

**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, 2021**

**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 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On January 13, 2021, Mr. Hilton H. Schlosberg was elected by the Board of Directors (the “Board”) of Monster Beverage Corporation (the “Company”) as Co-Chief Executive Officer of the Company. Mr. Schlosberg will serve as Co-Chief Executive Officer together with Mr. Rodney C. Sacks. Mr. Schlosberg has held senior leadership positions with the Company for over 30 years, including as the Company’s Chief Financial Officer for over 23 years, and has served as a co-leader of the Company with Mr. Sacks. Simultaneously with the foregoing, Mr. Schlosberg resigned his positions as President, Chief Financial Officer, Chief Operating Officer and Secretary of the Company. Mr. Sacks will continue as Chairman of the Board and Mr. Schlosberg will continue as Vice Chairman of the Board.

In addition, on January 13, 2021, Mr. Thomas J. Kelly was elected by the Board as Chief Financial Officer of the Company, succeeding Mr. Schlosberg. Mr. Kelly has been Executive Vice President, Finance, and/or Controller and Secretary of Monster Energy Company since 1992. Mr. Kelly is a Certified Public Accountant (inactive) and has worked in the beverage business for over 30 years.

Additional biographical and other information regarding Mr. Schlosberg, Mr. Sacks and Mr. Kelly required by Item 5.02(c) of Form 8-K is included in the Company’s [definitive proxy statement on Schedule 14A filed with the Securities and Exchange Commission on April 21, 2020](#), and such information is incorporated by reference into this Item 5.02(c).

A copy of the Company’s press release is attached hereto as Exhibit 99.1.

**Item 7.01. Regulation FD Disclosure.**

On January 14, 2021, Mr. Sacks and Mr. Schlosberg 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 99.2 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 9.01. Financial Statements and Exhibits.**

(d) Exhibits

[Exhibit 99.1](#) [Press Release.](#)

[Exhibit 99.2](#) [Presentation Slides.](#)

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

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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 14, 2021

/s/ Hilton H. Schlosberg

Hilton H. Schlosberg

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

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PondelWilkinson

PondelWilkinson Inc.  
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Strategic Public Relations

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CONTACTS:

Rodney C. Sacks  
Chairman and Co-Chief Executive Officer  
(951) 739-6200

Hilton H. Schlosberg  
Vice Chairman and Co-Chief Executive Officer  
(951) 739-6200

Roger S. Pondel / Judy Lin Sfetcu  
PondelWilkinson Inc.  
(310) 279-5980

NEWS  
RELEASE

**MONSTER BEVERAGE ANNOUNCES CO-CHIEF EXECUTIVE OFFICERS**

**-- Rodney C. Sacks and Hilton H. Schlosberg to serve as Co-Chief Executive Officers --**  
**-- Thomas J. Kelly to serve as Chief Financial Officer --**

**Corona, CA** – January 14, 2021 – Monster Beverage Corporation (NASDAQ:MNST) today announced that Hilton H. Schlosberg was elected by the Board of Directors of the Company (the “Board”) as Co-Chief Executive Officer of the Company. Mr. Schlosberg will serve as Co-Chief Executive Officer together with Mr. Rodney C. Sacks, who has served as the Chief Executive Officer of the Company since 1990. Simultaneously with the foregoing, Mr. Schlosberg resigned his positions as President, Chief Financial Officer, Chief Operating Officer and Secretary of the Company. Mr. Sacks will continue as Chairman of the Board and Mr. Schlosberg will continue as Vice Chairman of the Board. In addition, the Company also announced that Thomas J. Kelly was elected by the Board as Chief Financial Officer of the Company, succeeding Mr. Schlosberg.

Mr. Schlosberg has held senior leadership positions with the Company for over 30 years, including as the Company’s Chief Financial Officer for over 23 years, and has served as a co-leader of the Company with Mr. Sacks. Mr. Kelly has been Executive Vice President, Finance, and/or Controller and Secretary of Monster Energy Company since 1992. Mr. Kelly is a Certified Public Accountant (inactive) and has worked in the beverage business for over 30 years.

Mr. Sacks, Chairman and Co-Chief Executive Officer, said, “For decades, Hilton has been my business partner in running the Company. Hilton and I have operated as co-leaders of the Company as it has grown over the years.”

(more)

Monster Beverage Corporation  
2-2-2

Mr. Sacks and Mr. Schlosberg said jointly, “We are pleased for Tom as he steps into the position of Chief Financial Officer. Tom has extensive experience from his many years at the Company, most recently as Executive Vice President of Finance, and this is a seamless transition for the Company.”

### **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, Monster MAXX® maximum strength energy drinks, Java Monster® non-carbonated coffee + energy drinks, Espresso Monster® non-carbonated espresso + energy drinks, Monster Rehab® non-carbonated tea + energy drinks, Muscle Monster® non-carbonated energy shakes, Monster Hydro® non-carbonated refreshment + energy drinks, Monster HydroSport Super Fuel® non-carbonated advanced hydration + energy drinks, Monster Dragon Tea® non-carbonated energy teas, 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).

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# MONSTER

BEVERAGE CORPORATION

JANUARY 14, 2021

WORLD  
CHAMPION  
2020



**ELI TOMAC**  
SUPERCROSS  
450CC CHAMPION



**LEWIS HAMILTON**  
7X F1 WORLD CHAMPION



**JOAN MIR**  
MOTOGP 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. Monster Beverage Corporation (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 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 in the Northern Hemisphere, resulting in a number of countries in Europe announcing expansive new regulations; the global slowing of growth and/or decline in sales of energy drinks including the convenience and gas channel (which is our largest channel), resulting from deteriorating economic conditions and 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 of TCCC bottlers/distributors distributing Coca-Cola brand energy drinks; 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; water usage, environmental impact, human rights 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, 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 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; 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; 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, 2019 and our 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.



# COVID-19 EMPLOYEE WELLBEING

## MONSTER ENERGY IS COMMITTED TO THE SAFETY AND WELLBEING OF OUR EMPLOYEES

### HEALTH AND SAFETY

All offices closed in March with office-based employees working remotely.  
Employees were provided all necessary equipment for home-based work.  
Field Sales teams returned to the market as appropriate with enhanced safety protocols.  
Recently started on-site COVID-19 employee testing.

