

MONSTER

BEVERAGE CORPORATION

JANUARY 17, 2023



ELI TOMAC

2022 SUPERCROSS, MOTOCROSS,
MOTOCROSS OF NATIONS CHAMPION



RAYSSA LEAL

2022 SLS SUPER CROWN
SKATEBOARD WORLD CHAMPION



FILIPE TOLEDO

2022 WSL SURFING
WORLD CHAMPION



SAFE HARBOR STATEMENT



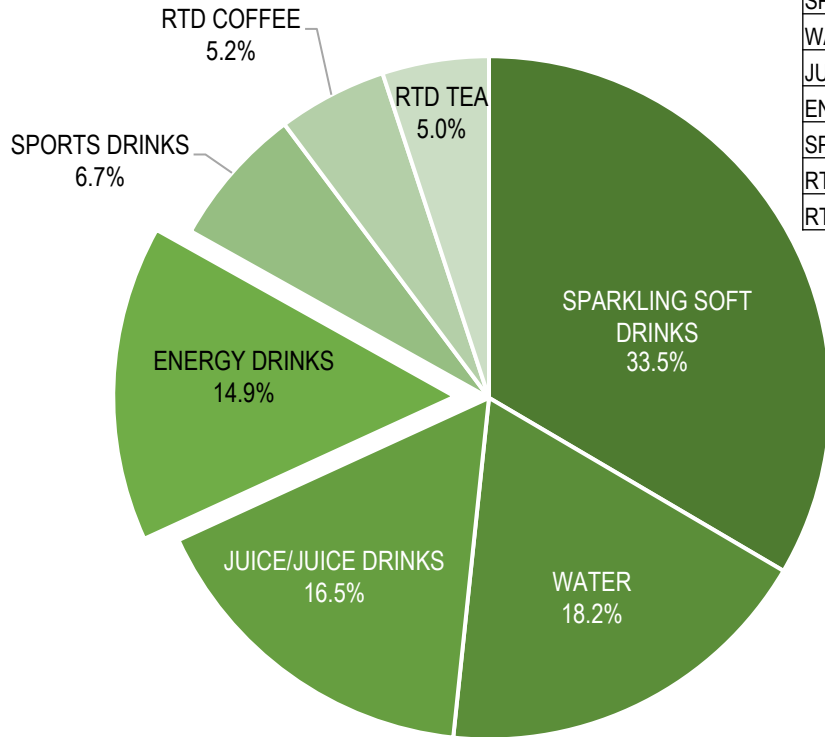
Certain statements made in this presentation may constitute “forward-looking statements” within the meaning of the U.S. federal securities laws, as amended, regarding the expectations of management with respect to our future operating results and other future events including revenues and profitability. 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 impact of rising costs and inflation on the discretionary income of our consumers, particularly the rising cost of gasoline; the impact of the military conflict in Ukraine, including supply chain disruptions, volatility in commodity prices, increased economic uncertainty and escalating geopolitical tensions; the direct and indirect impacts of the human and economic consequences of the COVID-19 pandemic, as well as measures 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; our extensive commercial arrangements with The Coca-Cola Company (TCCC) and, as a result, our future performance’s substantial dependence on the success of our relationship with TCCC; our ability to implement our growth strategy, including expanding our business in existing and new sectors, such as the alcoholic beverage sector; the inherent operational risks presented by the alcoholic beverage industry that may not be adequately covered by insurance or lead to litigation relating to the abuse or misuse of our products; our ability to successfully integrate CANarchy and other acquired businesses or assets; exposure to significant liabilities due to litigation, legal or regulatory proceedings; intellectual property injunctions; unanticipated litigation concerning the Company’s products; the current uncertainty and volatility in the national and global economy; 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; 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 including retort production; product distribution and placement decisions by retailers; the effects of retailer and/or bottler/distributor consolidation on our business; unilateral decisions by bottlers/distributors, buying groups, convenience chains, grocery chains, mass merchandisers, specialty chain stores, e-commerce retailers, e-commerce websites, club stores and other customers to discontinue carrying all or any of our products that they are carrying at any time, restrict the range of our products they carry, impose restrictions or limitations on the sale of our products and/or the sizes of containers for our products and/or devote less resources to the sale of our products; changes in governmental regulation; the imposition of new and/or increased excise sales and/or other taxes on our products; our ability to adapt to the changing retail landscape with the rapid growth in e-commerce retailers and e-commerce websites; 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; or our ability to absorb, reduce or pass on to our bottlers/distributors increases in commodity costs, including freight costs. For a more detailed discussion of these and other risks that could affect our operating results, see the Company’s reports filed with the Securities and Exchange Commission, including our annual report on Form 10-K for the year ended December 31, 2021, and our subsequently filed quarterly reports. The Company’s actual results could differ materially from those contained in the forward-looking statements. The Company assumes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

BEVERAGE LANDSCAPE TOTAL U.S. ALL CHANNELS



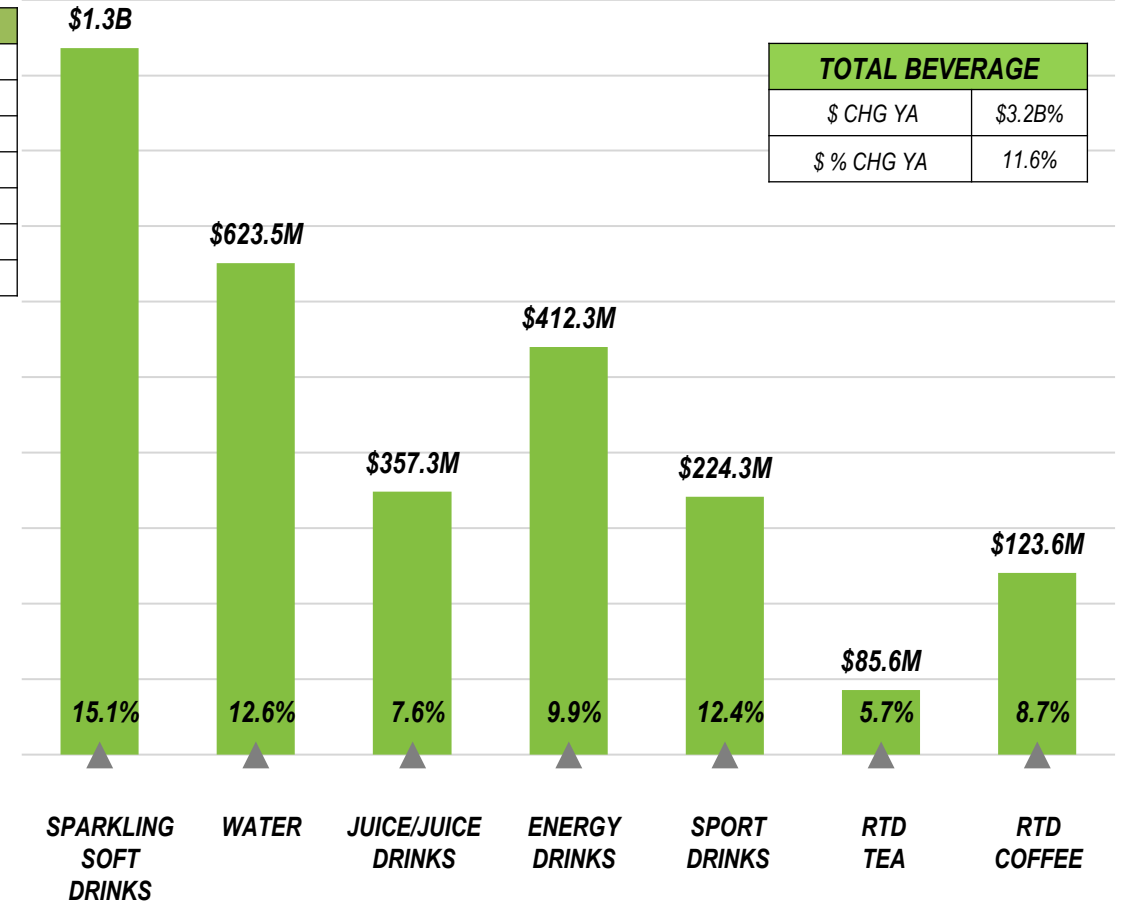
ALL MEASURED CHANNELS SNAPSHOT 13WKS

TOTAL NON-ALC BEVERAGE BY CATEGORY
\$ SHARE



\$ SHARE CYA	
SPARKLING SOFT DRINKS	1.0%
WATER	0.2%
JUICE/JUICE DRINKS	-0.6%
ENERGY DRINKS	-0.2%
SPORTS DRINKS	0.0%
RTD COFFEE	-0.3%
RTD TEA	-0.1%

