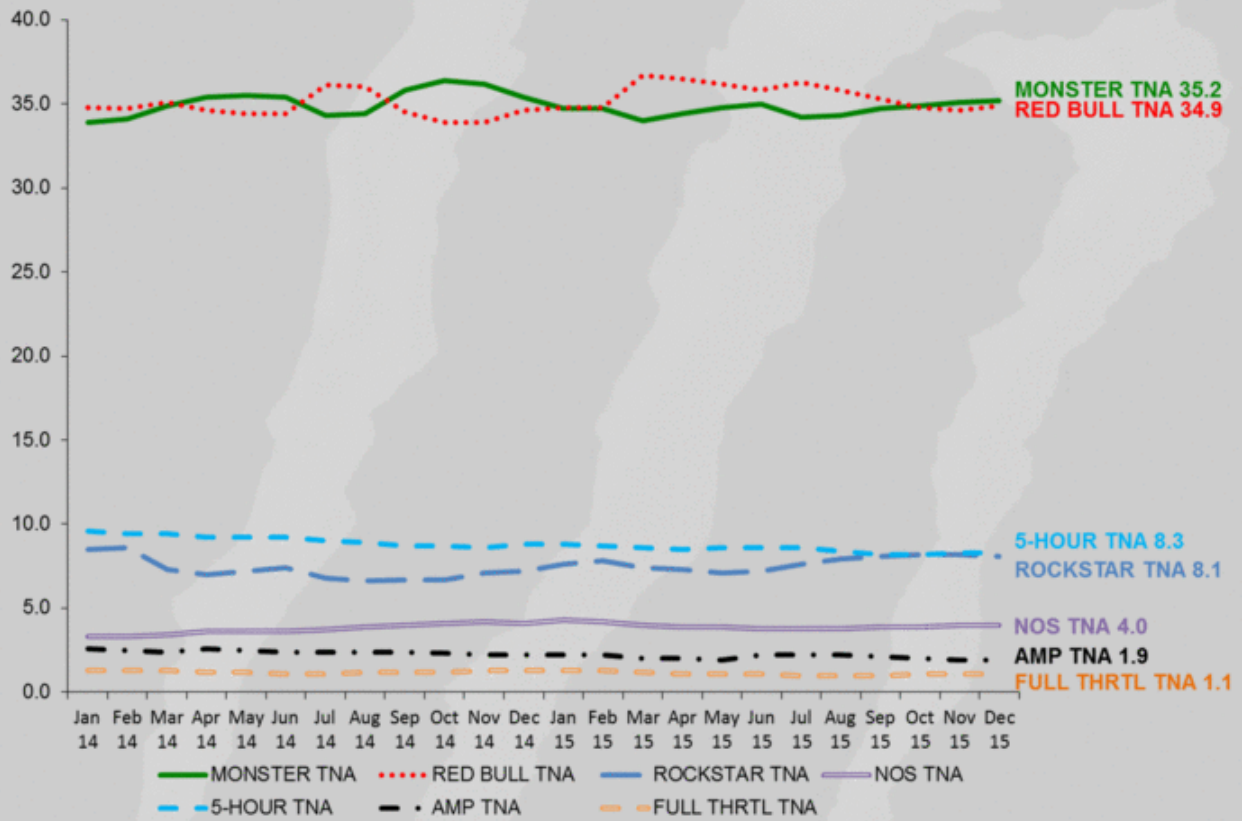
TOTAL US - CONVENIENCE				U Vol	U Shr	
	U Vol	U Vol LY	U Vol Chg	% Chg	U Shr	Chg
TNA ENERGY	806,320,293	768,311,571	38,008,722	4.9%	100.0	0.0
TOTAL MEC	348,297,970	342,873,733	5,424,237	1.6%	43.2	-1.4
MONSTER	300,142,886	295,006,979	5,135,907	1.7%	37.2	-1.2
NOS	37,581,751	36,244,076	1,337,675	3.7%	4.7	-0.1
FULL THROTTLE	10,573,333	11,622,678	-1,049,345	-9.0%	1.3	-0.2
RED BULL	230,433,882	224,234,614	6,199,268	2.8%	28.6	-0.6
ROCKSTAR	83,795,312	67,599,047	16,196,265	24.0%	10.4	1.6
AMP	20,184,626	22,096,496	-1,911,870	-8.7%	2.5	-0.4
STARBUCKS	25,976,824	22,491,297	3,485,527	15.5%	3.2	0.3
5-HOUR ENERGY	50,983,090	49,371,665	1,611,425	3.3%	6.3	-0.1
XYIENCE XENERGY	3,532,030	4,613,468	-1,081,438	-23.4%	0.4	-0.2
VENOM	3,482,744	2,130,332	1,352,412	63.5%	0.4	0.2
RIP IT	4,782,128	4,750,157	31,971	0.7%	0.6	0.0
A/O	34,851,687	28,150,762	6,700,925	23.8%	4.3	0.7