### EMPLOYEE COMMUNICATION AND SUPPORT

Increased employee communications.  
Wellness hotlines and enhanced employee assistance programs provided.  
Regular "Monster Legends" speaker series covering topics such as diversity, motivation, health and safety, mental health, resiliency, Generation Z, and family welfare.  
Pulse employee surveys to evaluate employee morale.  
Monster Energy Cares continues to support first responders, health care workers and hospitals – donating over 4 million cans in 2020.

### BUSINESS PROCESSES

The Company's flavor manufacturing facilities, its co-packers, warehouses and shipment facilities have been operating throughout.  
Quality Control, AFF, and warehouses have remained operational with enhanced safety protocols.  
The Company has not to date experienced significant raw material or finished product shortages, and the supply chain generally remains intact.  
Innovation remains a huge priority.







# 2020 PHILANTHROPIC SUPPORT

## PANDEMIC RESPONSE

Donated over 4,000,000 cans of our beverages to First Responders in over 40 countries.

## MILITARY/NATIONAL GUARD SUPPORT

Supported our troops as they were called to support: Covid19 Testing/Pandemic, Civil Unrest, Wild Fires, Hurricanes/Flooding

## MONSTER ATHLETE & TALENT ACTIVATION

Engaged our Monster Athletes & Talent on Zoom calls to boost moral for our Military troops around the world.

## CONTINUED SUPPORTING ALL OF OUR ONGOING CHARITABLE EFFORTS AROUND THE GLOBE.



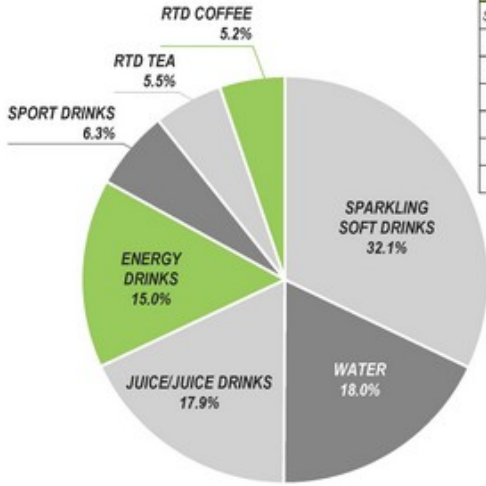
# BEVERAGE LANDSCAPE TOTAL U.S. ALL CHANNELS



## ALL MEASURED CHANNELS SNAPSHOT 13WKS

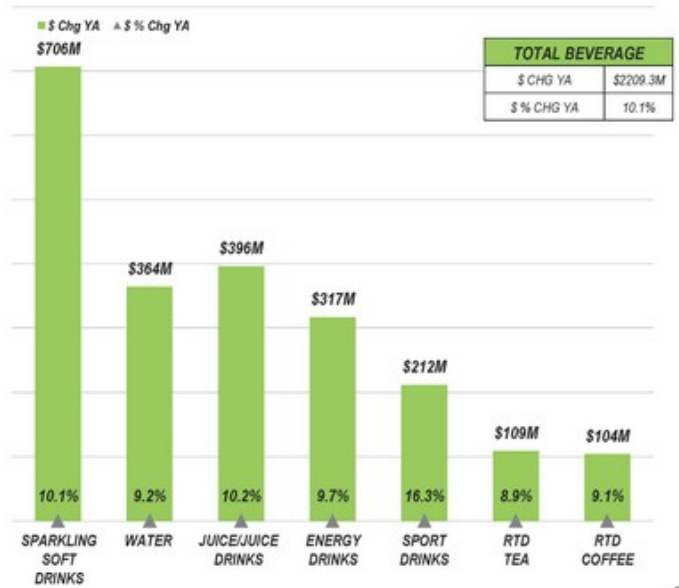
2021 VIRTUAL INVESTOR MEETING

BEVERAGE LANDSCAPE % MIX (\$)



\$ SHARE CHG YA	
SPARKLING SOFT DRINKS	(0.0)
WATER	(0.2)
JUICE/JUICE DRINKS	0.0
ENERGY DRINKS	(0.1)
SPORT DRINKS	0.3
RTD TEA	(0.1)
RTD COFFEE	(0.0)