■ \$ CHG YA ▲ \$ % CHG YA



TOTAL BEVERAGE	
\$ CHG YA	\$3.2B%
\$ % CHG YA	11.6%

BRAND PERFORMANCE TOTAL U.S. ALL CHANNELS

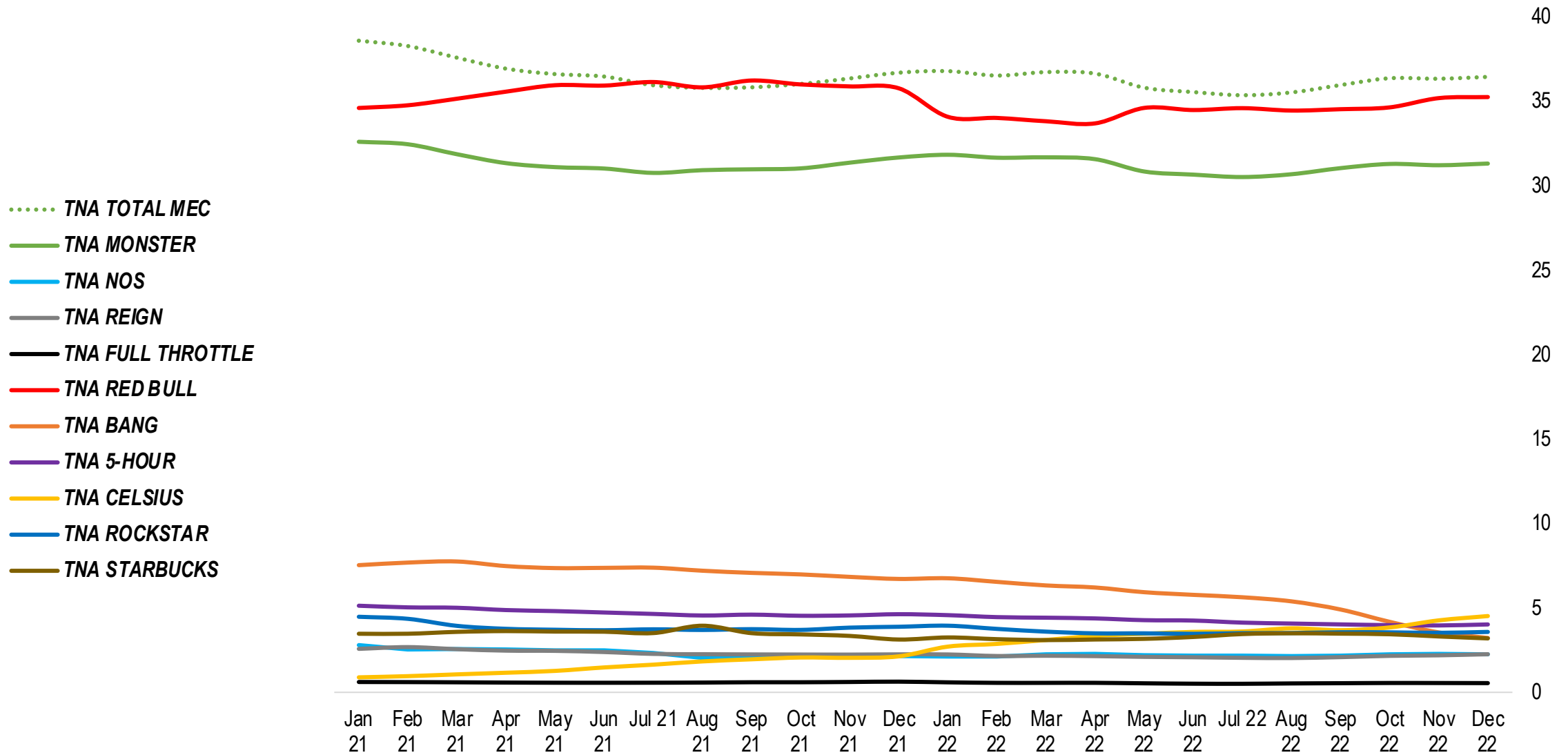


ALL MEASURED CHANNELS SNAPSHOT 13WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$4,753,185,856	10.9%	1,506,395,863	1.9%	100.0	0.0
TNA TOTAL MEC	\$1,730,303,145	11.0%	541,680,491	-1.2%	36.4	0.0
TNA MONSTER	\$1,487,239,921	10.6%	458,723,016	-1.8%	31.3	-0.1
TNA NOS	\$107,818,061	17.3%	35,082,006	4.2%	2.3	0.1
TNA REIGN	\$104,928,604	9.2%	36,585,168	-1.3%	2.2	0.0
TNA FULL THROTTLE	\$26,221,485	-0.6%	9,513,430	-7.6%	0.6	-0.1
TNA RED BULL	\$1,666,018,578	8.3%	482,828,757	2.3%	35.1	-0.8
TNA CELSIUS	\$200,774,117	124.8%	70,350,247	92.0%	4.2	2.1
TNA 5-HOUR	\$189,705,705	-3.3%	42,926,861	-8.6%	4.0	-0.6
TNA BANG	\$172,574,682	-41.1%	63,804,108	-43.5%	3.6	-3.2
TNA ROCKSTAR	\$169,013,536	3.5%	78,171,660	-8.2%	3.6	-0.3
TNA STARBUCKS	\$157,348,032	11.5%	44,368,056	2.4%	3.3	0.0
TNA C4	\$89,605,144	92.6%	32,347,503	90.7%	1.9	0.8
TNA ALANI NU	\$82,895,985	79.0%	25,427,662	61.7%	1.7	0.7
TNA GHOST	\$79,360,325	1084.3%	28,739,397	994.8%	1.7	1.5
TNA MTN DEW	\$39,648,910	-4.7%	17,060,046	-9.4%	0.8	-0.1
TNA ALL OTHER	\$180,032,773	10.0%	80,467,945	1.3%	3.8	0.0

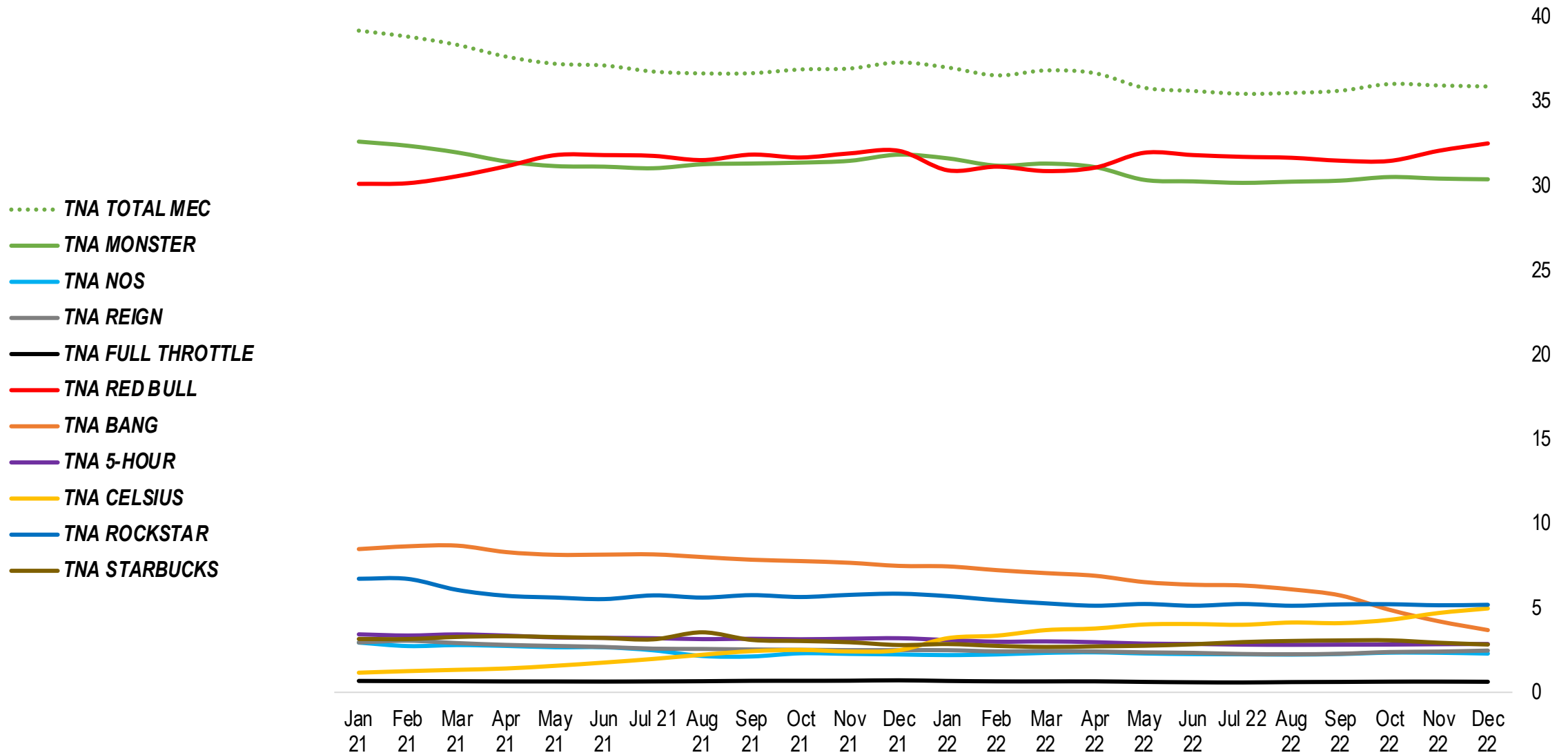
ENERGY CATEGORY

TOTAL U.S. DOLLAR SHARE – ALL MEASURED CHANNELS



ENERGY CATEGORY

TOTAL U.S. UNIT SHARE – ALL MEASURED CHANNELS



BRAND PERFORMANCE TOTAL U.S. CONVENIENCE



TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$3,057,170,615	9.5%	1,031,788,945	2.1%	100.0	0.0
TNA TOTAL MEC	\$1,131,054,794	10.4%	388,704,810	-0.2%	37.0	0.3
TNA MONSTER	\$950,494,257	9.5%	325,083,651	-1.0%	31.1	0.0
TNA NOS	\$79,175,704	16.6%	27,132,132	3.8%	2.6	0.2
TNA REIGN	\$76,406,085	14.9%	26,865,939	4.5%	2.5	0.1
TNA FULL THROTTLE	\$22,260,549	2.0%	8,402,244	-8.4%	0.7	-0.1
TNA RED BULL	\$1,110,180,130	6.6%	343,420,597	1.6%	36.3	-1.0
TNA BANG	\$121,738,842	-39.3%	44,928,127	-42.2%	4.0	-3.2
TNA 5-HOUR	\$121,357,667	-3.6%	33,397,267	-8.4%	4.0	-0.5
TNA ROCKSTAR	\$112,498,243	4.0%	50,268,396	-4.3%	3.7	-0.2
TNA STARBUCKS	\$104,849,990	11.2%	28,684,349	3.9%	3.4	0.1
TNA CELSIUS	\$96,221,503	157.9%	36,946,239	140.5%	3.1	1.8
TNA C4	\$69,455,649	98.8%	24,508,469	98.2%	2.3	1.0
TNA GHOST	\$60,707,383	1471.8%	21,428,957	1378.6%	2.0	1.8
TNA MTN DEW	\$26,643,551	-8.7%	10,652,851	-14.5%	0.9	-0.2
TNA ALANI NU	\$19,065,376	212.4%	6,555,941	195.1%	0.6	0.4
TNA ALL OTHER	\$86,115,684	-0.7%	43,513,787	-2.4%	2.8	-0.3