*SOURCE: NIELSEN TOTAL US CONVENIENCE 13 W/E 12/26/15 VS. YEAR AGO

Energy Category: Dollar Share - Convenience



Dollar Share - Convenience

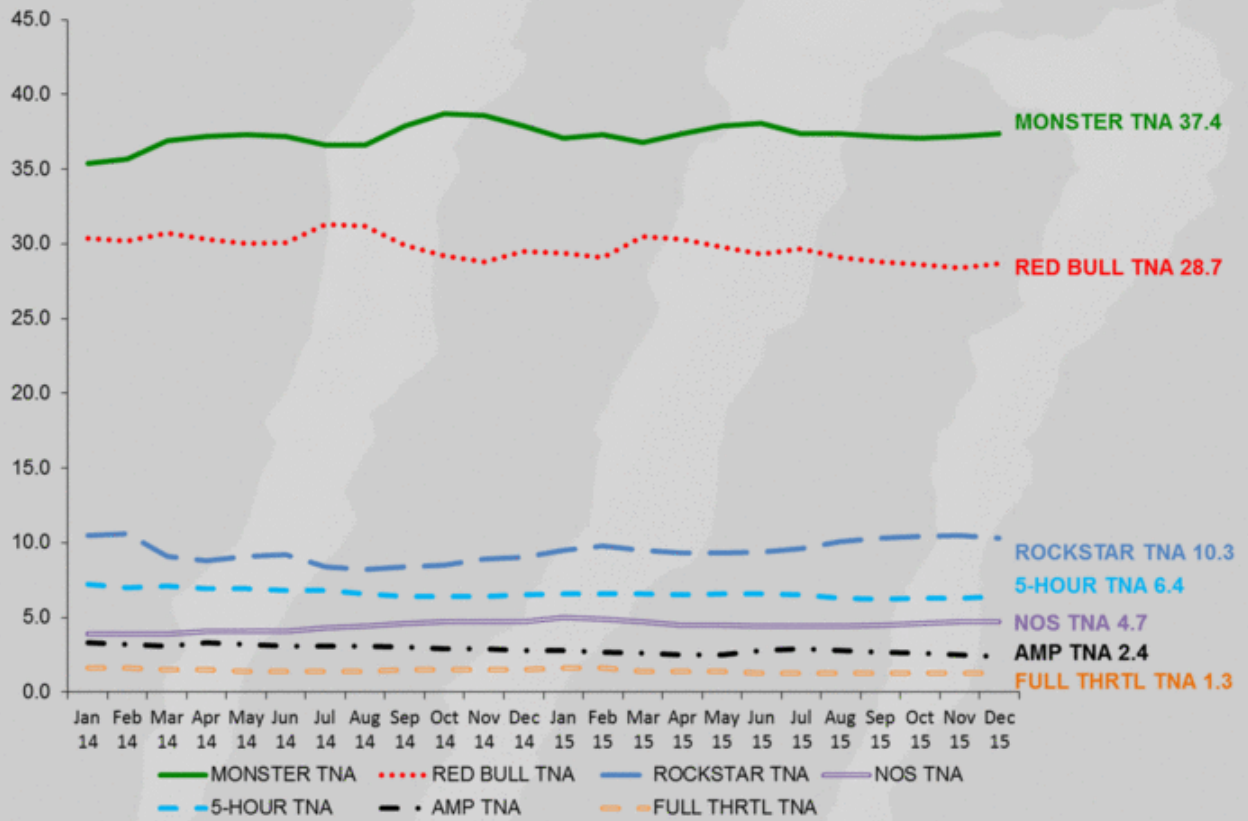


*SOURCE: NIELSEN TOTAL US CONVENIENCE 24 M/E 12/26/15

Energy Category: Unit Share - Convenience

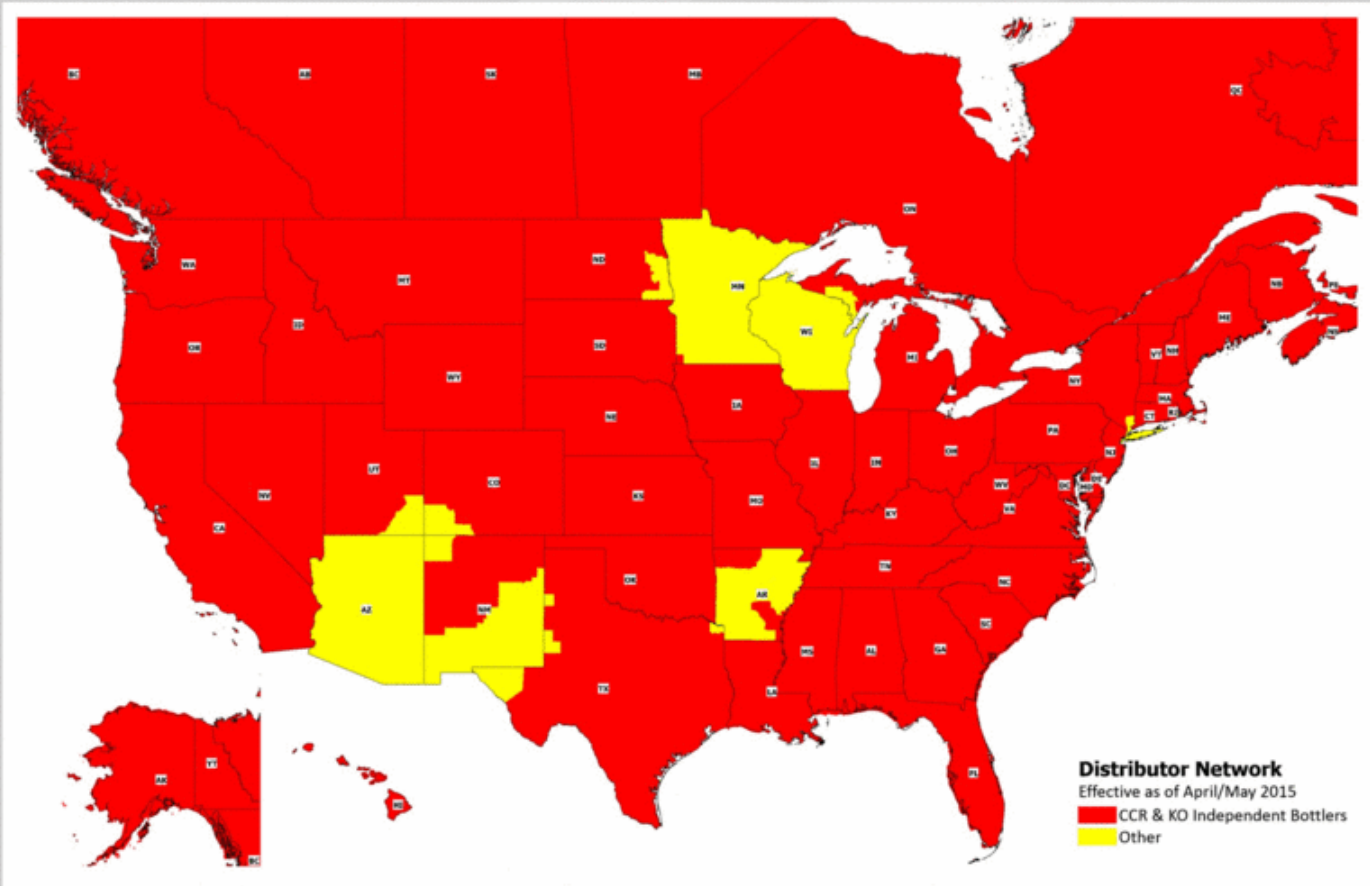


Unit Share - Convenience



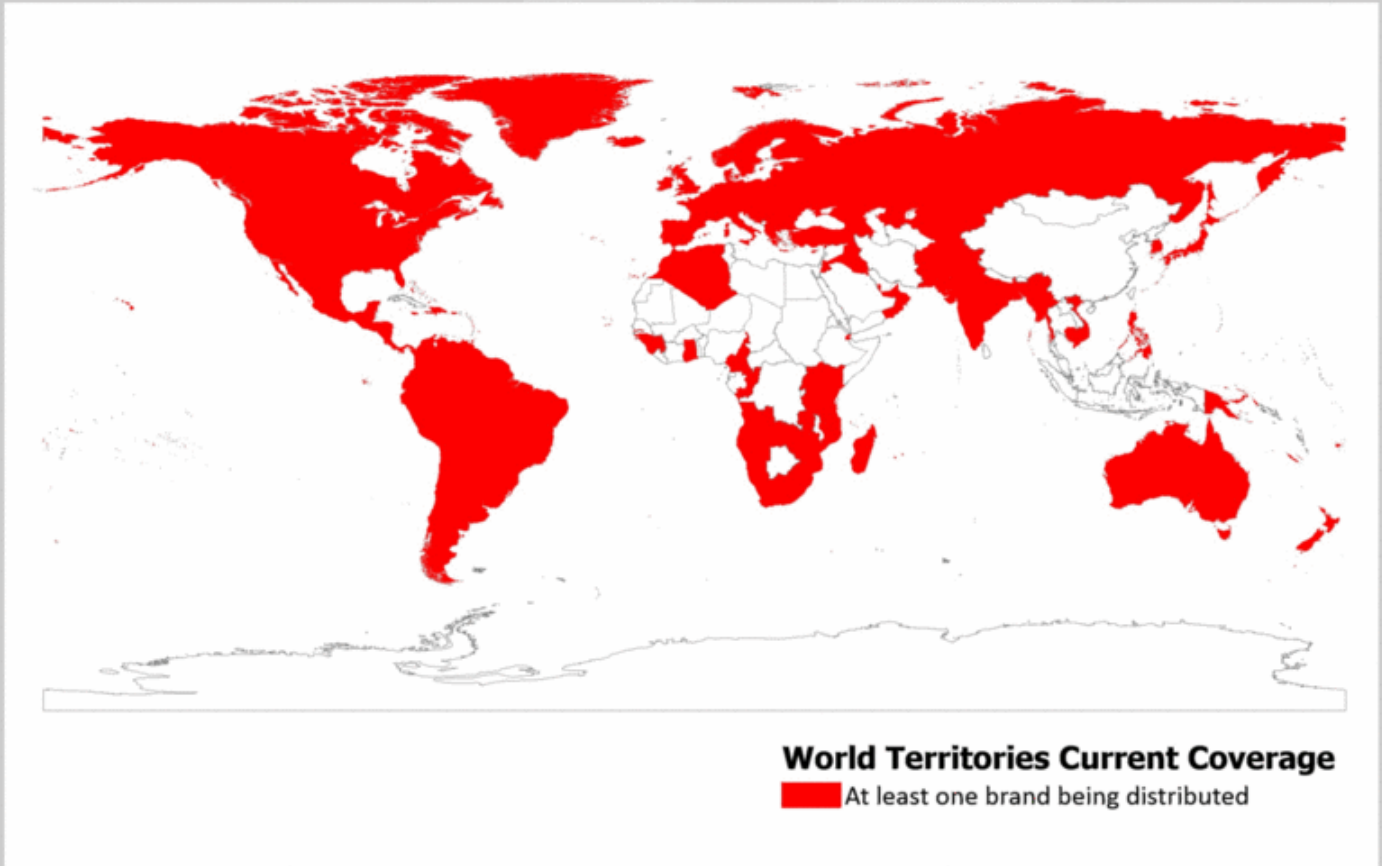
*SOURCE: NIELSEN TOTAL US CONVENIENCE 24 M/E 12/26/15