BEVERAGE LANDSCAPE



Source: Nielsen All Measured Channels 13 WE 12/26/2020 Syndicated database

# BRAND PERFORMANCE TOTAL U.S. ALL CHANNELS



## ALL MEASURED CHANNELS SNAPSHOT 13WKS

2021 VIRTUAL INVESTOR MEETING

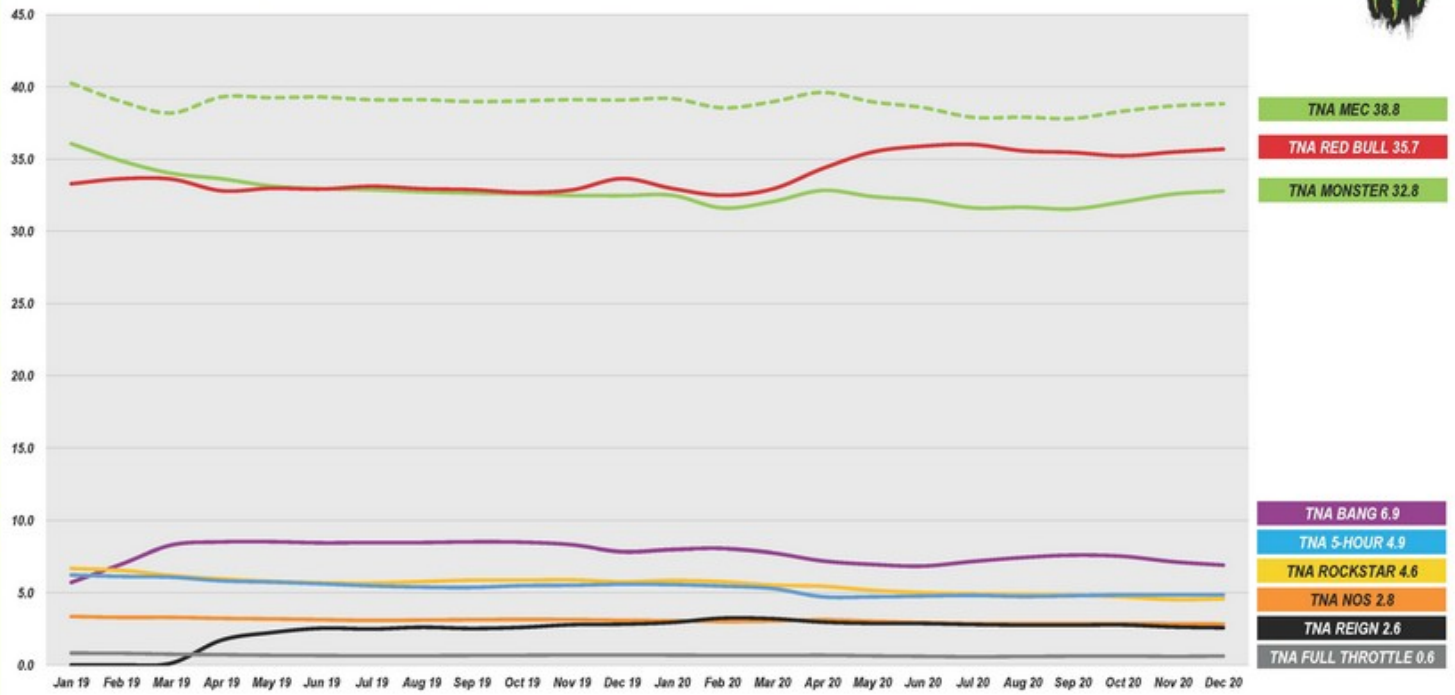
	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
TNA ENERGY	\$3,713,669,068	10.9%	1,332,521,463	9.0%	100.0	-
TNA TOTAL MEC	\$1,433,878,042	9.5%	520,191,462	8.2%	38.6	(0.5)
TNA MONSTER	\$1,205,905,843	10.7%	430,155,998	9.7%	32.5	(0.0)
TNA NOS	\$106,196,829	1.3%	40,460,928	(0.3%)	2.9	(0.3)
TNA REIGN	\$98,858,358	7.4%	40,446,284	3.5%	2.7	(0.1)
TNA FULL THROTTLE	\$22,916,903	(0.7%)	9,128,221	(1.4%)	0.6	(0.1)
TNA RED BULL	\$1,317,250,282	18.8%	409,195,510	18.1%	35.5	2.4
TNA BANG	\$266,852,132	(2.6%)	107,602,785	(4.0%)	7.2	(1.0)
TNA 5-HOUR	\$180,398,168	(2.8%)	44,607,253	(5.0%)	4.9	(0.7)
TNA ROCKSTAR	\$171,242,409	(12.4%)	94,396,217	(11.8%)	4.6	(1.2)
TNA STARBUCKS	\$135,839,416	15.7%	44,677,628	12.0%	3.7	0.2
TNA CELSIUS	\$26,901,932	71.5%	11,622,845	76.8%	0.7	0.3
TNA C4	\$18,939,935	84.1%	6,981,877	225.4%	0.5	0.2
TNA COCA-COLA ENERGY	\$16,968,680	-	8,350,757	-	0.5	0.5
A/O	\$145,398,180	8.7%	84,895,161	5.2%	3.9	(0.1)

Source: Nielsen All Measured Channels 13 WE 12/26/2020 Total Non-Alcoholic (TNA) Energy