BRAND PERFORMANCE TOTAL U.S. CONVENIENCE



TOTAL U.S. CONVENIENCE SNAPSHOT 5WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$1,124,726,555	9.0%	380,559,442	2.1%	100.0	0.0
TNA TOTAL MEC	\$416,854,427	9.2%	142,729,645	-1.2%	37.1	0.1
TNA MONSTER	\$349,824,161	8.1%	119,300,318	-2.1%	31.1	-0.3
TNA NOS	\$29,015,591	16.1%	9,838,330	2.8%	2.6	0.2
TNA REIGN	\$28,971,205	17.0%	10,119,414	6.0%	2.6	0.2
TNA FULL THROTTLE	\$8,190,844	-1.9%	3,078,604	-11.7%	0.7	-0.1
TNA RED BULL	\$409,565,879	6.9%	128,400,501	2.9%	36.4	-0.7
TNA 5-HOUR	\$44,992,280	-4.0%	12,408,052	-8.6%	4.0	-0.5
TNA ROCKSTAR	\$41,789,991	2.7%	18,571,885	-5.8%	3.7	-0.2
TNA BANG	\$39,090,250	-46.3%	14,120,906	-50.0%	3.5	-3.6
TNA CELSIUS	\$38,720,986	169.7%	14,668,628	152.7%	3.4	2.1
TNA STARBUCKS	\$37,132,451	10.9%	10,123,146	4.1%	3.3	0.1
TNA C4	\$26,110,084	90.4%	9,169,438	88.6%	2.3	1.0
TNA GHOST	\$23,203,024	1403.1%	8,152,193	1318.3%	2.1	1.9
TNA MTN DEW	\$9,466,895	0.5%	3,786,607	-6.1%	0.8	-0.1
TNA ALANI NU	\$6,857,995	192.8%	2,352,690	178.2%	0.6	0.4
TNA ALL OTHER	\$31,794,920	0.9%	16,468,729	1.6%	2.8	-0.2



AMAZON SNAPSHOT 13 WKS (STACKLINE)

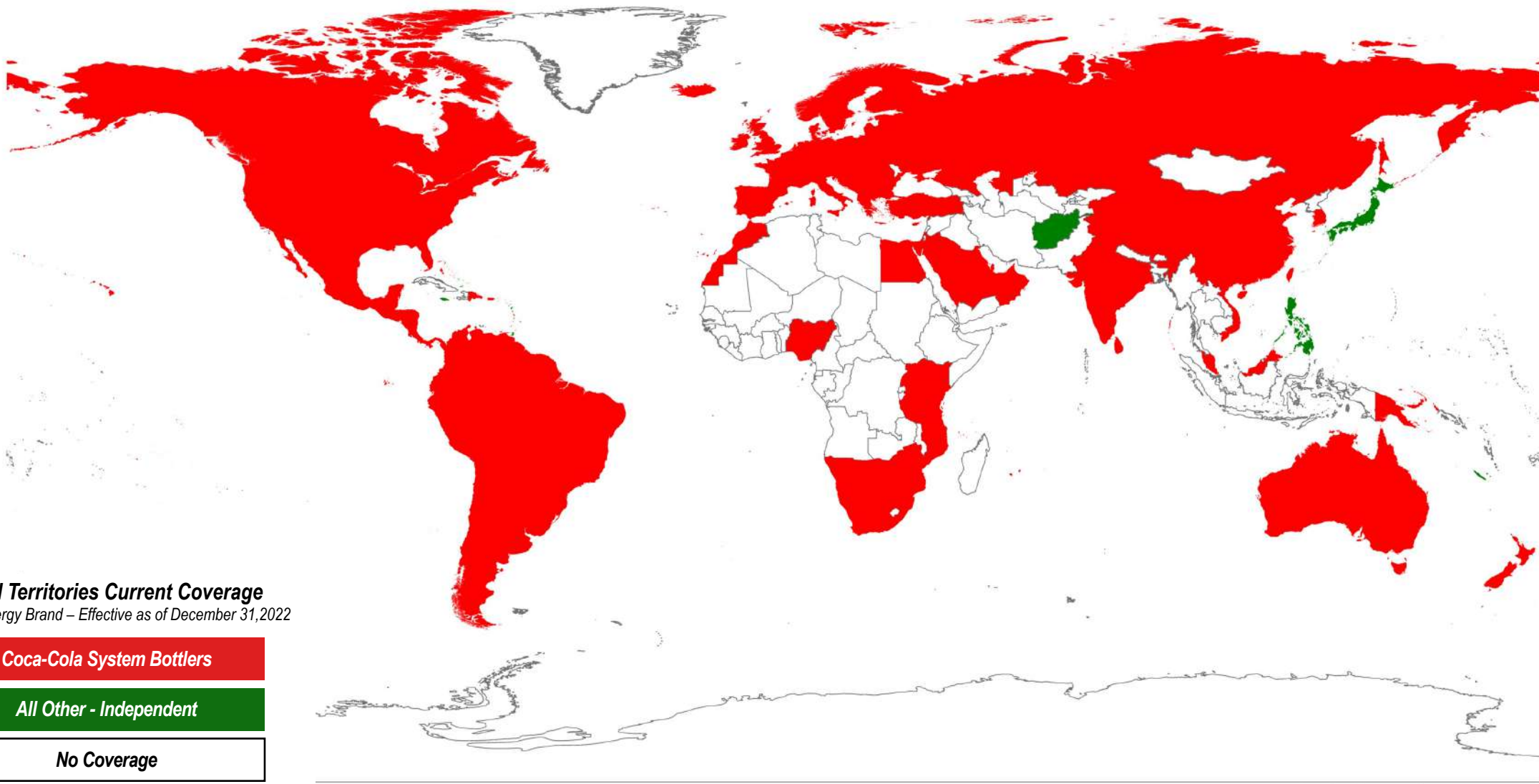
	\$ Vol	\$ Vol % Chg	U Vol	U Vol % Chg	\$ Shr	\$ Shr Chg
TOTALS	\$165,970,087	36.5%	6,715,960	41.7%	100.0	0.0
MEC	\$54,828,720	49.7%	1,675,076	35.4%	33.0	2.7
MONSTER	\$47,809,152	55.4%	1,342,529	43.4%	28.8	3.4
REIGN	\$7,019,567	19.6%	332,547	10.5%	4.2	-0.7
CELSIUS	\$28,765,575	31.6%	1,240,807	31.5%	17.3	-0.8
RED BULL	\$19,919,240	19.9%	606,470	41.8%	12.0	-1.8
VPX	\$7,852,700	70.2%	321,887	78.4%	4.7	0.9
ROCKSTAR	\$7,767,542	0.0%	334,956	10.6%	4.7	-1.8
C4	\$7,434,482	17.8%	489,130	20.8%	4.5	-0.8
ALANI NU	\$5,613,928	101.6%	232,142	110.5%	3.4	1.1
ZOA	\$5,340,361	473.5%	190,300	656.8%	3.2	2.5
V8	\$4,251,922	24.2%	268,472	21.7%	2.6	-0.3
GHOST ENERGY	\$3,720,501	12701.7%	119,521	9810.5%	2.2	1.4
MOUNTAIN DEW	\$1,937,570	-0.7%	85,512	-1.7%	1.2	-0.5
HIBALL ENERGY	\$1,905,810	70.9%	221,509	129.5%	1.1	0.2
GUAYAKI	\$1,502,445	128.3%	47,069	158.3%	0.9	0.4
OPTIMUM NUTRITION	\$1,239,597	-16.6%	53,568	-14.9%	0.7	-0.5
UPTIME	\$1,237,235	5.7%	37,625	-1.2%	0.7	-0.2
A/O	\$12,652,458	20.0%	791,916	69.6%	7.6	-1.1



AMAZON SNAPSHOT 4 WKS (STACKLINE)

	\$ Vol	\$ Vol % Chg	U Vol	U Vol % Chg	\$ Shr	\$ Shr Chg
TOTALS	\$55,790,564	31.8%	2,267,102	29.6%	100.0	0.0
MEC	\$18,359,247	56.6%	565,044	44.6%	32.9	2.5
MONSTER	\$16,031,863	62.0%	452,357	52.2%	28.7	3.1
REIGN	\$2,327,384	27.4%	112,687	20.6%	4.2	-0.6
CELSIUS	\$9,581,668	40.3%	410,618	35.7%	17.2	-0.6
RED BULL	\$6,634,338	36.6%	214,759	97.7%	11.9	-0.7
C4	\$2,883,506	104.3%	119,325	97.5%	5.2	1.5
ROCKSTAR	\$2,571,258	17.8%	163,661	18.2%	4.6	-1.1
VPX	\$2,409,703	-2.0%	90,411	-3.6%	4.3	-2.1
ZOA	\$2,153,762	169.4%	96,464	231.5%	3.9	1.8
ALANI NU	\$1,547,484	210.7%	54,853	281.8%	2.8	1.5
V8	\$1,402,320	-1.4%	90,645	-7.0%	2.5	-1.2
GHOST ENERGY	\$1,372,202	40566.0%	42,565	39312.0%	2.5	2.1
MOUNTAIN DEW	\$682,845	77.8%	77,618	151.2%	1.2	0.2
HIBALL	\$662,366	3.9%	32,172	13.4%	1.2	-0.5
GUAYAKI	\$527,329	130.2%	16,901	158.3%	0.9	0.4
UPTIME	\$455,066	31.6%	13,825	22.6%	0.8	-0.1
OPTIMUM NUTRITION	\$449,349	-1.0%	18,796	-2.2%	0.8	-0.4
A/O	\$4,098,119	29.7%	259,445	88.1%	7.3	-0.9

DISTRIBUTION MONSTER ENERGY DRINKS



World Territories Current Coverage

Monster Energy Brand – Effective as of December 31, 2022

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

Maps not to scale

DISTRIBUTION



MONSTER IS NOW DISTRIBUTED IN
142 COUNTRIES AND TERRITORIES.