North America Distributor Map



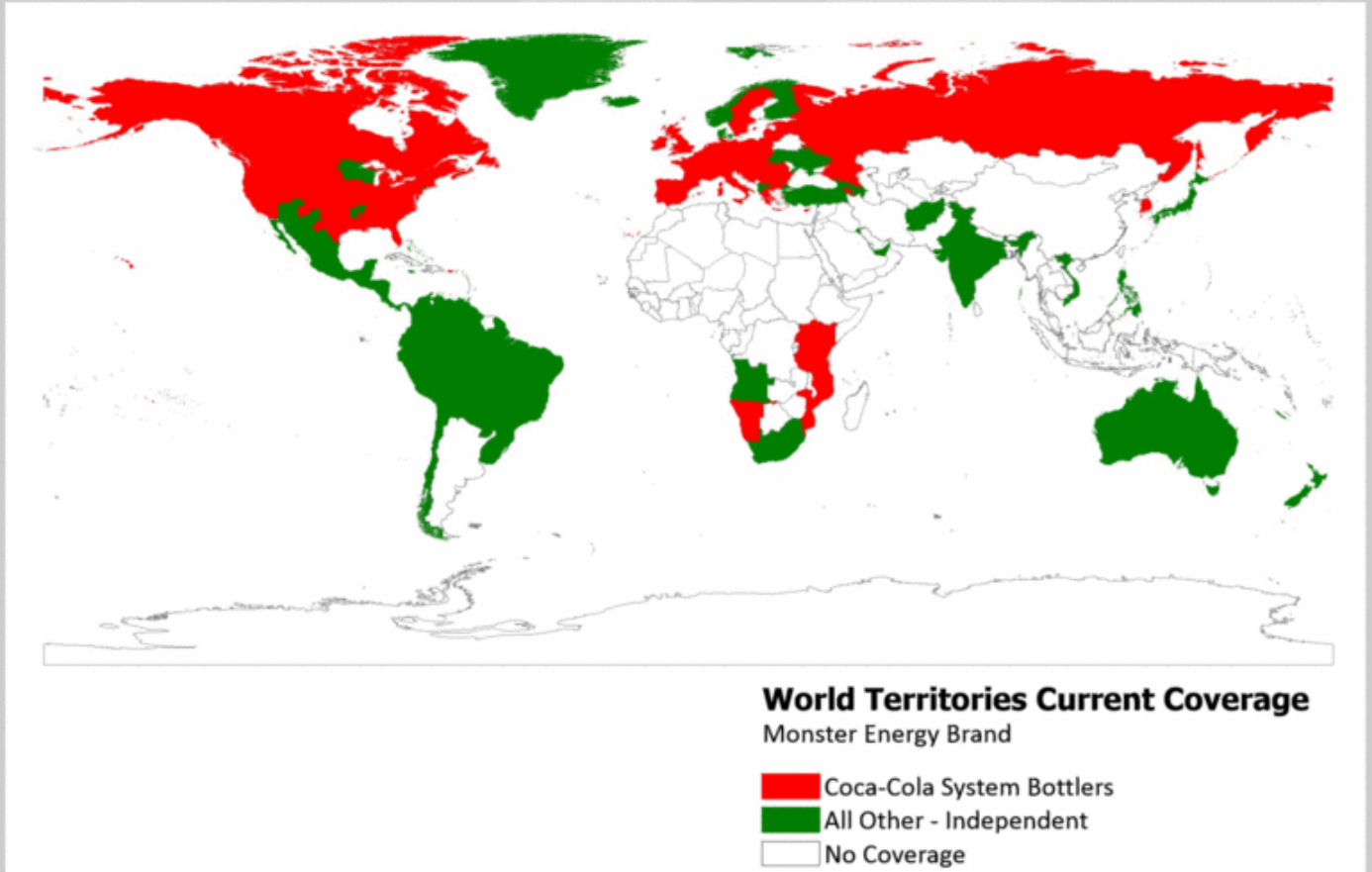
As of January 11, 2016

Distribution of at least one MEC brand following KO Transaction



As of January 11, 2016

Distribution of Monster Energy Drinks

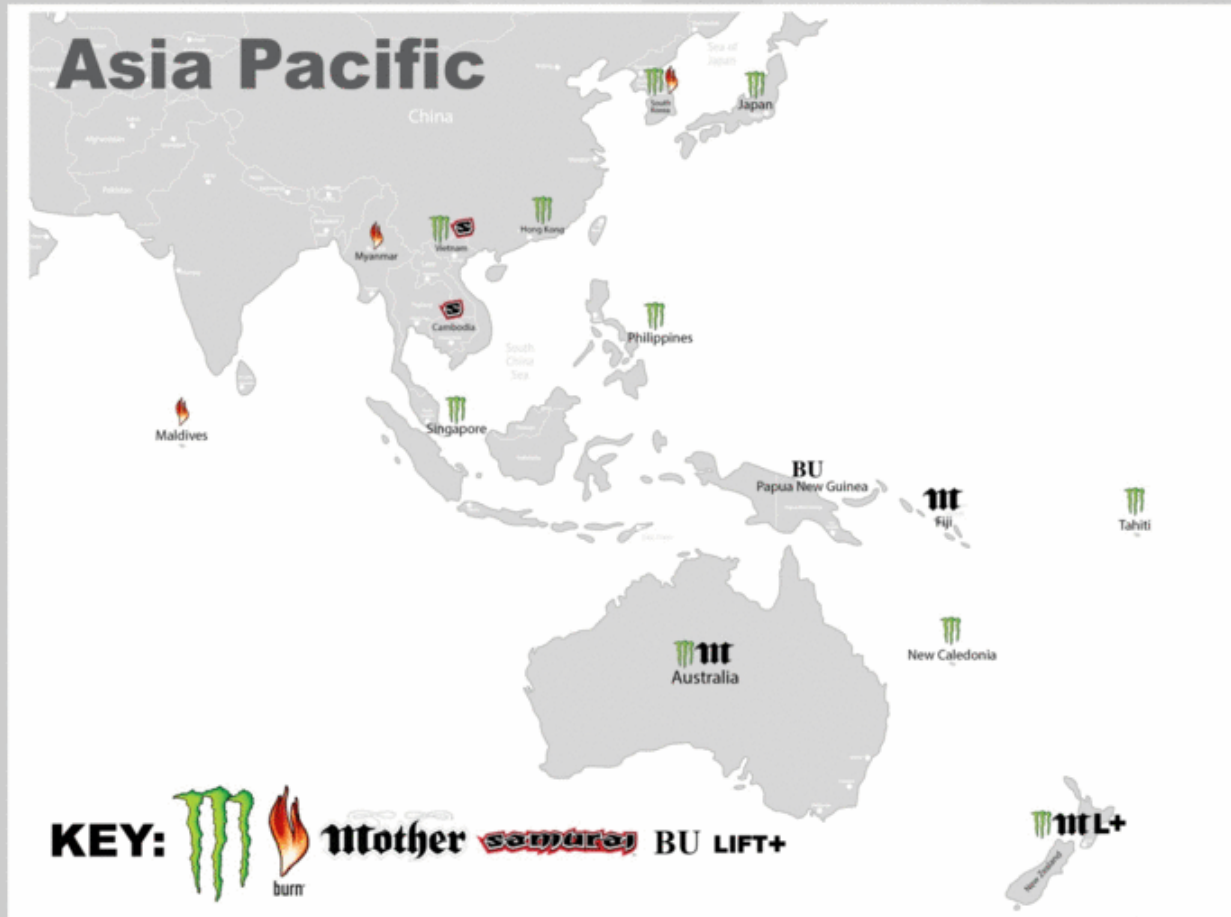


As of January 11, 2016

Europe



KEY:



North America



KEY:

-
-
-
-
-

Central & South America



Africa



Expanded FSOP Coverage following transaction



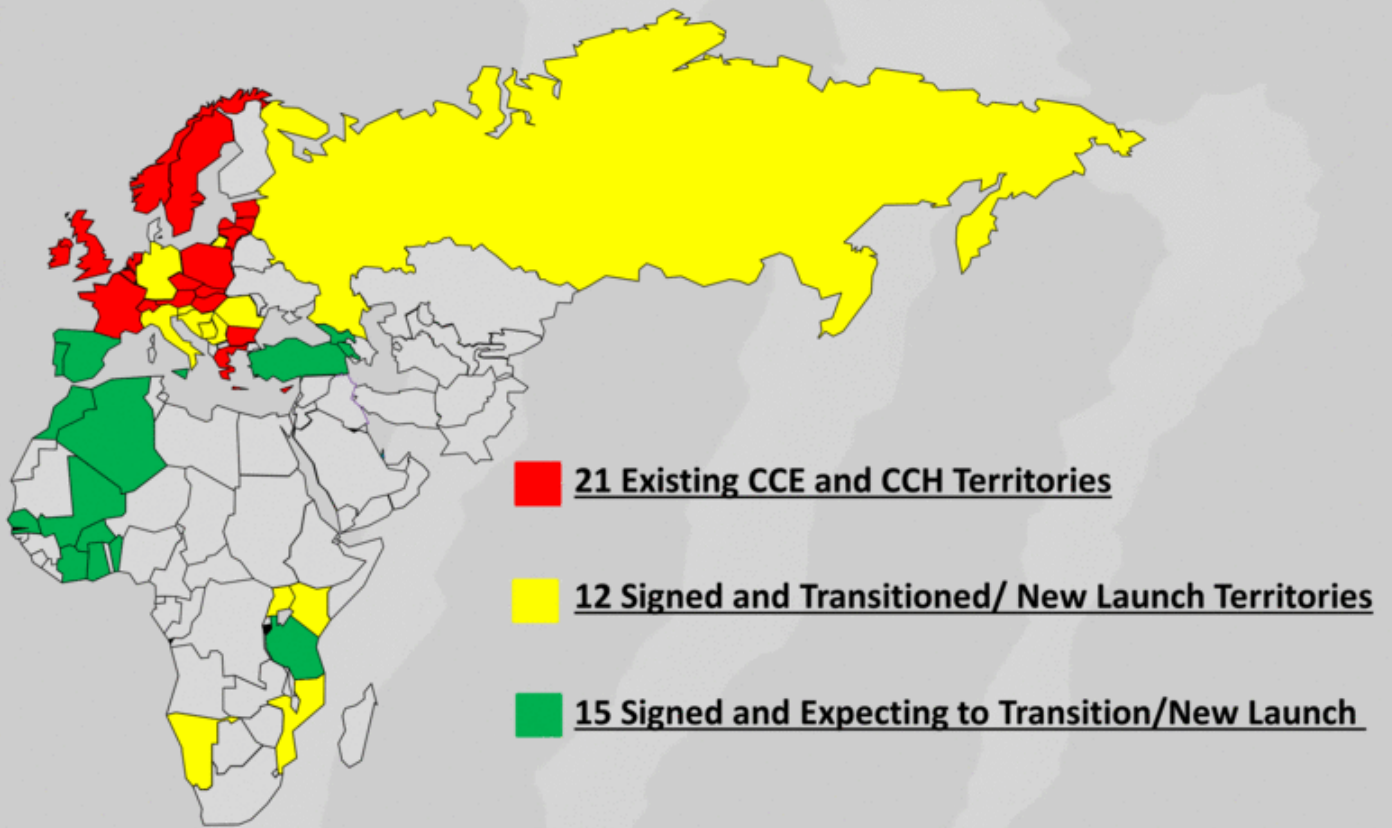
FSOP

FSOP Coverage

FSOP Channel Sectors
Vending
Retail On-Premise
At Work
Eating & Drinking
Amuse/Leisure/Rec
Universities
Lodging/Transport



2015 EMEA Transition to KO Bottlers



As of January 11, 2016

Selected Market: Great Britain

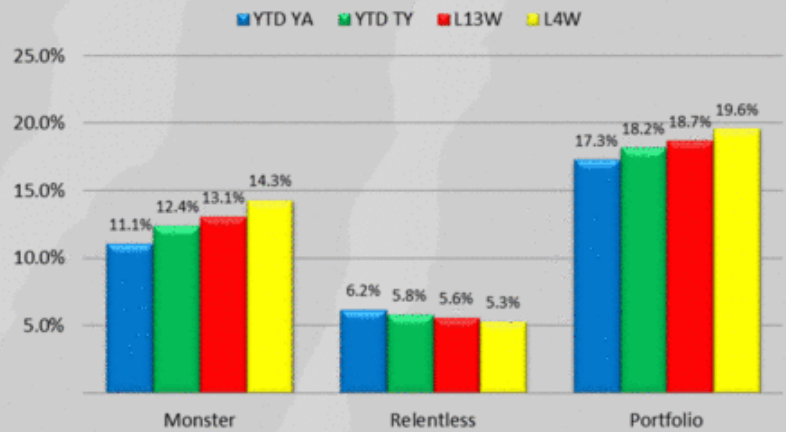


	Last 13 Weeks 2015	Last 4 Weeks 2015
• Energy Category Value Growth	+ 0.7%	- 0.4%
• Monster Value Growth	+ 6.5%	+ 5.5%
• Monster Value Share	13.1%	14.3%
• Relentless Value Growth	-13.8%	-10.3%
• Relentless Value Share	5.6%	5.3%
• Monster Energy Portfolio Value Share	18.7%	19.6%



Nisa, Convenience Store, Great Britain

GB Value Share Monster, Relentless & Portfolio



SOURCE: NIELSEN VALUE SALES TO DECEMBER 5 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Germany