# ENERGY CATEGORY TOTAL U.S. DOLLAR SHARE - ALL MEASURED CHANNELS



2021 VIRTUAL INVESTOR MEETING

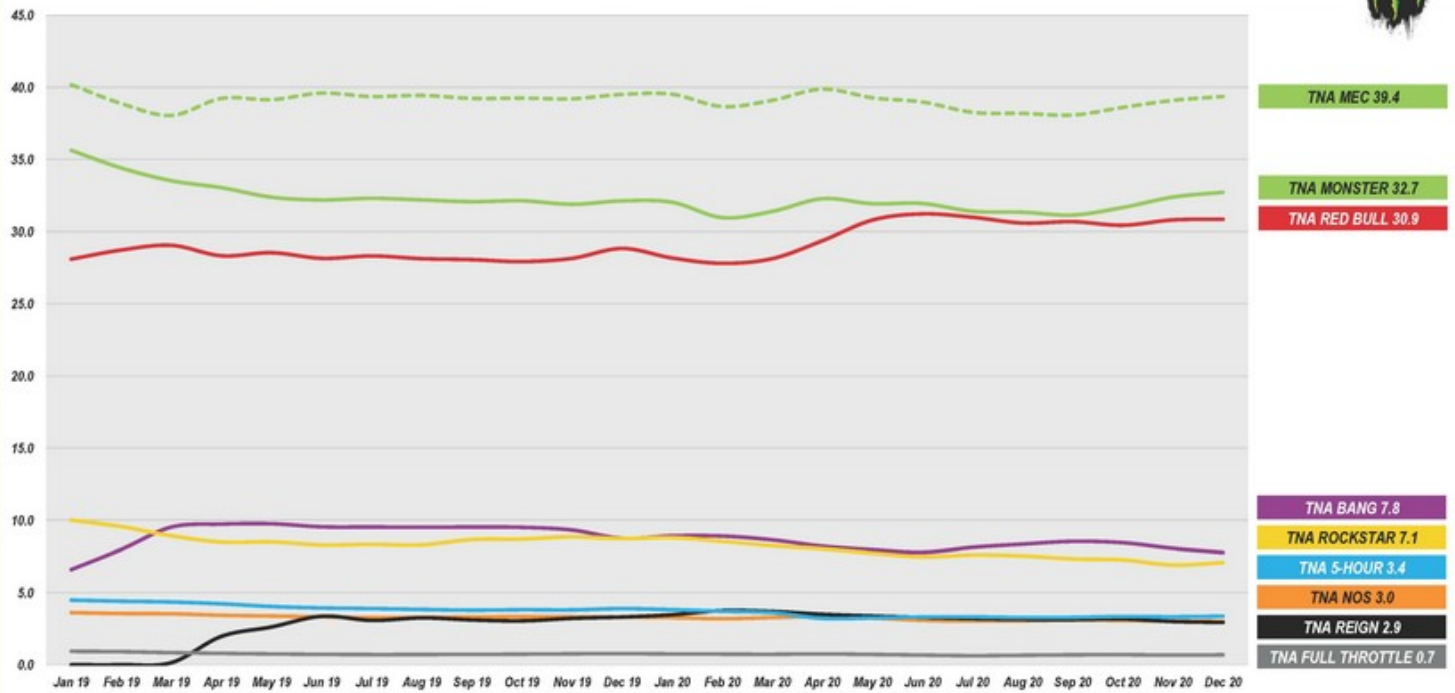


Source: Nielsen AMC 24 ME 12/26/2020 Total Non-Alcoholic (TNA) Energy

# ENERGY CATEGORY TOTAL U.S. UNIT SHARE - ALL MEASURED CHANNELS



2021 VIRTUAL INVESTOR MEETING



Source: Nielsen AMC 24 ME 12/26/2020 Total Non-Alcoholic (TNA) Energy

# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE



## TOTAL U.S. CONVENIENCE SNAPSHOT 13 WKS

2021 VIRTUAL INVESTOR MEETING

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
TNA ENERGY	\$2,531,026,191	8.4%	942,617,256	7.0%	100.0	-
TNA TOTAL MEC	\$974,742,096	7.3%	379,501,169	6.7%	38.5	(0.4)
TNA MONSTER	\$807,369,527	8.7%	311,533,897	8.1%	31.9	0.1
TNA NOS	\$81,230,830	(0.7%)	32,470,049	(0.5%)	3.2	(0.3)
TNA REIGN	\$67,140,146	3.1%	27,352,336	2.8%	2.7	(0.1)
TNA FULL THROTTLE	\$19,001,521	(0.8%)	8,144,863	(0.1%)	0.8	(0.1)
TNA RED BULL	\$924,126,598	17.7%	303,165,737	18.1%	36.5	2.9
TNA BANG	\$183,472,051	(7.0%)	72,682,182	(5.8%)	7.2	(1.2)
TNA 5-HOUR	\$119,201,199	(2.7%)	34,612,163	(4.5%)	4.7	(0.5)
TNA ROCKSTAR	\$118,512,427	(15.4%)	59,921,092	(17.1%)	4.7	(1.3)
TNA STARBUCKS	\$94,266,675	-	30,164,464	-	3.7	0.3
TNA C4	\$13,266,206	93.9%	4,744,798	300.5%	0.5	0.2
TNA CELSIUS	\$11,314,487	43.9%	4,946,024	41.8%	0.4	0.1
TNA COCA-COLA ENERGY	\$8,507,829	-	3,785,519	-	0.3	0.3
A/O	\$83,616,694	(1.7%)	49,094,132	(4.6%)	3.3	(0.3)

Source: Nielsen Total U.S. Convenience 13 W/E 12/26/2020 Total Non-Alcoholic (TNA) Energy

# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE



## TOTAL U.S. CONVENIENCE SNAPSHOT 5 WKS

2021 VIRTUAL INVESTOR MEETING

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
TNA ENERGY	\$913,934,228	5.9%	340,360,807	4.8%	100.0	-
TNA TOTAL MEC	\$354,281,924	5.4%	138,321,137	5.3%	38.8	(0.2)
TNA MONSTER	\$294,616,626	7.5%	114,037,283	7.3%	32.2	0.5
TNA NOS	\$29,189,084	(2.6%)	11,698,313	(2.1%)	3.2	(0.3)
TNA REIGN	\$23,532,958	(5.0%)	9,610,209	(4.9%)	2.6	(0.3)
TNA FULL THROTTLE	\$6,943,225	(3.8%)	2,975,323	(3.3%)	0.8	(0.1)
TNA RED BULL	\$334,959,403	13.9%	109,666,461	14.4%	36.7	2.6
TNA BANG	\$64,441,411	(9.0%)	25,621,371	(7.0%)	7.1	(1.2)
TNA 5-HOUR	\$43,450,910	(4.8%)	12,601,848	(7.1%)	4.8	(0.5)
TNA ROCKSTAR	\$42,072,210	(18.0%)	21,258,853	(20.0%)	4.6	(1.3)
TNA STARBUCKS	\$32,677,879	13.4%	10,429,727	9.9%	3.6	0.2
TNA C4	\$5,121,193	79.6%	1,830,023	275.7%	0.6	0.2
TNA CELSIUS	\$4,177,914	48.8%	1,827,171	45.3%	0.5	0.1
TNA COCA-COLA ENERGY	\$2,666,003	-	1,165,585	-	0.3	0.3
A/O	\$30,085,411	(2.6%)	17,638,640	(5.5%)	3.3	(0.3)

Source: Nielsen Total U.S. Convenience 5 W/E 12/28/2020 Total Non-Alcoholic (TNA) Energy

# BRAND PERFORMANCE AMAZON



## AMAZON SNAPSHOT 13 WKS (STACKLINE)

2021 VIRTUAL INVESTOR MEETING

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
<b>TOTALS</b>	\$79,786,732	115.9%	2,856,701	126.5%	100.0	0.0
<b>MEC</b>	\$30,794,707	131.1%	1,008,569	138.5%	38.6	2.5
<b>MONSTER</b>	\$26,393,783	117.7%	784,680	113.8%	33.1	0.3
<b>REIGN</b>	\$4,273,375	287.5%	219,003	311.6%	5.4	2.4
<b>NOS</b>	\$98,110	21.0%	3,428	59.4%	0.1	-0.1
<b>FULL THROTTLE</b>	\$29,439	65.7%	1,458	191.0%	0.0	0.0
<b>RED BULL</b>	\$12,081,908	113.3%	320,634	108.9%	15.1	-0.2
<b>CELSIUS</b>	\$10,703,366	146.3%	438,113	149.8%	13.4	1.7
<b>BANG</b>	\$4,312,621	167.3%	163,898	206.0%	5.4	1.0
<b>V8</b>	\$3,649,309	112.9%	253,275	124.5%	4.6	-0.1
<b>ROCKSTAR</b>	\$3,538,190	201.7%	140,789	303.0%	4.4	1.3
<b>5 HOUR ENERGY</b>	\$3,358,518	22.6%	72,405	15.3%	4.2	-3.2
<b>HIBALL ENERGY</b>	\$1,767,240	104.7%	82,075	103.0%	2.2	-0.1
<b>ZEVIA</b>	\$850,113	100.1%	47,813	118.0%	1.1	-0.1
<b>C4</b>	\$824,105	270.2%	31,801	283.6%	1.0	0.4