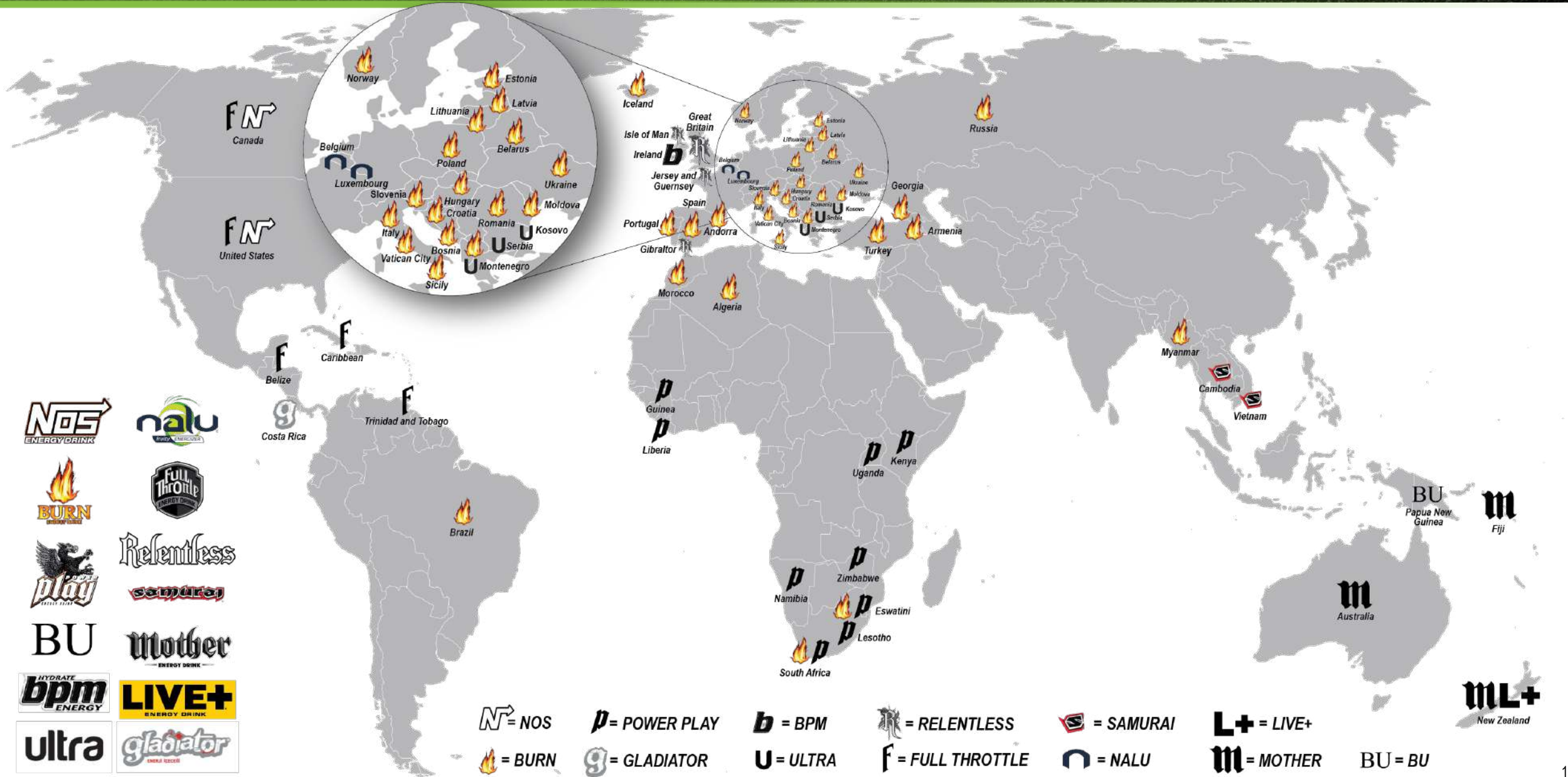
STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
63 COUNTRIES AND TERRITORIES.

REIGN IS NOW DISTRIBUTED IN
25 COUNTRIES AND TERRITORIES WORLDWIDE.

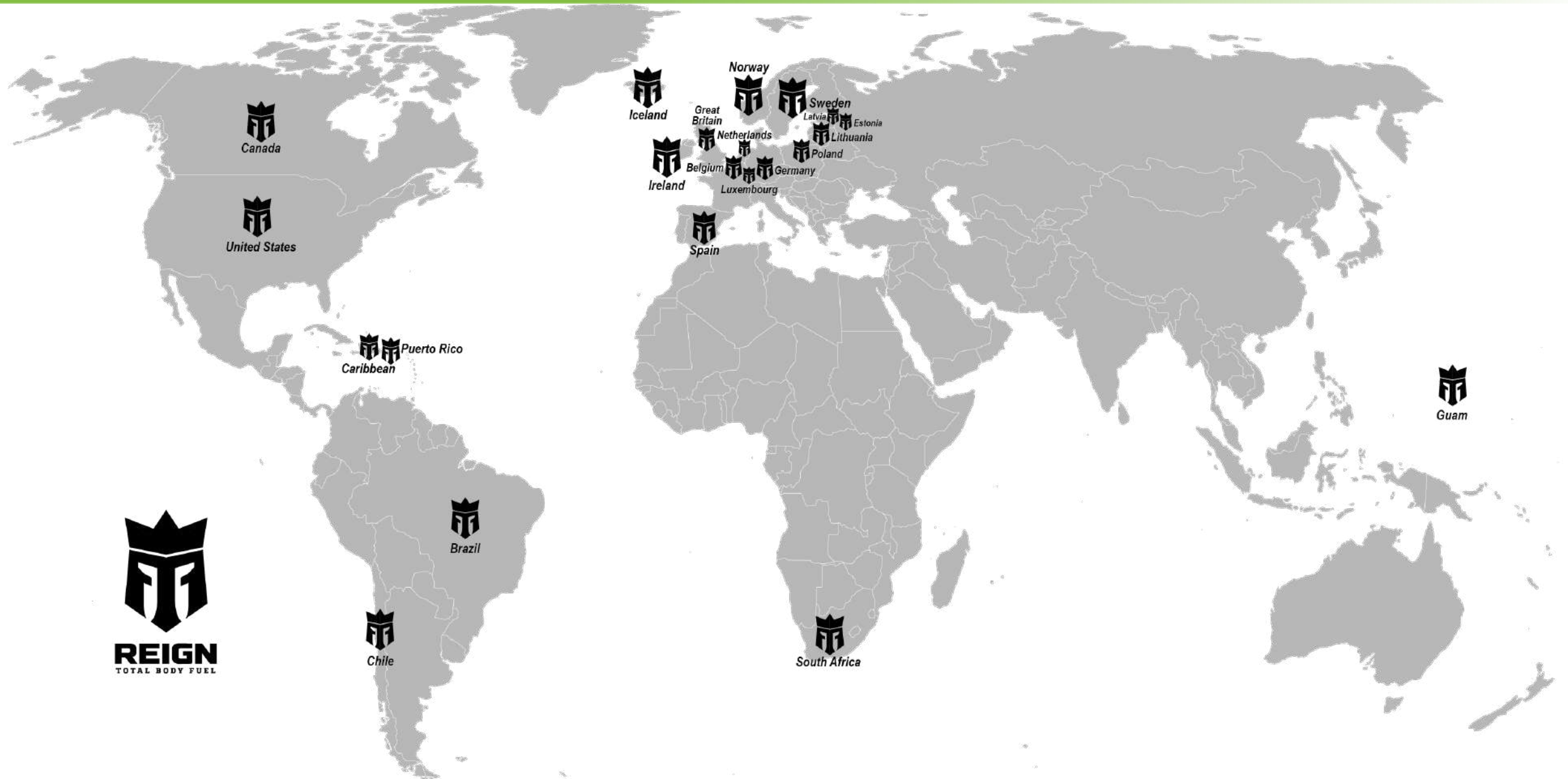
AFFORDABLE ENERGY (PREDATOR & FURY) IS NOW DISTRIBUTED IN
34 COUNTRIES AND TERRITORIES WORLDWIDE.

ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN
A TOTAL OF 157 COUNTRIES AND TERRITORIES WORLDWIDE.

STRATEGIC BRANDS EXISTING MARKETS



REIGN *EXISTING MARKETS*



AFFORDABLE ENERGY

EXISTING MARKETS



EXPANSION MARKETS

TARGETED LAUNCHES



EMEA

EGYPT (MONSTER)

MAURITIUS (PREDATOR)

PALESTINE (MONSTER)

APAC

AZERBAIJAN (PREDATOR)

BANGLADESH (PREDATOR)

CHINA (PREDATOR)

INDONESIA (PREDATOR)

IRAQ (PREDATOR)

PAKISTAN (PREDATOR)

PHILIPPINES (PREDATOR)

THAILAND (PREDATOR)

UZBEKISTAN (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)

VALUE SHARE GROWTH SELECT GLOBAL MARKETS



SELECT GLOBAL MARKETS SNAPSHOT YTD

	MONSTER VALUE SHARE LATEST YTD '21	MONSTER VALUE SHARE LATEST YTD '22	PORTFOLIO VALUE SHARE LATEST YTD '21	PORTFOLIO VALUE SHARE LATEST YTD '22	MONSTER VALUE GROWTH	ENERGY CATEGORY VALUE GROWTH
ARGENTINA	48.4%	52.0%	48.4%	52.0%	195.4%	175.0%
AUSTRALIA	14.0%	14.9%	25.8%	26.3%	19.0%	11.6%
BRAZIL	35.6%	40.0%	40.2%	41.6%	43.3%	27.7%
CANADA	36.0%	36.2%	41.3%	40.7%	14.7%	14.1%
CHILE	42.2%	38.0%	42.2%	38.3%	14.8%	15.6%
FRANCE	28.8%	31.7%	28.8%	31.7%	38.0%	25.0%
GERMANY	15.0%	15.3%	15.5%	15.7%	12.8%	10.5%
GREAT BRITAIN	28.8%	30.0%	32.4%	33.6%	19.0%	14.3%
JAPAN	52.8%	54.4%	52.8%	54.4%	2.2%	-0.9%
MEXICO	28.4%	29.4%	30.4%	32.5%	29.4%	24.9%
POLAND	19.3%	19.6%	21.9%	22.2%	28.6%	26.1%
SOUTH AFRICA	20.0%	19.6%	38.8%	36.5%	17.6%	20.3%
SOUTH KOREA	59.2%	59.6%	59.2%	59.6%	23.4%	22.6%
SPAIN	37.3%	39.9%	44.0%	45.5%	30.6%	22.2%