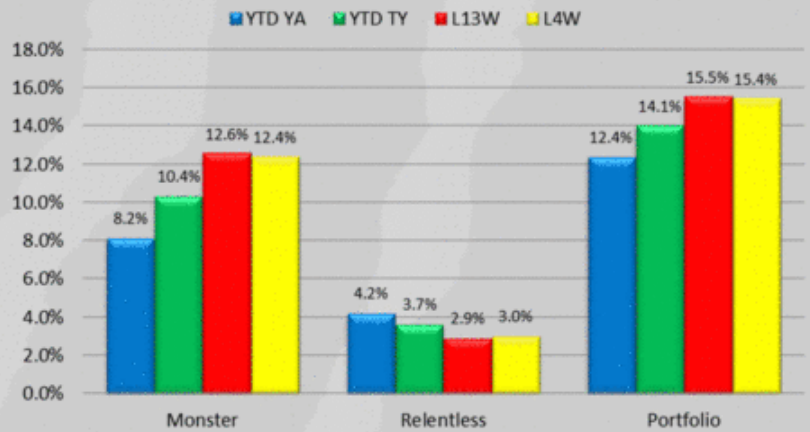


	Last 13 Weeks 2015	Last 4 Weeks 2015
• Energy Category Value Growth	+ 10.2%	+ 18.4%
• Monster Value Growth	+ 32.9%	+ 25.7%
• Monster Value Share	12.6%	12.4%
• Relentless Value Growth	- 19.0%	- 8.9%
• Relentless Value Share	2.9%	3.0%
• Monster Energy Portfolio Value Share	15.5%	15.4%



Edeka, Supermarket, Germany

Germany Value Share Monster, Relentless & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Spain



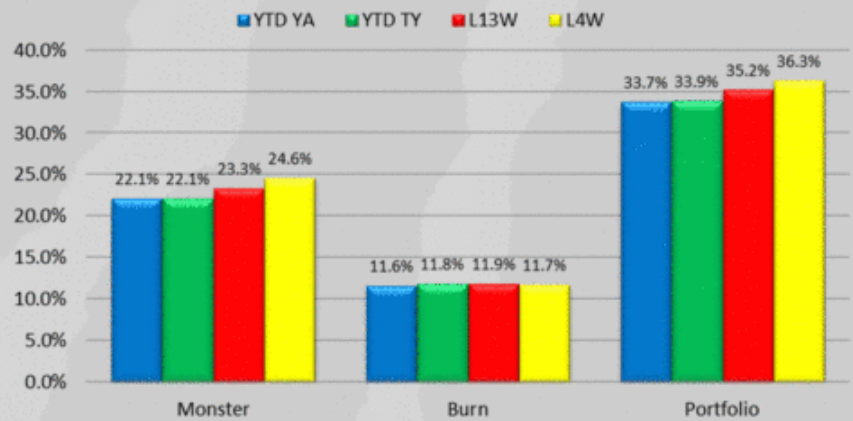
- Energy Category Value Growth
- Monster Value Growth
- Monster Value Share
- Burn Value Growth
- Burn Value Share
- Monster Energy Portfolio Value Share

	Last 13 Weeks 2015	Last 4 Weeks 2015
Energy Category Value Growth	+ 2.7%	+ 7.0%
Monster Value Growth	+ 7.5%	+ 24.1%
Monster Value Share	23.3%	24.6%
Burn Value Growth	+ 3.6%	+ 2.0%
Burn Value Share	11.9%	11.7%
Monster Energy Portfolio Value Share	35.2%	36.3%



Carrefour, Hypermarket, Spain

Spain Value Share Monster, Burn & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: France

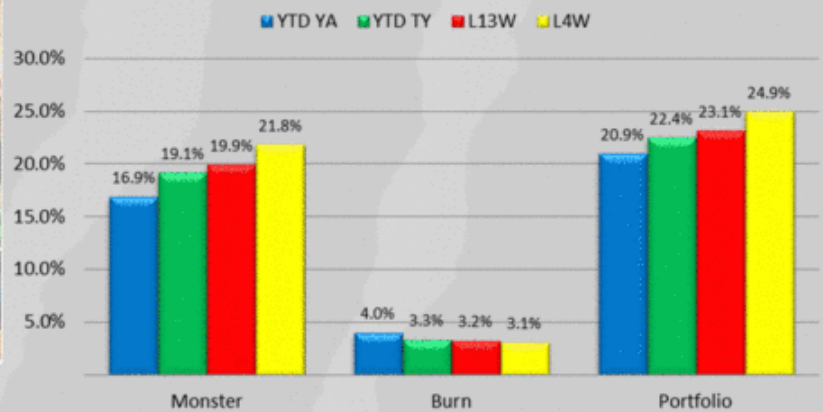


	Last 13 Weeks 2015	Last 4 Weeks 2015
• Energy Category Value Growth	+ 2.4%	+ 6.1%
• Monster Value Growth	+ 16.1%	+ 27.7%
• Monster Value Share	19.9%	21.8%
• Burn Value Growth	- 16.7%	- 14.3%
• Burn Value Share	3.2%	3.1%
• Monster Energy Portfolio Value Share	23.1%	24.9%



Petit Casino, Convenience Store, France

France Value Share Monster, Burn & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: South Africa

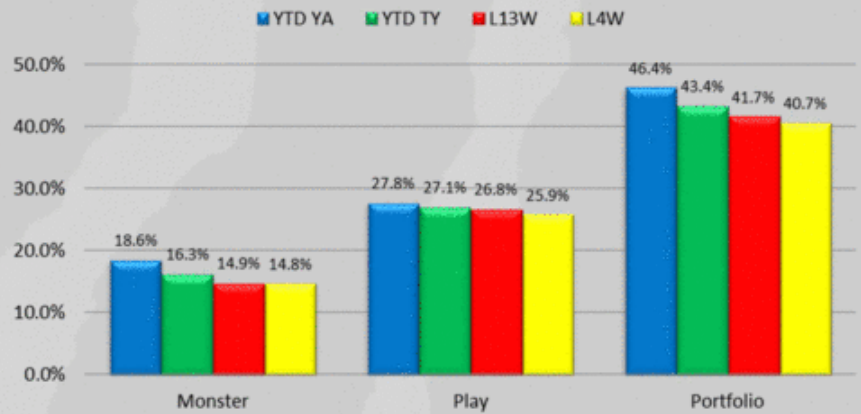


	Last 13 Weeks 2015	Last 4 Weeks 2015
• Energy Category Value Growth	+ 28.1%	+ 32.4%
• Monster Value Growth	+ 3.5%	+ 7.6%
• Monster Value Share	14.9%	14.8%
• Play Value Growth	+ 28.1%	+ 29.1%
• Play Value Share	26.8%	25.9%
• Monster Energy Portfolio Value Share	41.7%	40.7%



Super Spar, Supermarket, South Africa

South Africa Value Share Monster, Play & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Greece

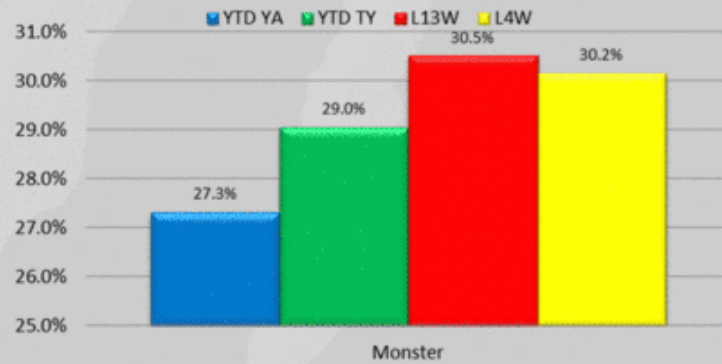


	Last 13 Weeks 2015	Last 4 Weeks 2015
• Energy Category Value Growth	+1.2%	+1.7%
• Monster Value Growth	+4.1%	+4.5%
• Monster Value Share	30.5%	30.2%



Independent Convenience Store, Greece

Greece Value Share Monster



SOURCE: IRI VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Belgium

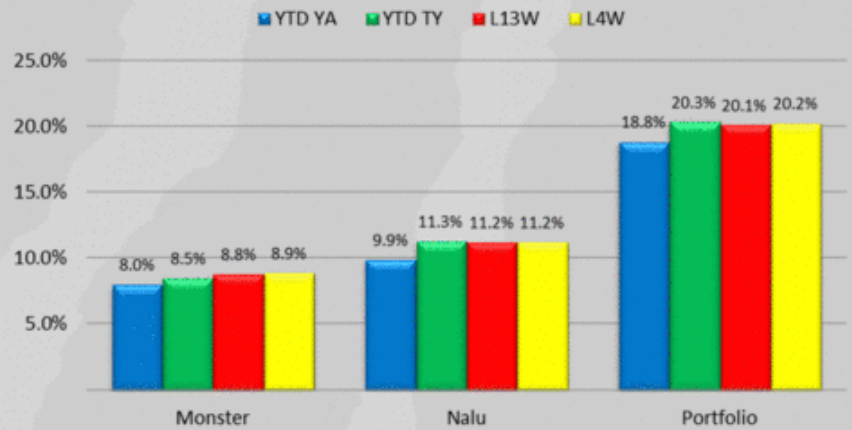


	Last 13 Weeks 2015	Last 4 Weeks 2015
• Energy Category Value Growth	+ 4.9%	+ 6.2%
• Monster Value Growth	+ 14.9%	+ 14.7%
• Monster Value Share	8.8%	8.9%
• Nalu Value Growth	+30.9%	+32.8%
• Nalu Value Share	11.2%	11.2%
• Monster Energy Portfolio Value Share	20.1%	20.2%



Carrefour, Supermarket, Belgium

Belgium Value Share Monster, Nalu & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Mexico



	<u>Last 3 Months Ending October 2015</u>	<u>Last Month October 2015</u>
• Energy Category Growth	+ 34.0%	+ 38.2%
• Monster Value Growth	+ 19.4%	+ 19.7%
• Monster Value Share	28.7%	26.7%
• Burn Value Growth	+ 1.7%	+ 3.7%
• Burn Value Share	5.5%	6.1%
• Monster Energy Portfolio Value Share	34.2%	32.8%

7 eleven
(Convenience store)