Source: Stackline Total Amazon 13 W/E 12/26/2020 Energy Drinks + Energy Shots



# BRAND PERFORMANCE AMAZON



## AMAZON SNAPSHOT 4 WKS (STACKLINE)

2021 VIRTUAL INVESTOR MEETING

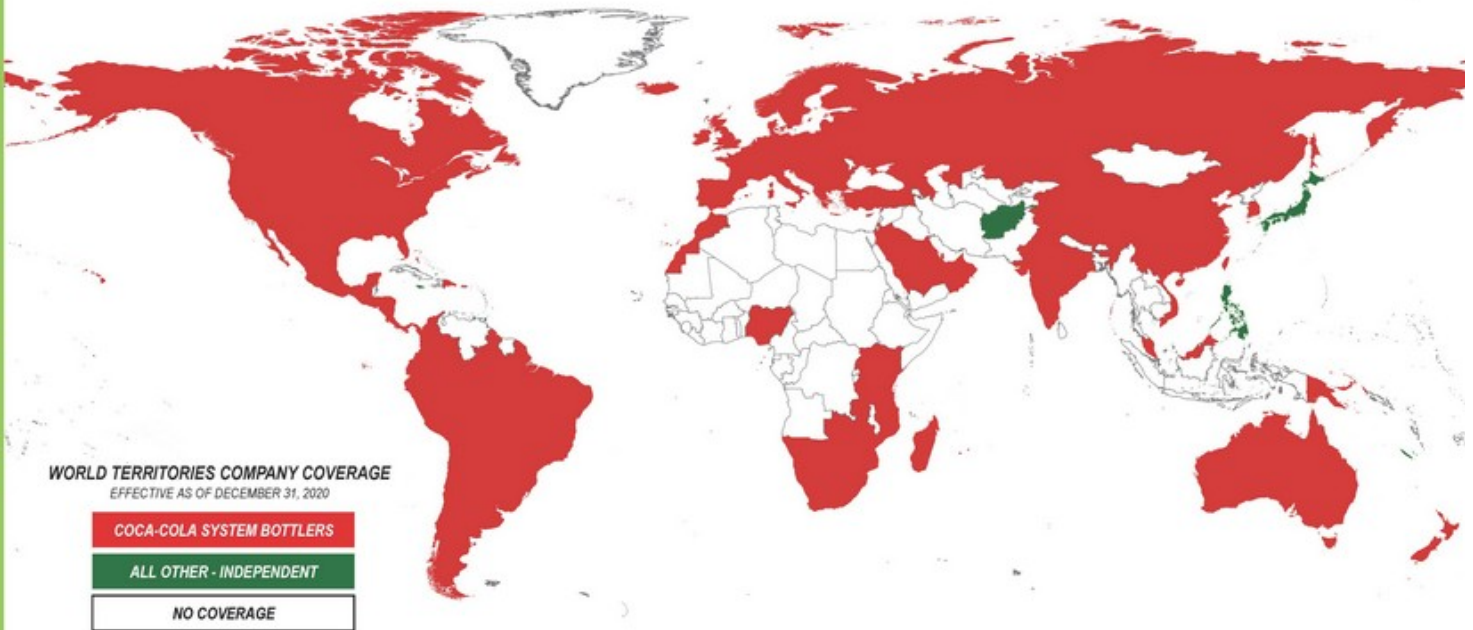
	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
<b>TOTALS</b>	\$24,470,623	162.4%	891,132	176.2%	100.0	0.0
<b>MEC</b>	\$9,708,180	182.8%	314,756	184.3%	39.7	2.9
<b>MONSTER</b>	\$8,387,326	172.7%	247,570	164.8%	34.3	1.3
<b>REIGN</b>	\$1,283,202	283.0%	64,861	290.7%	5.2	1.7
<b>NOS</b>	\$27,903	53.5%	1,495	210.8%	0.1	-0.1
<b>FULL THROTTLE</b>	\$9,749	104.1%	830	661.5%	0.0	0.0
<b>RED BULL</b>	\$3,592,973	158.1%	96,070	159.0%	14.7	-0.2
<b>CELSIUS</b>	\$3,124,859	196.8%	128,821	198.7%	12.8	1.5
<b>BANG</b>	\$1,241,075	182.0%	48,077	226.3%	5.1	0.4
<b>ROCKSTAR</b>	\$1,228,250	363.0%	52,083	577.9%	5.0	2.2
<b>V8</b>	\$1,181,729	176.1%	81,962	192.5%	4.8	0.2
<b>5 HOUR ENERGY</b>	\$976,340	44.0%	22,734	44.3%	4.0	-3.3
<b>HIBALL ENERGY</b>	\$531,055	149.7%	24,839	128.7%	2.2	-0.1
<b>ZEVIA</b>	\$256,859	152.9%	14,294	182.4%	1.0	0.0
<b>C4</b>	\$239,042	398.6%	9,296	412.2%	1.0	0.5