Most Recent Data Available:

Source: Nielsen Argentina All Channels YTD thru 11/30/22; Australia All Channels YTD thru 12/11/22; Nielsen Brazil All Channels YTD thru 11/30/22; Nielsen Canada All Channels YTD thru 12/04/2021; Nielsen Chile All Channels YTD thru 11/30/22; Nielsen France All Measured Retail Channels YTD thru 12/04/2022; Nielsen Germany All Measured Retail Channels excl. Hard Discounters YTD thru 12/04/2022; Nielsen Great Britain All Measured Retail Channels YTD thru 12/03/2022; Intage Japan CVS channel YTD thru 11/30/22; Nielsen Mexico All Channels YTD thru 11/30/2022; Nielsen Poland All Measured Retail Channels YTD thru 11/30/2022; Nielsen South Africa All Measured Retail Channels YTD thru 11/27/2022; Nielsen South Korea All Channels YTD thru 11/30/2022; Nielsen Spain All Measured Retail Channels YTD thru 12/04/2022

UPDATES ON CHINA 2022



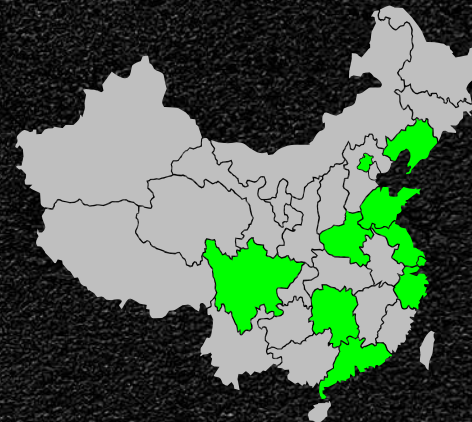
REINFORCING BRAND FOUNDATIONS

EXPANDING THE ULTRA LINE



New 2022 New 2023

FOCUS ON TOP BIG CITIES/PROVINCES



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

STRENGTHENING ASSOCIATION WITH ACTION /STREET SPORTS



Su Yiming: Gold Medalist Olympics 2022



Street Basketball activations in Top Cities

BUILD AVAILABILITY IN CORE CHANNELS



Continuous distribution expansion in Vending, Modern and General Trade

MAJOR SPONSORSHIPS 2022



WINTER



SUMMER

TOP AMBASSADORS 2022



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
2X 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 2022



FRANCESCO BAGNAIA
MOTOGP WORLD CHAMPION



ELI TOMAC
SUPERCROSS, MOTOCROSS & MOTOCROSS OF NATIONS CHAMPION



FILIPE TOLEDO
SURFING WORLD CHAMPION



RAYSSA LEAL
STREET LEAGUE OF SKATEBOARD WORLD CHAMPION



ZOI SADOWSKI-SYNNOTT
X GAMES SNOWBOARD SLOPESTYLE CHAMPION



ALEX HALL
MEN'S SKI BIG AIR CHAMPION



BRITTANY FORCE
NHRA TOP FUEL CHAMPION



TY GIBBS
NASCAR XFINITY CHAMPION

MMA CHAMPIONS 2022



CRIS CYBORG
WOMEN'S FEATHERWEIGHT CHAMP



PATRICIO PITBULL
MEN'S FEATHERWEIGHT CHAMP



SERGIO PETTIS
MEN'S BANTAMWEIGHT CHAMP



JOHNNY EBLEN
MEN'S MIDDLEWEIGHT CHAMP



ALEX PEREIRA
MIDDLEWEIGHT CHAMPION

PRIMARY SPONSOR

UFC

BELLATOR



World Champions, Three In A Row



FRANCESCO BAGNAIA
2022
WORLD CHAMPION



FABIO QUARTARARO
2021
WORLD CHAMPION



JOAN MIR
2020
WORLD CHAMPION

E-SPORTS EVENTS 2022



TEAM LIQUID



ALLIANCE



GEN.G



EVIL GENIUSES



ZETA DIVISION



NAVI



@LuluLuvely
3.5M Followers
USA



@Teep
1.7M Followers
USA



@Jericho
3.3M Followers
USA



@PintiPanda
2.4M Followers
Turkey



@El Fedelobo
2.9M Followers
Argentina



@SkyrozTV
4.2M Followers
France/Mexico



@Pow3r
3.5M Followers
Italy



TOP ARTISTS



BUN B



ANTHRAX



COLE SWINDELL



N.O.R.E



BENNY THE BUTCHER



ILLENIUUM



FEID



JONATHAN DAVIS



ROYCE DA 5'9"

Live music made a huge comeback in 2022. Live Nation reported selling 100 million concert tickets from Jan – July 2022 versus 75 million during the same time period in 2019.

TOP FESTIVALS





KEY HIGHLIGHTS


190MM Total Engagements
47K Engagements per post
Increased Engagements per post
YoY by 11%

2.8B Total Impressions
247MM Video Views
Increased TikTok Impressions
YoY by 129.87%

 8,212,233
Instagram
Followers

 3,106,641
YouTube
Subscribers

 25,261,528
Facebook
Followers

 1,770,396
TikTok
Followers

 27,812
Twitch
Subscribers

 3,036,384
Twitter
Followers



**MONSTER ENERGY
ON INSTAGRAM**



**ACTIVATION OF TRIMESTER
PROMOTIONS**



PROMO Twitter Campaign:
Monster generated 67,391 promotional
opt-ins for exclusive giveaways & the
chance to spend time with Monster talent.



**MOTOR SPORTS
ON TIKTOK**



2022 U.S. PROGRAMS

T1

Focus on Innovation



T2

ALL ACCESS PASS RETAIL PROMOTION



Consumers purchasing Monster Energy products could win "All Access" to the Monster Sponsored Event of their choice.

T3

APEX LEGENDS RETAIL PROMOTION



On-Can promotion featuring APEX Legends video game. Consumers purchasing Monster Energy received in-game assets.

MONSTER ENERGY PROMOTIONS 2023



T1 - ZERO SUGAR



A full 360 launch designed to garner maximum awareness. Program will include national media campaign supported by PR, POS materials, sports properties, ambassadors, sampling and digital etc.

T2 - UFC PROMO



A global promotion to celebrate UFC's 30th Anniversary. Program elements include fly away prizing, meet and greets, merch giveaways 1 year of PPV fights + Fight Week tickets. Program will be supported globally by digital media.

T3 - GAMING PROMO

TOP VIDEO GAME PROPERTY

Capitalizing on the global success of our gaming promotions we will continue to span 40+ countries using co-branded cans, curated exclusive game play content, esports, gaming ambassadors and custom digital support to engage our fans.