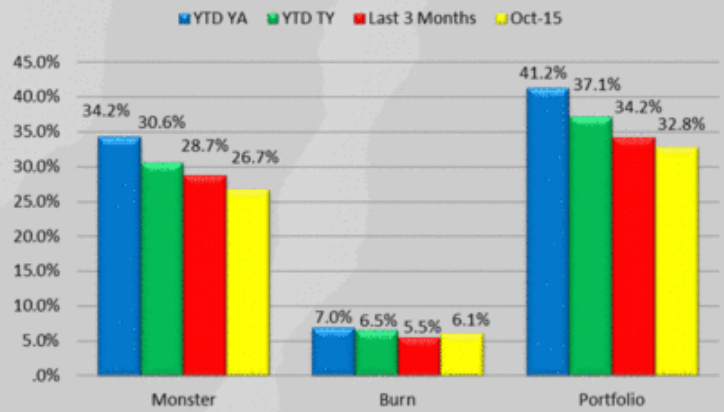
Soriana
(Supermarket)



Chedraui
(Supermarket)



Mexico Value Share Monster, Burn & Portfolio



SOURCE: NIELSEN VALUE SALES TO END OCTOBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Japan



	Last 3 Months Ending November 2015	Last Month November 2015
• Energy Category Growth	+ 3.2%	+ 2.9%
• Monster Value Growth	+ 26.8%	+ 27.6%
• Monster Value Share	38.6%	38.7%

Supermarket



Supermarket



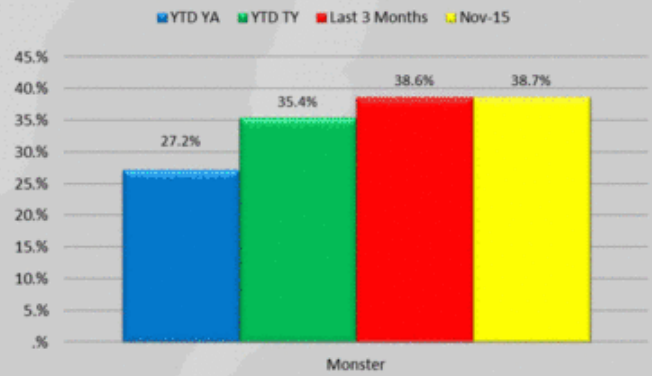
Convenience store



Supermarket



Japan Value Share Monster



SOURCE: INTAGE VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Chile



	Last 3 Months Ending November 2015	Last Month November 2015
• Energy Category Growth	+ 15.0%	+ 14.2%
• Monster Value Growth	+ 74.9%	+ 70.1%
• Monster Value Share	18.5%	19.3%
• Burn Value Growth	+ 7.8%	+ 6.2%
• Burn Value Share	2.2%	2.2%
• Monster Energy Portfolio Value Share	20.7%	21.5%

**Jumbo
(Hypermarket)**



**Jumbo
(Hypermarket)**



**Santa Isabel
(Supermarket)**



Chile Value Share Monster, Burn & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Brazil



	<u>Last 3 Months Ending November 2015</u>	<u>Last Month November 2015</u>
• Energy Category Growth	- 5.9%	- 9.2%
• Monster Value Growth	- 37.7%	- 41.3%
• Monster Value Share	3.8%	3.7%
• Burn Value Growth	- 14.5%	- 16.1%
• Burn Value Share	9.4%	9.3%
• Monster Energy Portfolio Value Share	13.1%	13.0%

Posto Ilha Bella
(Mom & Pop outlet)



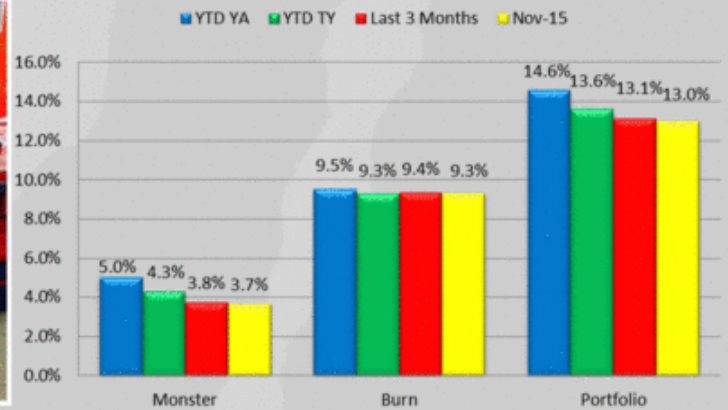
Rogeline
(Convenience Store)



Diana Doces
(Mom & Pop Outlet)



Brazil Value Share Monster, Burn & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, TOTAL ALL MEASURED CHANNELS

Selected Market: Australia



	Last 3 Months Ending November 2015	Last Month November 2015
• Energy Category Growth	+ 2.7%	+ 2.9%
• Monster Value Growth	- 16.2%	- 20.3%
• Monster Value Share	3.8%	3.6%
• Mother Value Growth	+ 2.6%	+ 0.6%
• Mother Value Share	17.7%	18.0%
• Monster Energy Portfolio Value Share	21.5%	21.6%

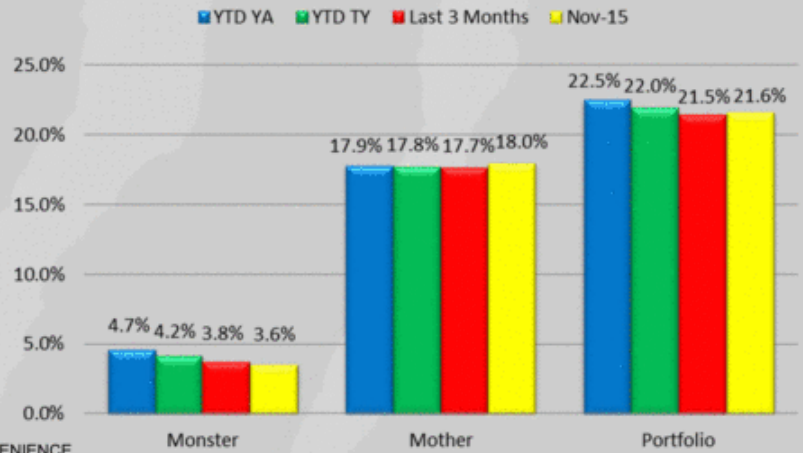
Freedom fuel
(Convenience store)



IGA Bathurst
(Supermarket)



Australia Value Share Monster, Mother & Portfolio



SOURCE: NIELSEN VALUE SALES TO END NOVEMBER 2015, GROCERY & CONVENIENCE

MONSTER RACING



LEWIS HAMILTON

FORMULA 1 CHAMPION



JORGE LORENZO

MOTO GP CHAMPION



KYLE BUSCH

NASCAR SPRINT CUP CHAMPION



JONATHAN REA

WORLD SUPERBIKE CHAMPION



PETTER SOLBERG

WORLD RALLY X CHAMPION



ROMAIN FEBVRE

MXGP WORLD CHAMPION

ACTION SPORTS



SUMMER
AUSTIN 2015
18 MEDALS



WINTER
ASPEN 2015
14 MEDALS



NEW SPORTS 2015



UFC
ULTIMATE FIGHTING
CHAMPIONSHIP

DRAG RACING



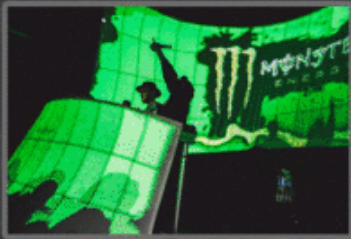
**PREMIER UFC
SPONSOR**



**#7 IN POINT STANDING
ESPN ANNUAL COVERAGE**

FAST GROWING SPORT AMONG 18-34 YEAR OLDS

MONSTER ENERGY MUSIC



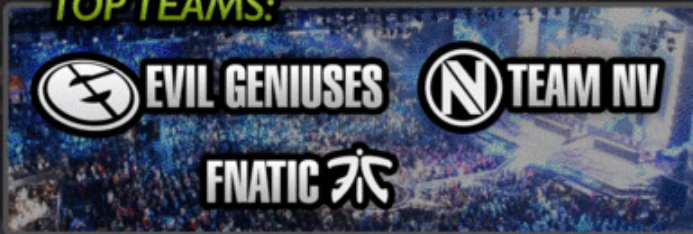
eSPORTS



DOTA 2



TOP TEAMS:



CS:GO



CS:GO





MONSTER GIRLS



MONSTER GIRL MONDAYS
HIGHLY POPULAR WEB FEATURE

SOCIAL MEDIA



MONSTER ENERGY IS THE MOST ENGAGING BRAND ON FACEBOOK

Page	Fans	Fan Growth Rate	Posts	Engagement	Eng./Fan Ratio	24h Engagement	24h Eng./Fan Ratio	People Talking About This	Community Involvement
Monster Energy	23,499,802	+0.3%	63	1,026,899	0.07%	704,284	0.05%	301,455	1.283%
Mercedes-Benz	19,091,780	+1.62%	78	955,365	0.06%	762,412	0.05%	203,056	1.064%
Barbie	7,243,264	+0.2%	38	884,457	0.32%	754,768	0.27%	no data	no data
BMW	18,784,963	+0.42%	44	748,630	0.09%	599,268	0.07%	134,711	0.717%
Snickers	10,567,135	+0.36%	19	734,085	0.37%	179,217	0.09%	158,584	1.501%
Starbucks	35,639,680	+0.04%	9	710,170	0.22%	361,390	0.11%	201,420	0.565%
Harley-Davidson	6,931,637	+0.63%	96	699,206	0.11%	633,098	0.1%	92,938	1.341%

facebook.

24 MILLION FANS

twitter

2.77 MILLION FANS

Instagram

2.6 MILLION FANS

ADWEEK: MONSTER ENERGY

ONE OF TOP TEN SPORTS CONTENT CREATORS



ADWEEK FEATURED ARTICLE

"Brands are focusing a lot more on partnering with this new mix of sports influencer networks and publishers that have massive audiences," said Kevin Shively, senior content marketing manager at Simply Measured.