Source: Stackline Total Amazon 4WE 12/26/2020 Energy Drinks + Energy Shots

# DISTRIBUTION MONSTER BRAND ENERGY DRINKS



2021 VIRTUAL INVESTOR MEETING



Maps not to scale

# DISTRIBUTION

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

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

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

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

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

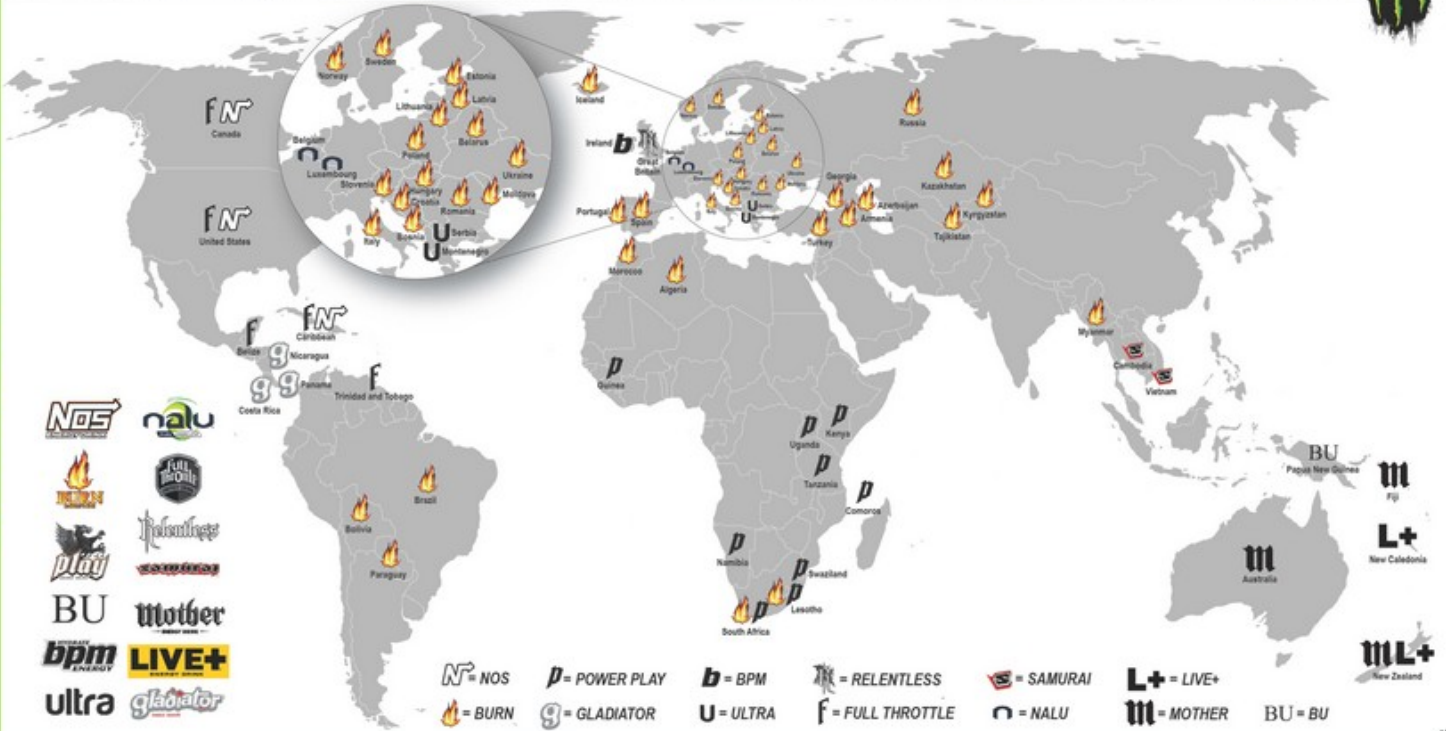


As of December 31, 2020

# STRATEGIC BRANDS EXISTING MARKETS



2021 VIRTUAL INVESTOR MEETING



# REIGN *EXISTING MARKETS*



2021 VIRTUAL INVESTOR MEETING



# AFFORDABLE ENERGY EXISTING MARKETS



2021 VIRTUAL INVESTOR MEETING



# EXPANSION MARKETS TARGETED LAUNCHES

## EMEA

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

## APAC

CAMBODIA (PREDATOR)  
INDIA (PREDATOR)  
INDONESIA (MONSTER)  
SRI LANKA (MONSTER)  
TAIWAN (PREDATOR)  
THAILAND (MONSTER & PREDATOR)  
VIETNAM (PREDATOR)

## LATAM

BELIZE (MONSTER & PREDATOR)  
BRAZIL (PREDATOR)  
CHILE (REIGN)  
COLOMBIA (FURY)  
COSTA RICA (FURY)  
ECUADOR (FURY)  
GUATEMALA (FURY)  
NICARGUA (FURY)  
PANAMA (FURY)  
PERU (FURY)  
SURINAME (MONSTER)  
VENEZULA (MONSTER)

## CARIBBEAN

SELECT MARKETS



# VALUE SHARE GROWTH SELECT GLOBAL MAKETS



## SELECT GLOBAL MARKETS SNAPSHOT 4 WKS

2021 VIRTUAL INVESTOR MEETING

	MONSTER VALUE SHARE LATEST MONTH '19	MONSTER VALUE SHARE LATEST MONTH '20	PORTFOLIO VALUE SHARE LATEST MONTH '19	PORTFOLIO VALUE SHARE LATEST MONTH '20	MONSTER VALUE GROWTH	ENERGY CATEGORY VALUE GROWTH
BRAZIL	28.2%	35.1%	30.8%	37.1%	32.3%	6.3%
CANADA	34.1%	34.8%	37.3%	40.6%	22.7%	20.4%
FRANCE	28.0%	30.3%	28.0%	30.3%	32.1%	22.1%
GERMANY	15.7%	14.8%	15.7%	15.3%	7.3%	14.0%
GREAT BRITAIN	22.1%	27.5%	25.8%	31.2%	39.0%	11.8%
JAPAN	54.5%	54.1%	54.5%	54.1%	10.9%	11.9%
MEXICO	27.3%	27.7%	27.8%	30.4%	7.9%	6.4%
POLAND	14.4%	20.9%	17.5%	23.9%	58.7%	9.1%
SOUTH KOREA	50.5%	55.2%	50.5%	55.2%	55.0%	42.0%
SPAIN	35.1%	37.9%	42.8%	45.8%	19.6%	10.8%

Most Recent Data Available

Source: Nielsen Brazil All Channels 4W/E 11/30/2020 Value Sales; Nielsen Canada All Channels 4W/E 11/28/2020 Value Sales; Nielsen France All Channels 4W/E 11/28/2020 Value Sales; Nielsen Germany All Channels 4W/E 11/28/2020 Value Sales; Nielsen Great Britain All Channels 4W/E 11/28/2020 Value Sales; Intage Japan CVS Channel 4W/E 11/30/2020 Value Sales; Nielsen South Korea All Channels 4W/E 11/30/2020 Value Sales; Nielsen Mexico All Channels 4W/E 11/30/2020 Value Sales; Nielsen Poland All Channels 4W/E 11/30/2020 Value Sales; Nielsen Spain All Channels 4W/E 11/27/2020 Value Sales



# UPDATES ON CHINA



## SOLID PERFORMANCE DESPITE COVID

EXPANDED PORTFOLIO WITH INNOVATION – CAPTURING NEW CONSUMERS, OCCASIONS & NEEDSTATES



TEA + ENERGY... NON-CARBONATED  
APRIL 2020 LAUNCH  
NEW CATEGORY + CONSUMERS



DRAGON'S GOLD ... NON-CARBONATED  
DECEMBER 2020  
RECRUIT NEW CONSUMER FROM CATEGORY

GREW DISTRIBUTION ~1.5X\*

GENERAL TRADE / CP +80%



GT - SHENZHEN

PETROL +60%



SHELL - TIANJIN

HYPER / CVS +25% FACINGS



CARREFOUR-SH

SUMMER PROMOTION HAD SOLID IMPACT

STRONG DISPLAYS IN-STORE



TODAY - HUBEI



CRV - GUANGDONG

100% CONSUMER WIN RATE



FEATURING CHINESE CELEBRITY "WANG YIBO"