RETAIL PROMOTIONS EMEA 2022



2022 EMEA PROGRAMS

COUNTRIES COULD RUN THREE OR FOUR PROMOTIONS PER YEAR

Q1

UFC RETAIL PROMO
& CONTENT



Q2

PARTY IN MIAMI
RETAIL PROMO



Q3

ALL ACCESS RETAIL
PROMO & CONTENT



Q4

APEX LEGENDS RETAIL
PROMO & CONTENT



JAVA MONSTER *COFFEE WITH ATTITUDE*



2022 FOCUS PERIOD SUPPORT



JAVA MONSTER FOCUS PERIOD: NATIONAL DIGITAL CAMPAIGN AND AMBASSADOR SUPPORT



ELLE KING/BILL FARRELY COLLABORATION



SAMPLING TRUCK TOUR

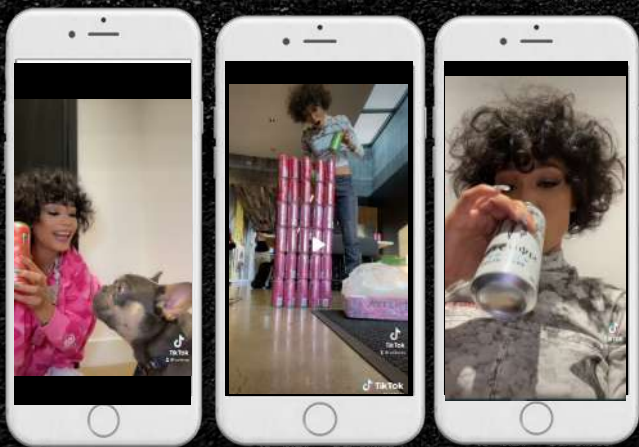


EVENT ACTIVATIONS

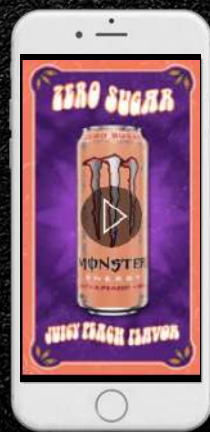
ULTRA FLAVOR UNLEASHED



YouTube
Meta
TREMOR VIDEO



NATIONAL PROMOTION + COI LERAY PARTNERSHIP



YouTube

Meta

STV

EPSILON



INNOVATION – ULTRA PEACHY KEEN

SUMMER

EPSILON
Meta
STV
TikTok
true[X]
YouTube



FALL



EPSILON
Meta
TikTok
true[X]
STV
YouTube

DIGITAL PROGRAMMING

JUICE TAKE FLAVOR TO THE LIMITS



FURTHERED DEVELOPED JUICE PRESENCE
ON MONSTER SOCIAL CHANNELS

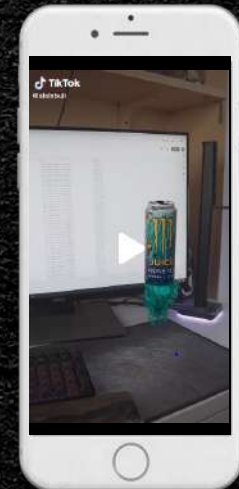
2022 SOCIAL



EPSILON



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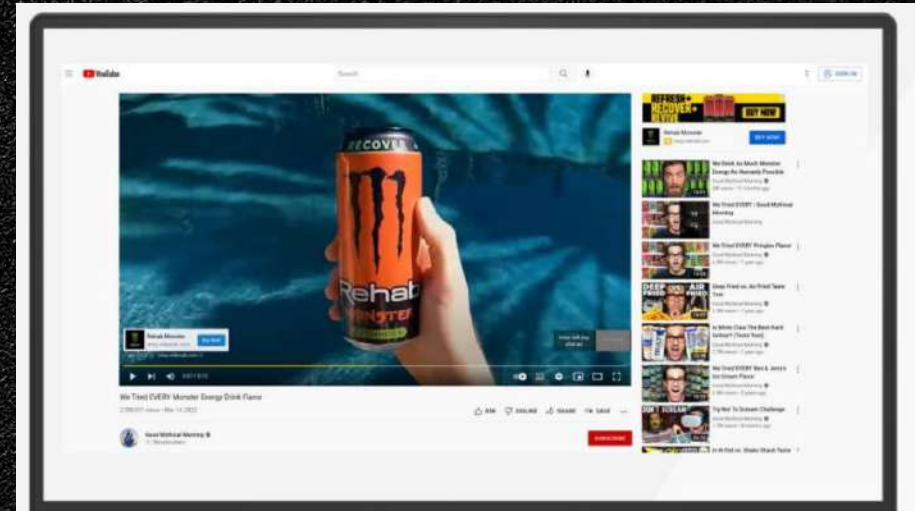


2022 INNOVATION - AUSSIE STYLE LEMONADE

REHAB MONSTER *REFRESH + RECOVER + REVIVE*



2022 INNOVATION
REHAB MONSTER WATERMELON LAUNCH



NATIONAL DIGITAL CAMPAIGN AND
AMBASSADOR SUPPORT



EVENT ACTIVATIONS



REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS



INNOVATION & EXPANSION



CONSUMER ENGAGEMENT PROGRAMMING



REIGN INNOVATION 2023

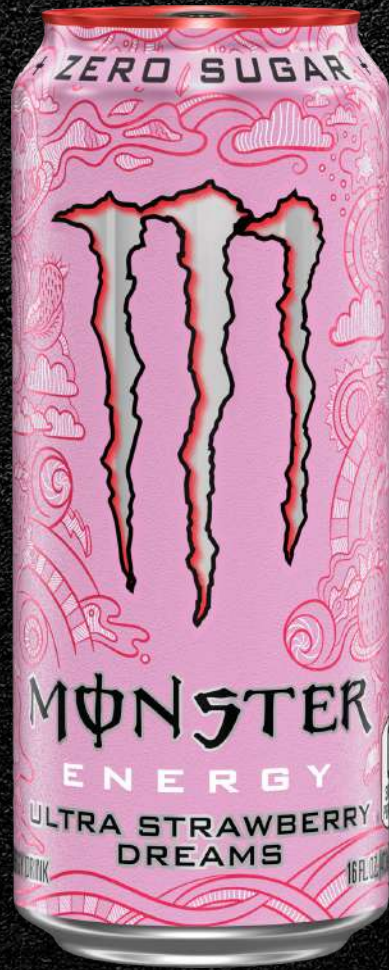


16oz

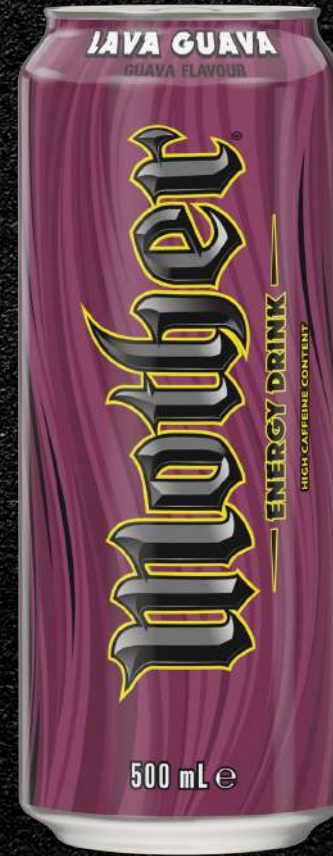


12oz

MONSTER U.S. INNOVATION 2023



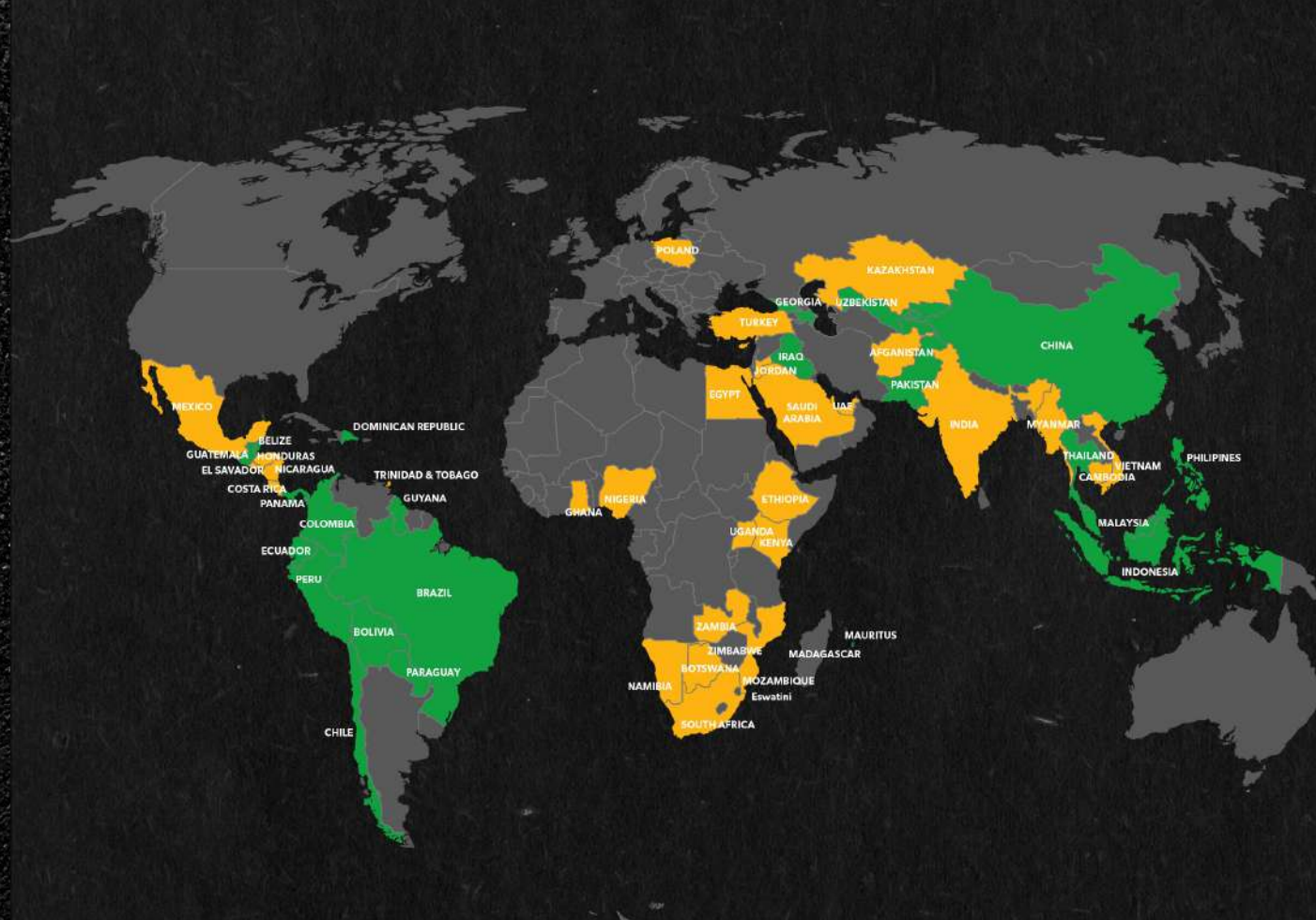
STRATEGIC BRANDS INNOVATION 2023



AFFORDABLE ENERGY DISTRIBUTION



FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES IN 2022



ACTIVE COUNTRIES

Afghanistan/PREDATOR
Botswana/PREDATOR
Cambodia/PREDATOR
Costa Rica/FURY
Egypt/FURY
El Salvador/FURY
Eswatini/PREDATOR
Ethiopia/PREDATOR
Ghana/PREDATOR
Honduras/FURY
India/PREDATOR
Jordan/PREDATOR
Kazakhstan/PREDATOR
Kenya/PREDATOR
Malaysia/PREDATOR

México/PREDATOR
Mozambique/PREDATOR
Myanmar/PREDATOR
Namibia/PREDATOR
Nicaragua/FURY
Nigeria/PREDATOR
Poland/PREDATOR
Saudi Arabia/PREDATOR
South Africa/PREDATOR
Trinidad & Tobago/PREDATOR
Turkey/PREDATOR
UAE/PREDATOR
Uganda/PREDATOR
Vietnam/PREDATOR
Zambia/PREDATOR

FUTURE LAUNCHES

Azerbaijan/PREDATOR
Belize/PREDATOR
Bolivia/FURY
Brazil/TBD
Chile/FURY
China/PREDATOR
Colombia/FURY
Dominican Republic/TBD
Ecuador/FURY
Georgia/PREDATOR
Guatemala/FURY
Guyana/TBD
Indonesia/PREDATOR
Iraq/PREDATOR
Kyrgyzstan/PREDATOR

Mauritius/PREDATOR
Pakistan/PREDATOR
Panama/FURY
Paraguay/TBD
Peru/FURY
Philippines/PREDATOR
Tajikistan/PREDATOR
Thailand/PREDATOR
Uzbekistan/PREDATOR