Monster Energy: 28,237,230



Like Red Bull, Monster Energy has found a winning formula blending social with extreme sports. The Corona, Calif.-based company even got millennials to embrace Facebook, doubling its fan base on the site in the last few years with dirt bike-racing videos and male-targeted, titillating photo series like #MonsterGirlMondays.

MONSTER VIDEO OF THE YEAR



[HOONIGAN] KEN BLOCK'S GYMKHANA SEVEN: WILD IN THE STREETS OF LOS ANGELES



TheHoonigans



Subscribe

286,135

30,879,764



NOS MARKETING PLATFORM



AUTO RACING

CAR CULTURE



KYLE BUSCH
2015 NASCAR CHAMPION

DUB MAG

BRIAN DEEGAN
RALLYCROSS, OFF-ROAD TRUCKS,
AND FREESTYLE MOTOCROSS



FULL THROTTLE



FIGHTER BRAND POSITIONED TO TAKE ON LOW-PRICED COMPETITORS



feel the
ENERGY
at **WORK**

— **HARD-WORKING. EASY-DRINKING.** —



BURN
ENERGY DRINK
ORIGINAL

NEW

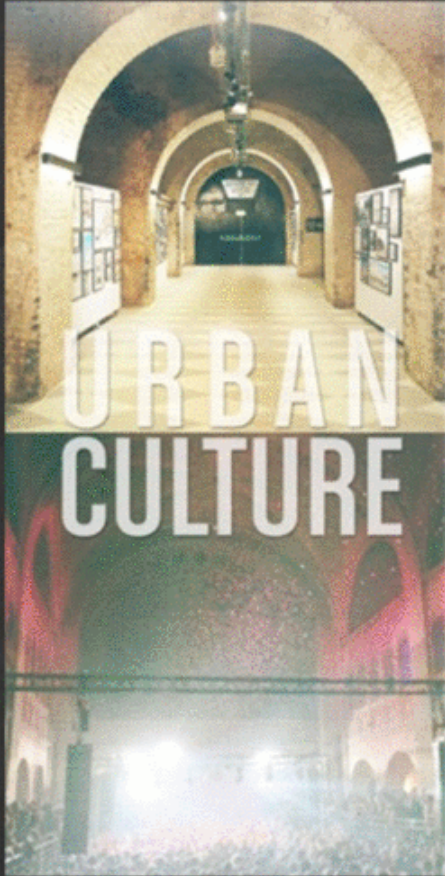


OLD





MARKETING PLATFORMS



MUSIC MARKETING



CULTURAL MARKETING



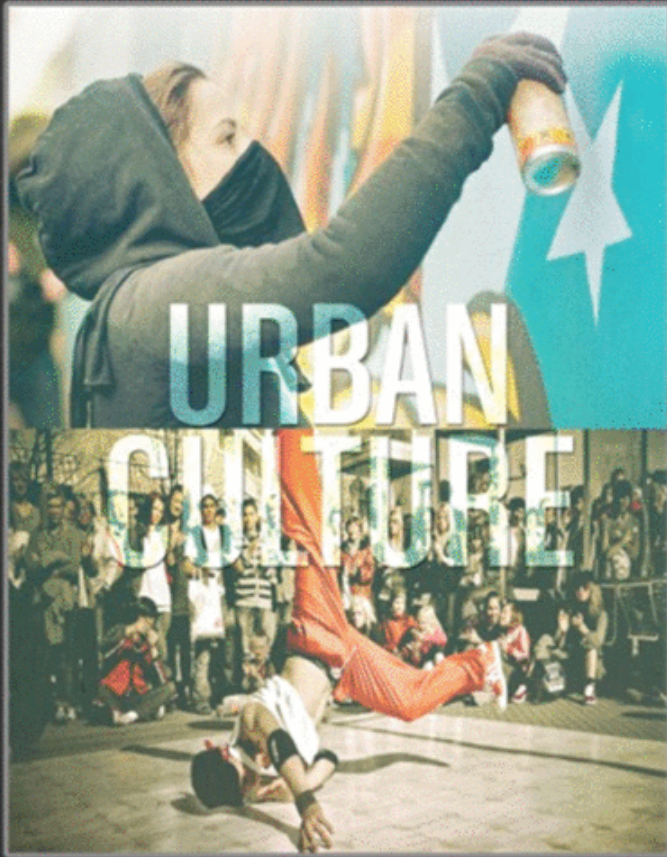


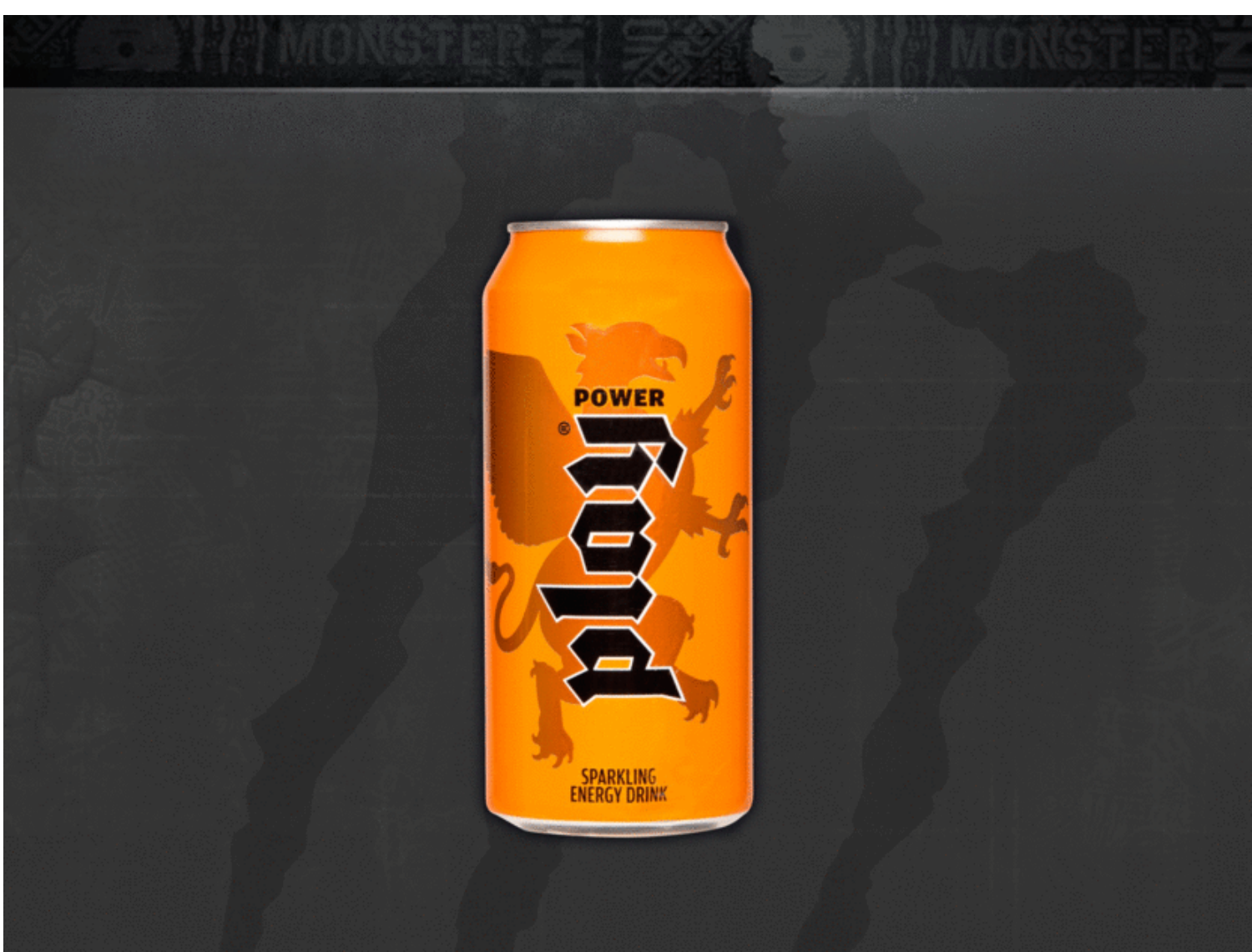
NEW



OLD