Source: Coca-Cola Bottler Margin Minder report on Active Outlets. \*Canadian & bottler estimates Q3YTD

# MAJOR SPONSORSHIPS 2020



VIA VIDEO SUBMISSIONS



# FORMULA 1 2020

## MERCEDES AMG AND LEWIS HAMILTON DOMINATE FORMULA 1

### FORMULA 1 - WORLD'S MOST POPULAR MOTORSPORT

MERCEDES AMG WINS A RECORD-BREAKING SEVENTH CONSECUTIVE CONSTRUCTOR'S CHAMPIONSHIP

LEWIS HAMILTON BECOMES THE DRIVER WITH THE MOST WINS IN HISTORY - 95

LEWIS HAMILTON WINS HIS SEVENTH RECORD-TYING WORLD CHAMPIONSHIP

LEWIS RECEIVES KNIGHTHOOD FOR CHARITABLE AND PHILANTHROPIC CONTRIBUTIONS IN THE UK AND OVERSEAS



# MOTOGP 2020



**VALENTINO ROSSI**  
9X MOTOGP CHAMPION



**MAVERICK VINALES**



## MONSTER ENERGY EXPANDS TEAM SPONSORSHIPS TO INCLUDE THE SUZUKI ECTAR TEAM IN 2021



**JOAN MIR**  
2020 MOTOGP  
WORLD CHAMPION



**ALEX RINS**



# UFC/MMA SPONSORSHIPS 2020

## MAJOR UFC SPONSOR



2021 VIRTUAL INVESTOR MEETING



**VALENTINA SHEVCHENKO**  
UFC FLYWEIGHT CHAMPION



**JUAN ARCHULETA**  
BANTHAM WEIGHT CHAMPION



**DOUGLAS LIMA**  
BELLATOR WELTERWEIGHT CHAMPION



**JON JONES**  
UFC LIGHTWEIGHT CHAMPION



**STIPE MIOCIC**  
UFC HEAVYWEIGHT CHAMPION



# E-SPORTS 2020

## TOP TOURNAMENTS



VIRTUAL EVENTS IN 2020



## INFLUENTIAL STREAMERS



**SKYRROZ**  
4.2M+ FOLLOWERS



**JERICHO**  
3.3M+ FOLLOWERS



**PINTIPANDA**  
2.2M+ FOLLOWERS



**WIZZITE**  
745K+ FOLLOWERS

## TOP TEAMS

TEAMS WON 57 MAJOR TOURNAMENTS



EVIL GENIUSES



NATUS VINCERE



FNATIC



TEAM LIQUID



# MUSIC 2020

## TOP ARTISTS



BUN B



ANTHRAX



ROYCE DA 5'9"