PREDATOR ENERGY



FURY ENERGY



PROWLER ENERGY

ACTIVE COUNTRIES



FUTURE LAUNCHES



AFFORDABLE ENERGY INNOVATION



FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES



NOS GET AFTER IT



NATIONAL DIGITAL MEDIA
DELIVERING OVER 600M IMPRESSIONS

ATHLETES & PARTNERS
12 ATHLETES / 300+ EVENTS

CONTENT & PARTNERSHIPS
GENERATED OVER 100M VIEWS

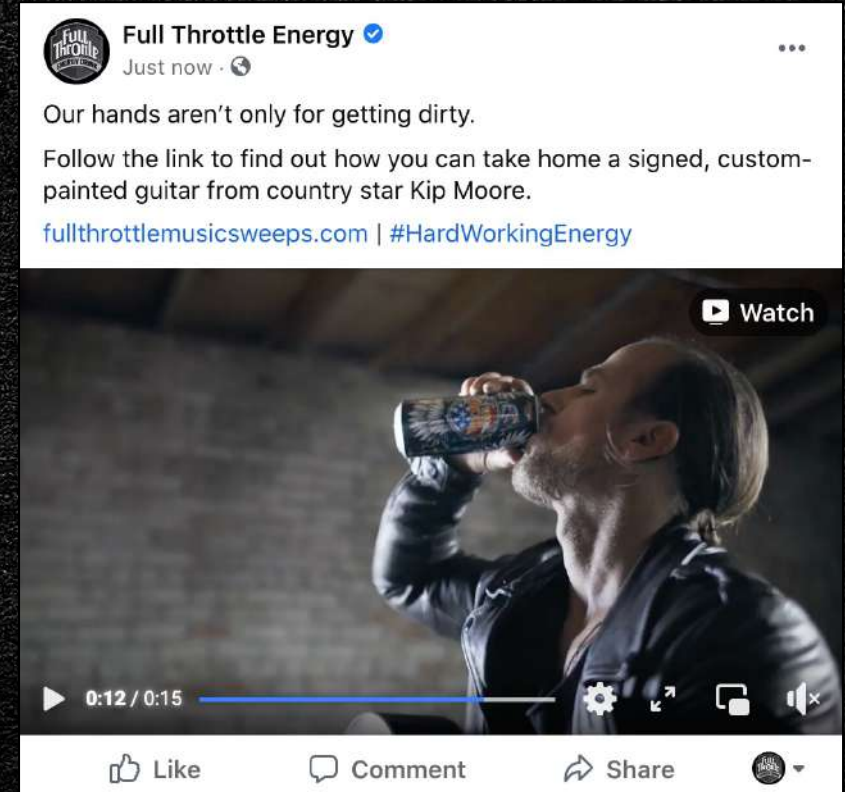
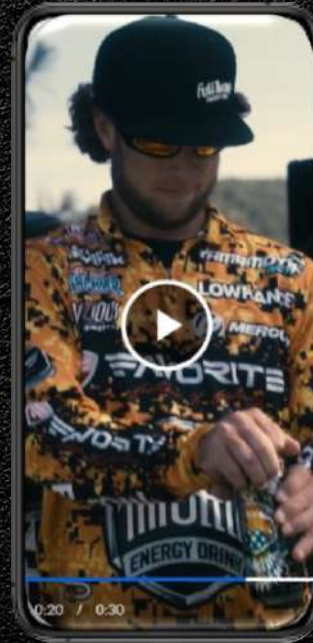


MOTORTREND AMOBEE



[HOONIGAN]¹

FULL THROTTLE *Hard Working American Energy*



NATIONAL & LOCAL DIGITAL MEDIA
Delivering 68M Impressions

ATHLETES & AMBASSADOR CONTENT
6 Partners



RELENTLESS *#WITHOUTLIMITS*



OWNING UK RAP, URBAN MUSIC AND THE CULTURE THAT SURROUNDS IT.



TOP TIER UK ARTIST COLLABORATIONS



MAJOR FESTIVAL SPONSORSHIPS



CORE COMMUNITY EVENTS AND STORYTELLING CAMPAIGNS



KEY MUSIC MEDIA PARTNERSHIPS





DELIVERING ICONIC PARTY MOMENTS VIA

MUSIC

AMBASSADORS, MAJOR FESTIVALS
AND UNIVERSITY STUDENT ACTIVATIONS.



DANCE

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



STYLE

AMBASSADORS AND STREET CULTURE PARTNERS
WHO SUPPORT EXPRESSING INDIVIDUALITY
EVERY POSSIBLE WAY.



MOTHER ENERGY

ALWAYS ON! ENERGY FOR ALL OCCASIONS!



COMEDY & ADVENTURE



Mother
ENERGY DRINK

LIVE+ ENERGY *THIS IS LIVIN'*



EZ LIFESTYLE & COMEDY





LOCAL URBAN MUSIC AND STREET CULTURE





FRUITS, ART & URBAN LIFESTYLE



IN-STORE



TARGETED SAMPLING



ABOVE THE LINE



BRAND AMBASSADORS



DIGITAL



PREDATOR AND FURY 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



DIGITAL AND SOCIAL MEDIA
PREDATOR

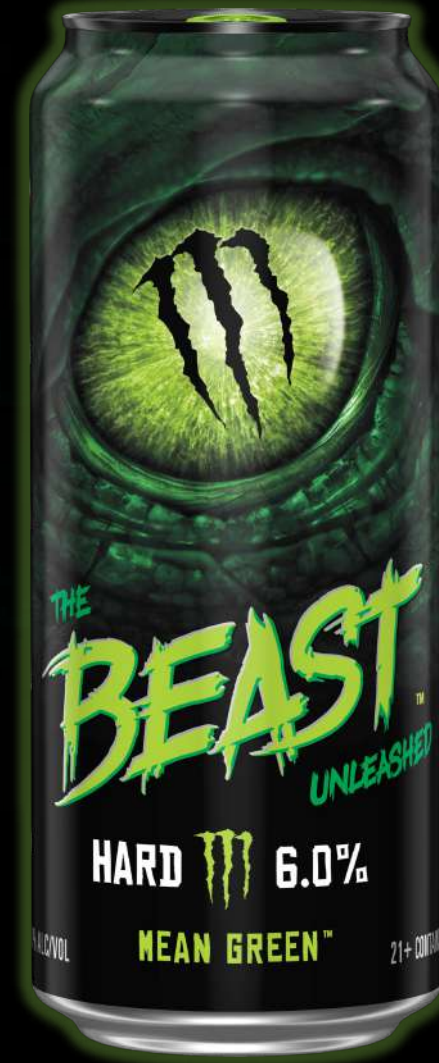
GLOBAL ASSET
LIVERPOOL FOOTBALL CLUB

INTRODUCING



**THE
BEAST
UNLEASHED**

HARD  6.0%



Our original crew has been making drinks for 30+ years now. Our favorite brand Monster Energy is about to turn 21.

We figured why not celebrate the big day by making an adult beverage. We hit delete on the energy blend, cut out the caffeine and ditched the sugar.

Next we brewed up the smoothest tasting alcohol ever and blended it with our tried and true flavors.

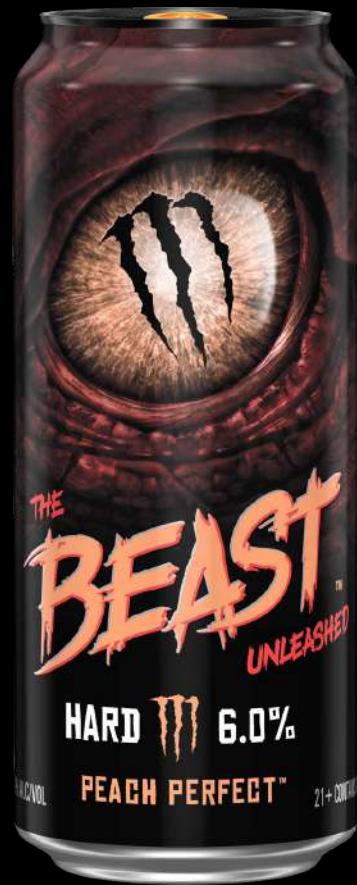
The Beast is Unleashed! Great Taste, six point "oh my" percent alcohol and no sugar to weigh you down.

Get ready to celebrate and don't be afraid of the big bad beast.