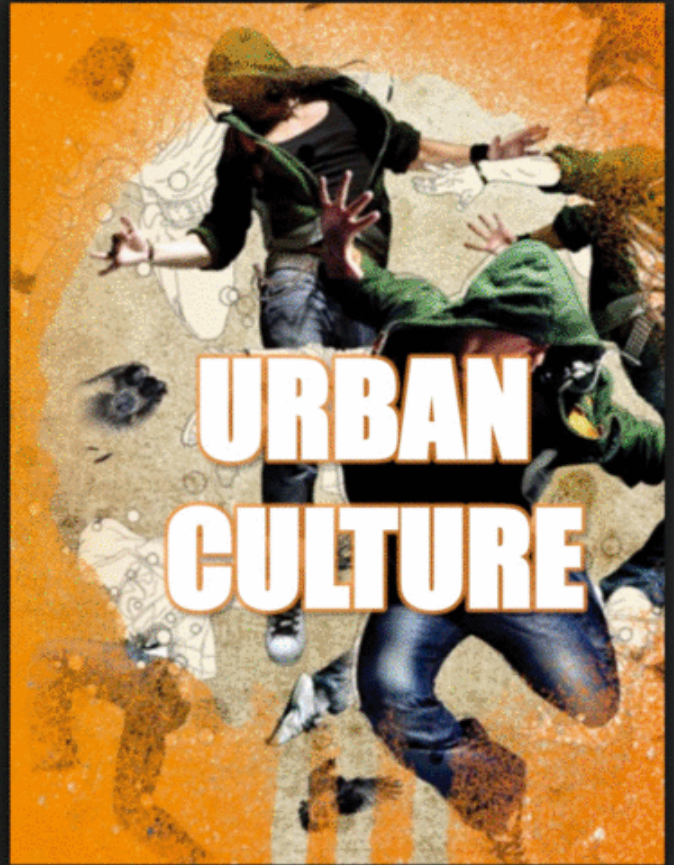








MARKETING PLATFORMS





NEW SIZE
355ml

Calm

fruity ENERGIZER

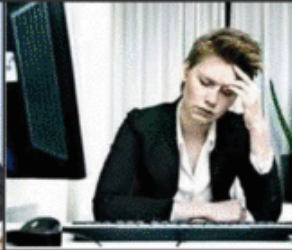
LOW CALORIE



POSITIONING



**OUR
CONSUMERS...**



MALE & FEMALE WHITE COLLAR WORKERS

HARD WORKING STUDENTS

New Products



Q1 2016



Q1 2016



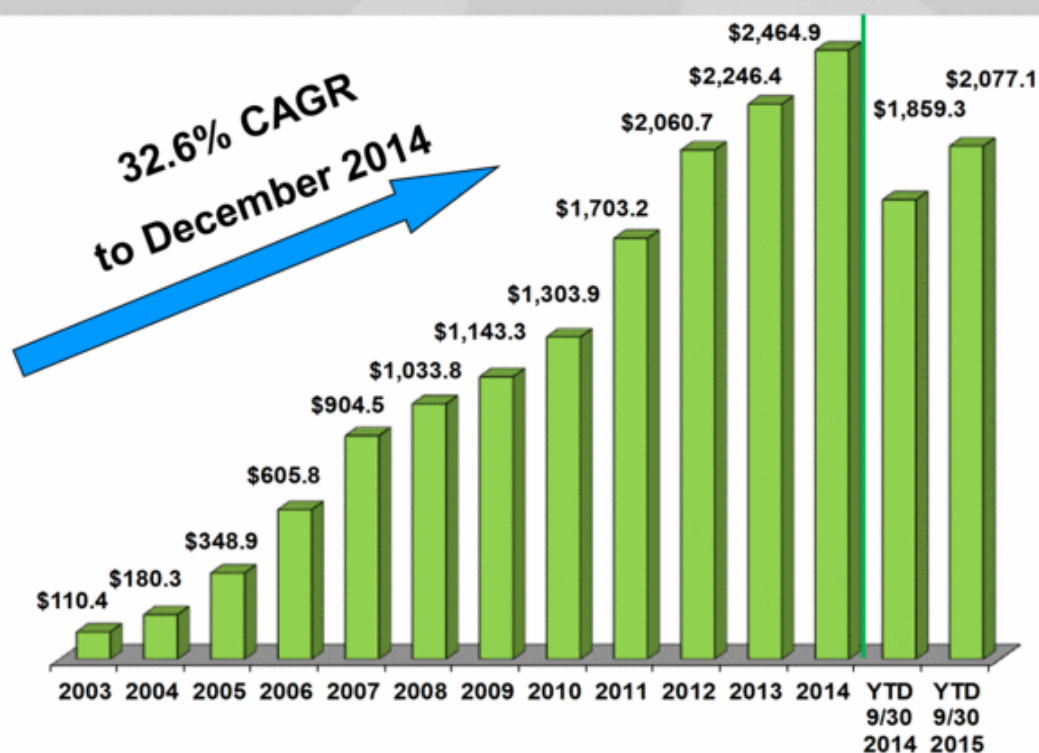
Q2 2016

Solid Financial Results

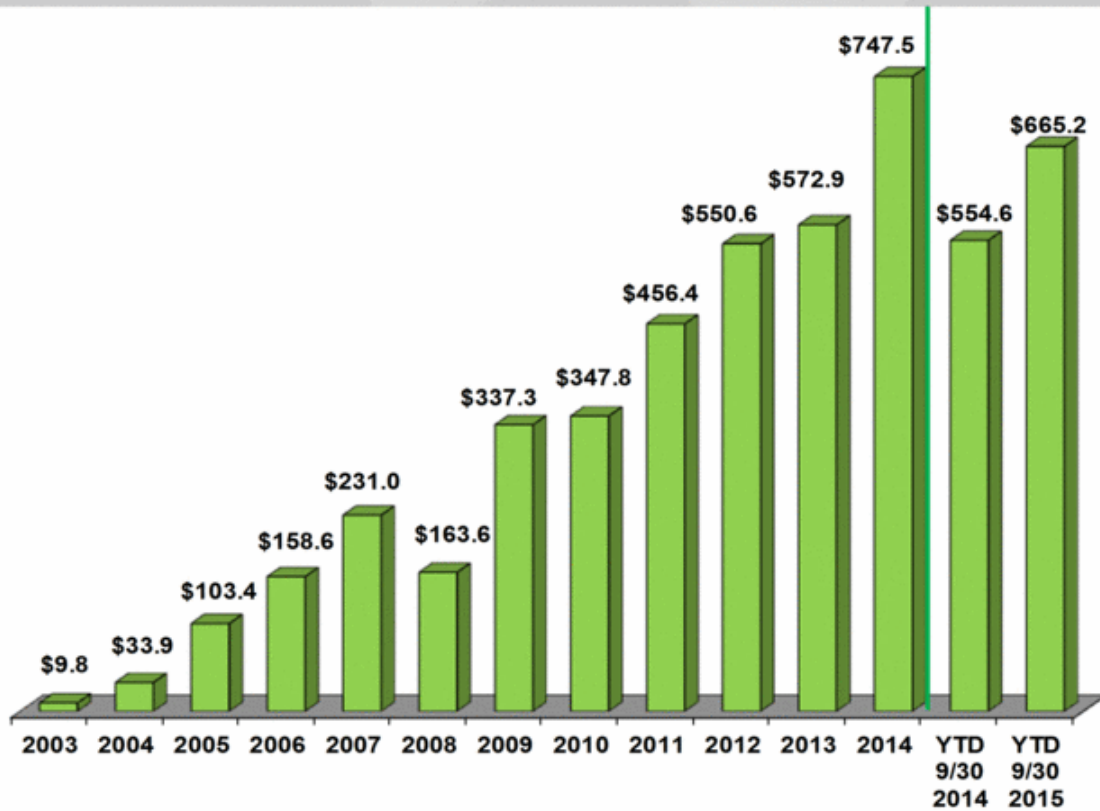


- 23 consecutive years of increased sales since the acquisition of the Hansen beverage business in 1992.
- Achieved \$2.5 billion in net sales in 2014, up 9.7% over net sales of \$2.2 billion in 2013.
- For the nine months ended September 30, 2015, achieved \$2.1 billion in net sales, up 11.7% over net sales of \$1.9 billion for the same period in 2014.
- Net sales for the third quarter of 2015 increased to \$756.6 million, up 19.0% from the same quarter last year. Net income for the third quarter of 2015 increased to \$174.6 million, up 43.6% from the same quarter last year.

Monster Beverage Corporation Net Sales (\$ in millions)