COLE SWINDEL



POPPY



TECH N9NE



SCARLXRD



TRAVIS BARKER



GUAPDAD 4000



## TOP FESTIVALS

LIVE



VIRTUAL



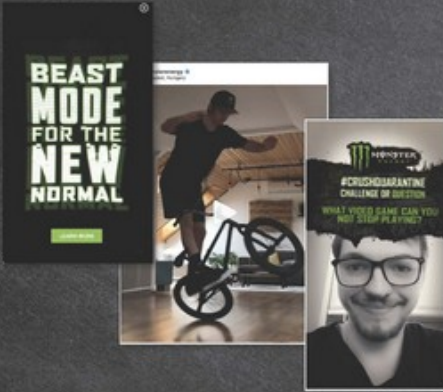
# SOCIAL 2020

## KEY HIGHLIGHTS

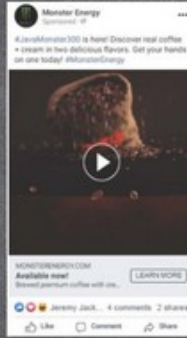
- 11B+ REACH\* TOTAL IMPRESSIONS
- 50MM+ FOLLOWERS WORLDWIDE

- 236MM+ ENGAGEMENTS
- 1 BILLION+ VIDEO VIEWS

- 2MM+ MENTIONS BY CONSUMERS



**#CRUSHQUARANTINE CAMPAIGN**  
1.31 BILLION IMPRESSIONS & 92% NET SENTIMENT\*



**JAVA 300 FB CAMPAIGN**  
AMONG HIGHEST CPG BRAND LIFT RESULTS ON PLATFORM EVER



**HALO INTERACTIVE AR SNAPCHAT CAMPAIGN**  
UTILIZES LATEST AR TECH FOR BRANDED INTERACTIVE EXPERIENCE



Source: Digitas, 2020 Year in Review



# JAVA MONSTER COFFEE WITH ATTITUDE

## NATIONAL MEDIA CAMPAIGNS



#CRUSHQUARTANTINE



300 LAUNCH



BRAND AWARENESS



YEAR LONG CONSUMER REWARDS



JAVA MONSTER 300 LAUNCH



PUBLISHER PARTNERS

**COMPLEX**  
**REEDPOP**  
**FOODBEAST**



INFLUENCER CONTENT



# ULTRA

FULL FLAVOR – ZERO SUGAR



NATIONAL RETAIL PROMOTION



DIGITAL PROGRAMS



MEC ATHLETE  
HAILIE DEEGAN



CHICKS IN THE OFFICE



INFLUENCERS



Source: Digitas, 2020 Year in Review

# JUICE

TAKE FLAVOR TO THE LIMITS



NATIONAL RETAIL PROMOTION



DIGITAL LAUNCH CAMPAIGN

228 MILLION IMPRESSIONS\*



# HYDRO SUPER SPORT



WORLD FAMOUS AMBASSADORS

# HYDRO ENERGY WATER

HARD-CHARGING HYDRATION



SPONSORING ATHLETES WHO SWEAT



NATIONAL AWARENESS DRIVING MEDIA PARTNERS

SERIES SPONSOR



# SELECTED MONSTER U.S. INNOVATION 2020

2021 VIRTUAL INVESTOR MEETING



# MONSTER U.S. INNOVATION 2021

2021 VIRTUAL INVESTOR MEETING



# 12oz PACKAGE SIZE LAUNCH U.S. 2021

CONVENIENCE RETAIL AND FOOD SERVICE / ON PREMISE



# MONSTER U.S. REFRESHED DESIGNS 2021

2021 VIRTUAL INVESTOR MEETING



# REIGN *TOTAL BODY FUEL*



REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS



FITNESS PARTNERSHIPS, BRAND AMBASSADORS & ATHLETES



SOCIAL/DIGITAL MEDIA  
2020 RESULTS: 435MM IMPRESSIONS & 85MM COMPLETED VIEWS



NATIONAL CHAIN & CONSUMER PROGRAMMING



Source: Khoros, Reporting Dates 01/01/20 - 12/18/20





# REIGN U.S. INNOVATION 2021

2021 VIRTUAL INVESTOR MEETING



# STRATEGIC BRANDS INNOVATION 2021

2021 VIRTUAL INVESTOR MEETING



# AFFORDABLE ENERGY INNOVATION 2021

2021 VIRTUAL INVESTOR MEETING



# NOS GET AFTER IT



FORMULA DRIFT  
NASCAR



ATHLETES & PARTNERS  
8 ATHLETES / 185+ EVENTS

Donut  
SPEED HUNTERS



INFLUENCER CONTENT & PARTNERSHIPS  
GENERATED OVER 12M VIEWS



2020 INNOVATION



NATIONAL DIGITAL MEDIA  
DELIVERED OVER 320M IMPRESSIONS



Source: Facebook Ads Manager, Google Campaign Manager

# FULL THROTTLE *HARD WORKING, EASY DRINKING*



**Adventure Rider**  
RIDE THE WORLD.



NATIONAL & LOCAL DIGITAL MEDIA



ATHLETES & INFLUENCERS



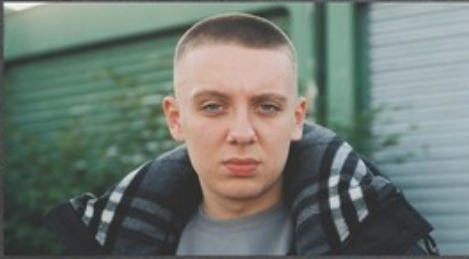
INNOVATION  
PACKAGING REFRESH



# RELENTLESS *BE RELENTLESS*

## HIP-HOP, GRIME & ELECTRIC MUSIC

2021 VIRTUAL INVESTOR MEETING



CREDIBLE KNOWN ARTIST COLLABORATIONS



MAJOR FESTIVALS



SCENE CREDIBLE PARTNERSHIPS



GRASS ROOTS SUPPORT



**BURN** BURN IT DOWN

DELIVERING ICONIC PARTY MOMENTS

2021 VIRTUAL INVESTOR MEETING



PARTY DESTINATIONS



PARTY WITH YOUR FAVORITE ARTIST



INFLUENCERS



# LIVE+ ENERGY

ENERGY FOR THE ADVENTURE



INNOVATION  
PACKAGING REFRESH 2021



**LIVE+**  
ENERGY DRINK



# MOTHER ENERGY

ALWAYS ON! ENERGY FOR ALL OCCASIONS!

2021 VIRTUAL INVESTOR MEETING



**Mother**  
ENERGY DRINK



# POWERPLAY PLAY HARD

## LOCAL URBAN MUSIC AND STREET CULTURE

2021 VIRTUAL INVESTOR MEETING



# NALU FRUITY ENERGIZER

## FUELS YOUR IMAGINATION

2021 VIRTUAL INVESTOR MEETING



ABOVE THE LINE



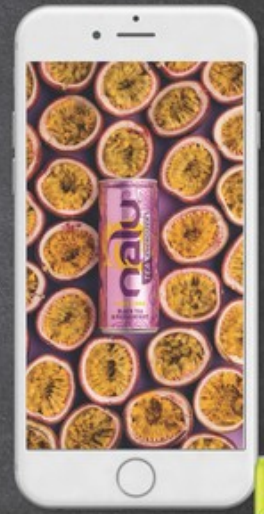
TARGETED SAMPLING



INSTORE



PARTNERSHIPS



DIGITAL



# AFFORDABLE ENERGY

FOR CONSUMERS DEMANDING FUNCTIONALITY, TASTE AND LIFESTYLE BUT CANNOT AFFORD THE PREMIUM.

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.



OUTDOOR COMMUNICATION  
R. JIMENEZ MEXICAN SOCCER STAR



DIGITAL AND SOCIAL MEDIA  
PREDATOR



# SOLID FINANCIAL RESULTS

## 28 CONSECUTIVE YEARS OF INCREASED SALES

*SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.*

## ACHIEVED \$4.2 BILLION IN NET SALES IN 2019

*UP 10.3% OVER NET SALES OF \$3.8 BILLION IN 2018.*

## ACHIEVED \$1.1 BILLION IN NET INCOME IN 2019

*UP 11.6% OVER NET INCOME OF \$993.0 MILLION IN 2018.*

## ACHIEVED \$2.03 IN DILUTED EARNINGS PER SHARE IN 2019

*UP 15.2% OVER DILUTED EARNINGS PER SHARE OF \$1.76 IN 2018.*

## FOR THE NINE MONTHS ENDED SEPTEMBER 30 2020, ACHIEVED \$3.4 BILLION IN NET SALES

*UP 6.9% OVER NET SALES OF \$3.2 BILLION FOR THE SAME PERIOD IN 2019.*

## FOR THE NINE MONTHS ENDED SEPTEMBER 30 2020, ACHIEVED \$937.9 MILLION IN NET INCOME

*UP 10.0% OVER NET INCOME OF \$852.9 MILLION FOR THE SAME PERIOD IN 2019.*

## FOR THE NINE MONTHS ENDED SEPTEMBER 30 2020, ACHIEVED \$1.75 IN DILUTED EARNINGS PER SHARE

*UP 12.7% OVER DILUTED EARNINGS PER SHARE OF \$1.56 FOR THE SAME PERIOD IN 2019.*





# MONSTER

BEVERAGE CORPORATION

JANUARY 14, 2021

WORLD CHAMPION 2020



**ELI TOMAC**  
SUPERCROSS  
450CC CHAMPION



**LEWIS HAMILTON**  
7X F1 WORLD CHAMPION



**JOAN MIR**  
MOTOGP WORLD CHAMPION