TRIED & TESTED BOLD FLAVORS

16oz Single Cans

12 pack variety - 12oz slim



6.0% ABV

THE BEAST UNLEASHED

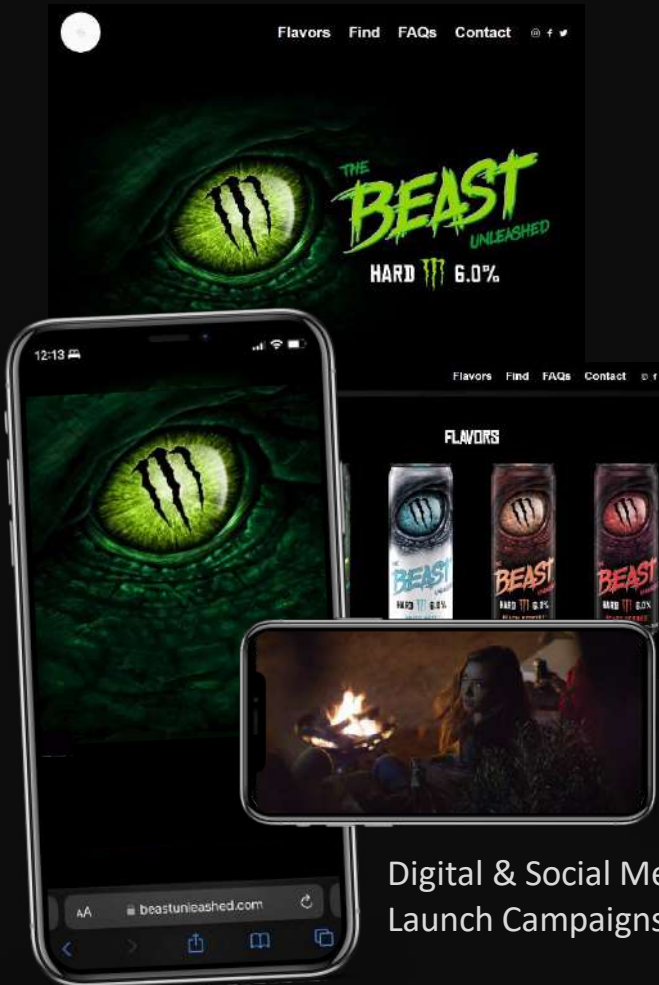
Motorsports



Proposed NASCAR Team

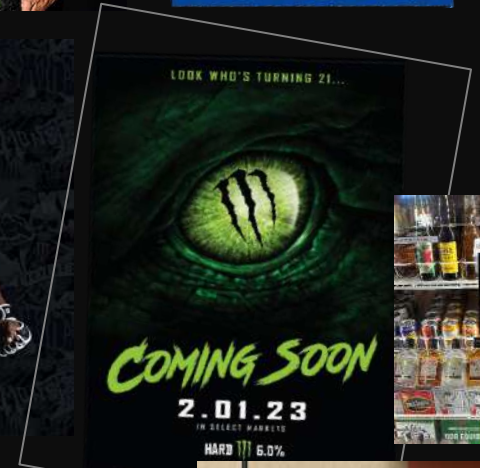


Digital



Digital & Social Media Launch Campaigns

Ambassadors Launch Support



MONARCHY BEVERAGE COMPANY



Develop and build new and emerging non-alcohol brands

TOUR WATER

*The Original,
Now Available for Everyone
Monster made canned water
cool back in 2003, but it was
exclusive to Monster athletes &
musicians. Ensuring they
always had the essence of
Monster in hand, even when
they needed to quench their
thirst with water. But it couldn't
be just any water... We gave
them Tour Water*



19.2oz Tall Boy Cans



16oz Multipack



CANARCHY[®]

CRAFT BREWERY COLLECTIVE



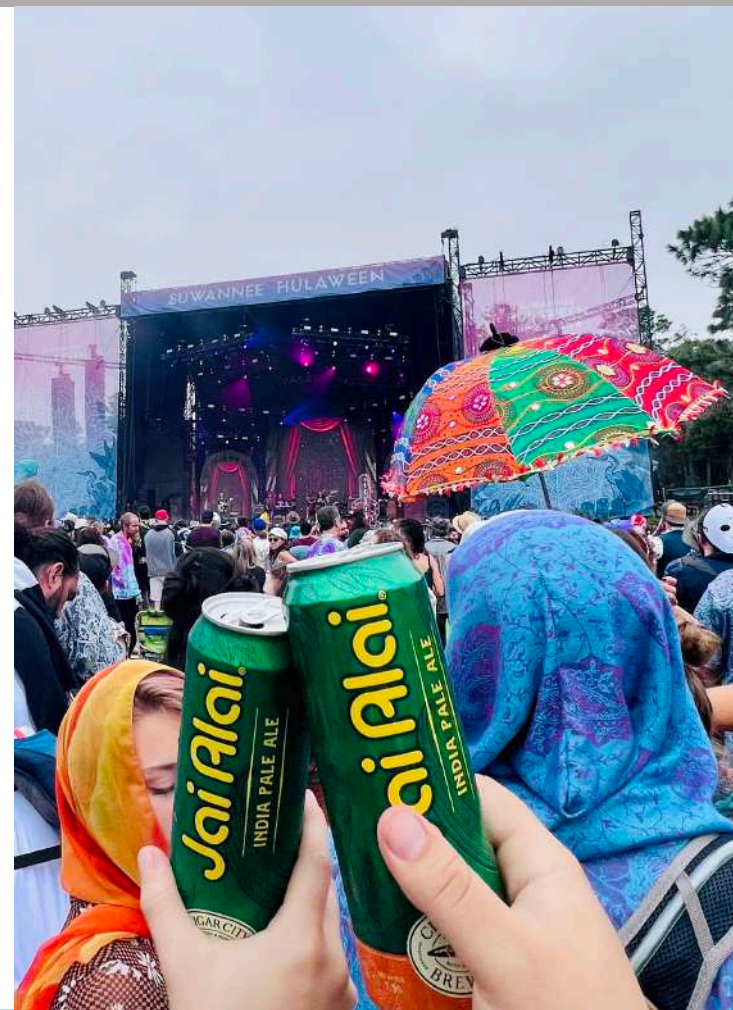
Main Brands

BRAND FAMILY

SPONSORSHIP

SAMPLING

PROGRAMS





REBRAND



BEER THAT WORKS. OSKAR BLUES BREWERY

SPONSORSHIP



Outside Events
CYCLING SERIES



SAMPLING



PROGRAMS



ICELANTIC
return to nature



BEER THAT WORKS. OSKAR BLUES BREWERY



WILD BASIN

• HARD SELTZER •



REBRAND



SPONSORSHIP



SAMPLING



POS

2021 SUSTAINABILITY REPORT



The Company published its 2021 Sustainability Report** and made the following commitments:

Climate

- Committed to setting a Scope 1 and 2 reduction target by the end of 2023 in line with a 1.5-degree pathway.
- Committed to completing a full Scope 3 GHG inventory by the end of 2023.

Water

- Committed to setting a water-related goal and policy by the end of 2023.

Framework

- Committed to incorporating the TCFD framework into our next Sustainability Report.



ONE

INTRODUCTION

2021 was another rewarding year in Monster's ESG journey. From extending our diversity and inclusion program, to tracking the environmental impacts of our operations and strengthening the ESG pillars of our company, our sustainability journey continues with much done and more to do.



Monster Beverage Corporation's CDP Score For Climate Change in 2022 Rose to "B-"

A score of "B" suggests a transition to managing environmental impact.



American Fruits and Flavors, a wholly owned subsidiary, earned a Silver EcoVadis Medal and improved its score by 5 percentage points in 2021.



The Company is implementing a full solar project at our Corona headquarters buildings, Rialto warehouse and new AFF San Fernando site.

The anticipated annual carbon savings is equivalent to:

- › 500,943,825 smartphones charged
- › 4,556,370 lbs. of coal burned
- › 519 homes' energy use for one year



EQUITY DIVERSITY AND INCLUSION



Ongoing Assessment and Analysis

The Company conducted an EDI maturity analysis, internal focus groups and executive meetings with experts in the field of EDI to further assess the Company's EDI needs.

Training and Development

Company executives, new employees, emerging leaders and business unit leaders underwent inclusive leadership and unconscious bias training by EDI trainers and world class experts.

Philanthropy

The Company has made and will continue to make financial contributions to those organizations who are empowering underrepresented people in our communities.

GLOBAL PHILANTHROPIC SUPPORT 2022 HIGHLIGHTS



NATURAL DISASTER SUPPORT

MECares sent financial support to Team Rubicon, as well as truckloads of product to the National Guard, as the team provided aid during Hurricanes Fiona and Ian.



MILITARY SUPPORT

MECares continued to support U.S. military responses around the globe in 2022, including those deployed to assist with national disasters. Through the USO, MECares provided support to troops stationed in NATO ally countries neighboring Ukraine amid the ongoing war.



MECares also supports charities that provide educational scholarships to Veterans, their spouses and children, as well charities such as Craig Morgan's Operation Finally Home, which builds or improves houses for America's Veterans, first responders and their families.



SOCIAL RESPONSIBILITIES

MECares works with our own athlete ambassadors to support their causes, such as Kurt Busch's Atrium Health Foundation, and Rob Gronkowski's Gronk Nation Youth Foundation.

DONATED OVER 1.5 MILLION PRODUCTS TO FIRST RESPONDERS AND NATURAL DISASTER AREAS GLOBALLY

GLOBAL PHILANTHROPIC SUPPORT

2022 HIGHLIGHTS



MECARES SUPPORTS NUMEROUS CHARITIES UNDER OUR PLATFORMS:

- Military — Active Duty, Injured & Retired
- Our Athletes & Their Charities
- First Responders
- Social Responsibilities
- Education

INTERNATIONAL

MECares became an official partner of the Invictus Games, and provided special support to Team Ukraine during the event.

Through Lions Club International, MECares also financially supported a project to build water reservoirs and check dams in several towns and villages throughout India, dramatically improving the lives of local farmers and tribal women.

CARING FOR OUR OWN

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

EMPLOYEE MATCH PROGRAM / VOLUNTEER TIME OFF

MECares matches employee monetary donations to their favorite charities, up to a maximum amount annually. Team members are also given paid time off work so they can volunteer at a charity of their choosing.



SOLID FINANCIAL RESULTS



30 CONSECUTIVE YEARS OF INCREASED SALES

SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

ACHIEVED \$5.5 BILLION IN NET SALES IN 2021

UP 20.5% OVER NET SALES OF \$4.6 BILLION IN 2020.

ACHIEVED \$1.4 BILLION IN NET INCOME IN 2021

DOWN 2.3% FROM NET INCOME OF \$1.4 BILLION IN 2020.

ACHIEVED \$2.57 IN DILUTED EARNINGS PER SHARE IN 2021

DOWN 2.4% FROM DILUTED EARNINGS PER SHARE OF \$2.64 IN 2020.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2022, ACHIEVED \$4.8 BILLION IN NET SALES

UP 16.6% OVER NET SALES OF \$4.1 BILLION FOR THE SAME PERIOD IN 2021.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2022, ACHIEVED \$890.0 MILLION IN NET INCOME

DOWN 15.7% FROM NET INCOME OF \$1.1 BILLION FOR THE SAME PERIOD IN 2021.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2022, ACHIEVED \$1.66 IN DILUTED EARNINGS PER SHARE

DOWN 15.6% FROM DILUTED EARNINGS PER SHARE OF \$1.97 FOR THE SAME PERIOD IN 2021.

KEN BLOCK *IN MEMORY*



1967 - 2023

43 FOREVER



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

MONSTER

BEVERAGE CORPORATION

JANUARY 17, 2023



ELI TOMAC

2022 SUPERCROSS, MOTOCROSS,
MOTOCROSS OF NATIONS CHAMPION



RAYSSA LEAL

2022 SLS SUPER CROWN
SKATEBOARD WORLD CHAMPION



FILIPE TOLEDO

2022 WSL SURFING
WORLD CHAMPION