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

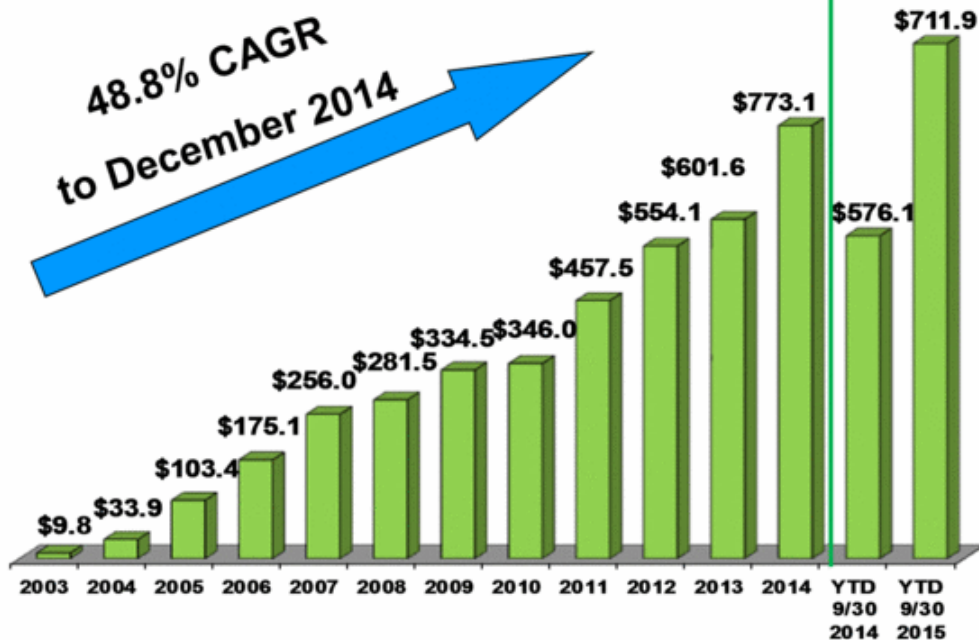


Monster Beverage Corporation

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



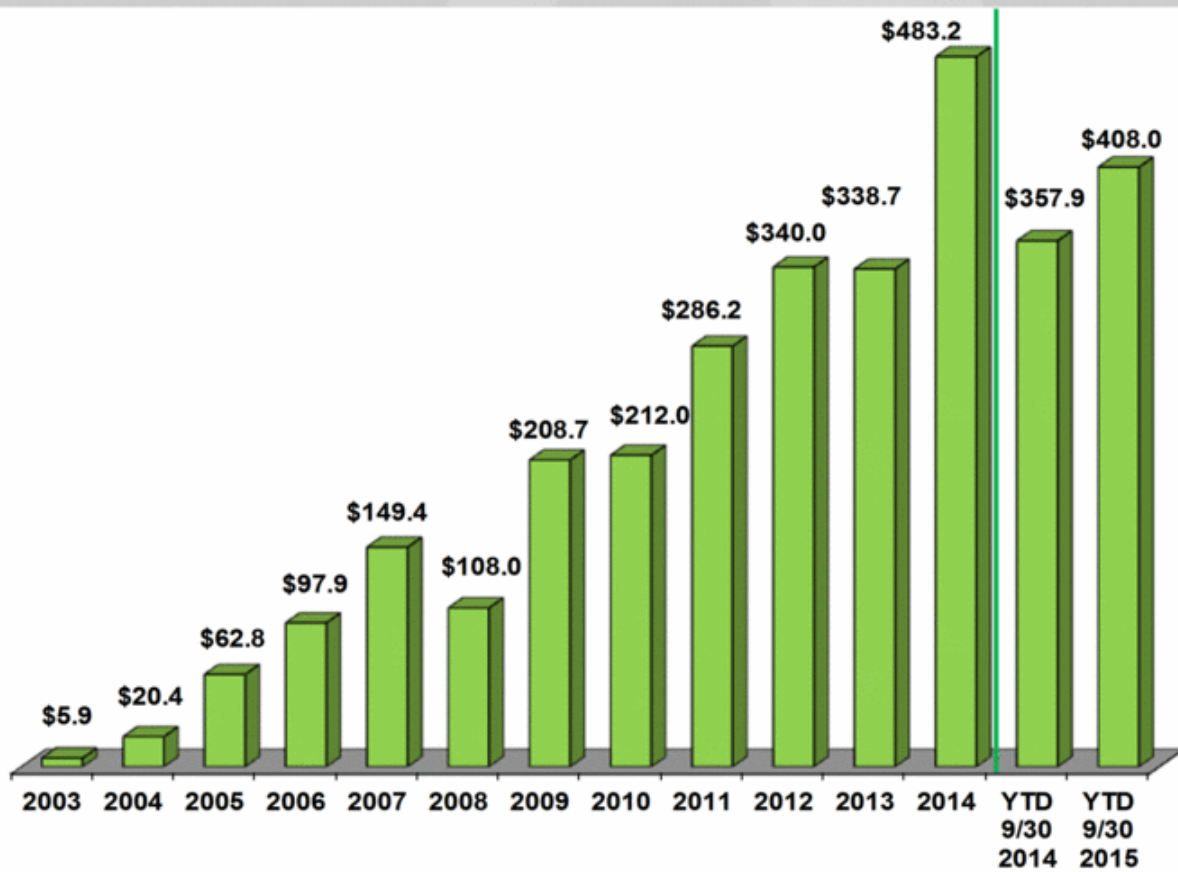
* Adjusted operating income is a non-GAAP financial measure that includes adjustments for (1) termination costs to prior distributors; (2) professional service fees, net of insurance reimbursements, associated with the review of stock option grants and granting practices; (3) expenditures related to regulatory matters and litigation concerning the advertising, marketing, promotion, ingredients, usage, safety and sale of the Company's Monster Energy brand energy drinks; (4) Coca-Cola transaction expenses; (5) the gain on sale of the Monster non-energy business; and (6) the acceleration of deferred revenue.



Reported OI	\$9.8	\$33.9	\$103.4	\$158.6	\$231.0	\$163.6	\$337.3	\$347.8	\$456.4	\$550.6	\$572.9	\$747.5	\$554.6	\$665.2
*Adjustments				6.5	25.0	117.9	-2.8	-1.8	1.1	3.5	28.7	20.4	17.5	177.8
Adjusted OI	\$9.8	\$33.9	\$103.4	\$175.1	\$256.0	\$281.5	\$334.5	\$346.0	\$457.5	\$554.1	\$601.6	\$767.9	\$572.1	\$843.1

* 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 above.

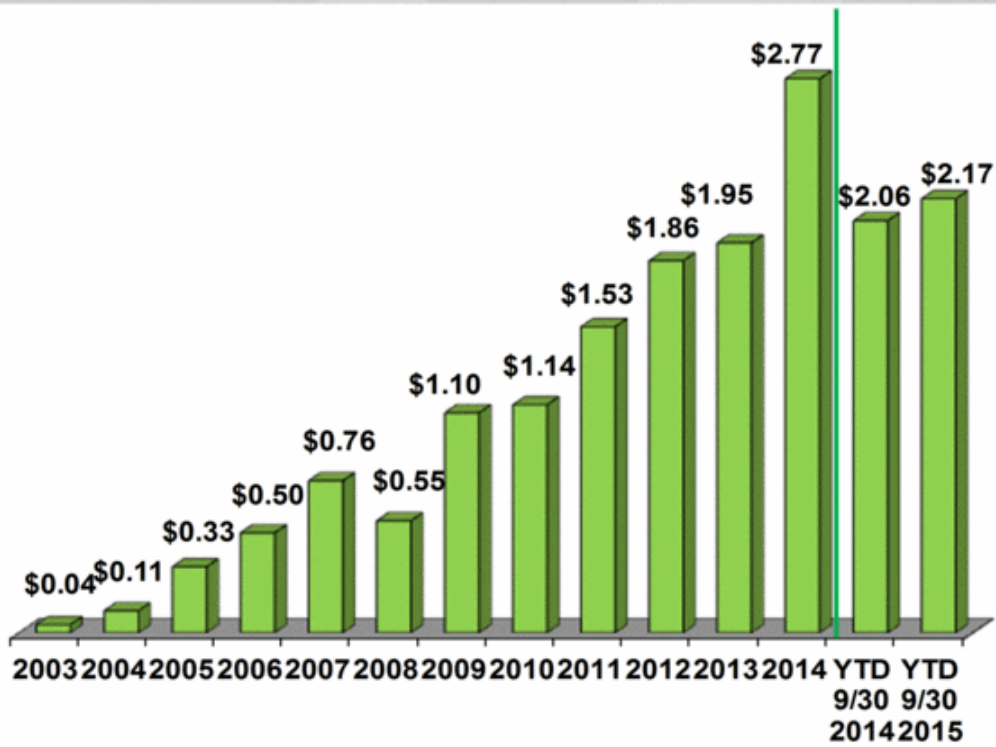
Monster Beverage Corporation Reported Net Income (\$ in millions)



Monster Beverage Corporation Reported Diluted Earnings Per Share



As adjusted for Stock Splits



Monster Beverage Corporation

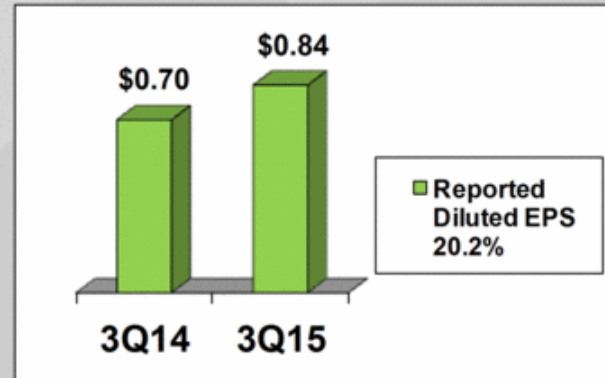
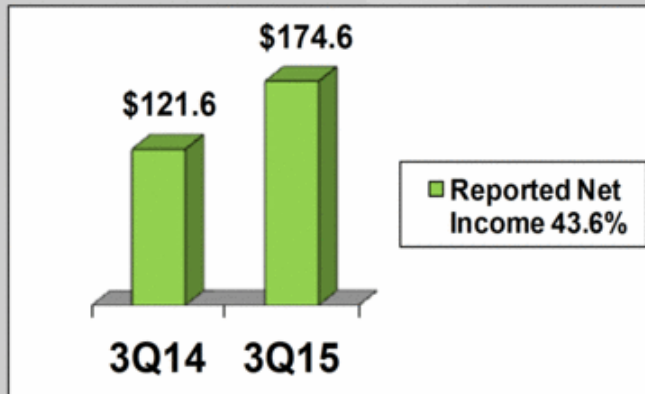
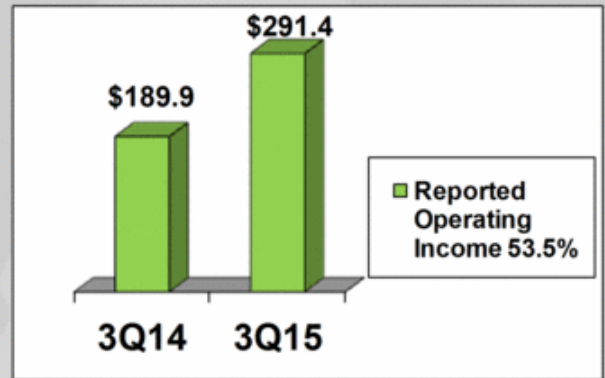
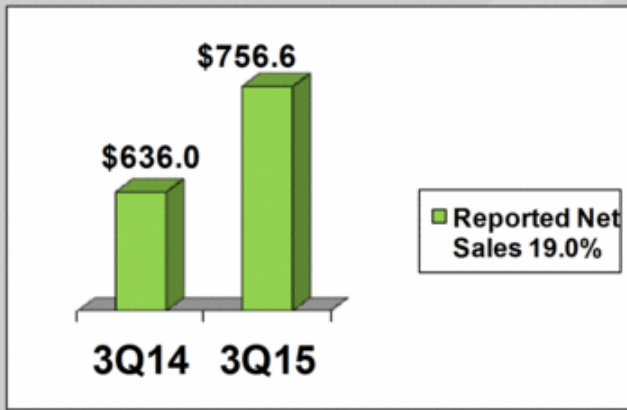
Balance Sheet Highlights



(\$ in thousands)

	<u>September 30, 2015</u>	<u>December 31, 2014</u>	<u>Percentage Change</u>
Cash and cash equivalents	\$1,240,717	\$ 370,323	235%
Investments:			
Short-term investments	\$1,544,710	\$ 781,134	98%
Long-term investments	<u>\$ 34,355</u>	<u>\$ 42,940</u>	<u>-20%</u>
Total Investments	\$1,579,065	\$ 824,074	92%
Total cash and investments	\$2,819,782	\$1,194,397	136%
Accounts receivable, net	\$ 407,771	\$ 280,203	46%
Inventories	\$ 159,691	\$ 174,573	-9%
Current liabilities	\$ 504,606	\$ 355,716	42%
Deferred revenue – long-term	\$ 355,128	\$ 68,009	422%
Total stockholders' equity	\$4,654,557	\$1,515,150	207%

Monster Beverage Corporation 3rd Quarter Results (in millions except per share data)





MONSTER

BEVERAGE CORPORATION

JANUARY 12, 2016



JORGE LORENZO
3 TIME MotoGP WORLD
CHAMPION
2010, 2012, 2015



CONOR MCGREGOR
UFC FEATHERWEIGHT
CHAMPION

