
**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 17, 2019**

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))

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

Emerging growth company

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

Item 7.01. Regulation FD Disclosure.

On January 17, 2019, 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 in New York.

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](#).

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 17, 2019

/s/ Hilton H. Schlosberg

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

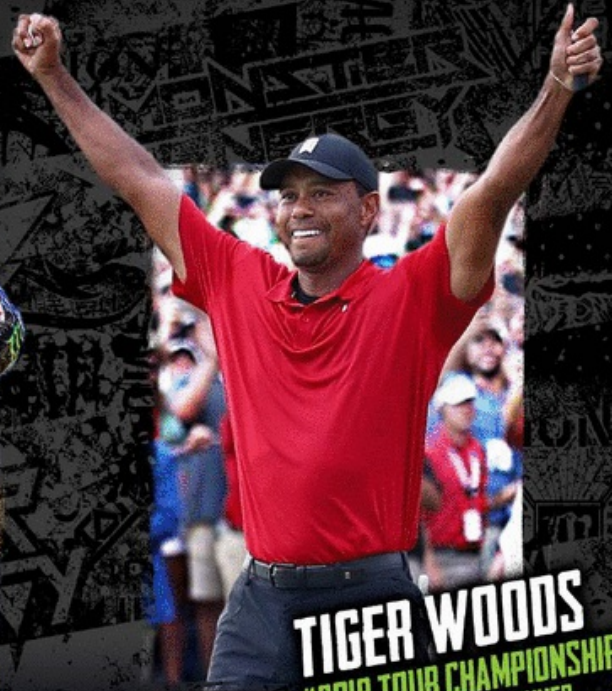


MONSTER

BEVERAGE CORPORATION

January 17, 2019

ELI TOMAC
7 BACK-TO-BACK
MOTOCROSS CHAMPION



TIGER WOODS
"2018 TOUR CHAMPIONSHIP"
TOURNAMENT WINNER



SAFE HARBOR STATEMENT

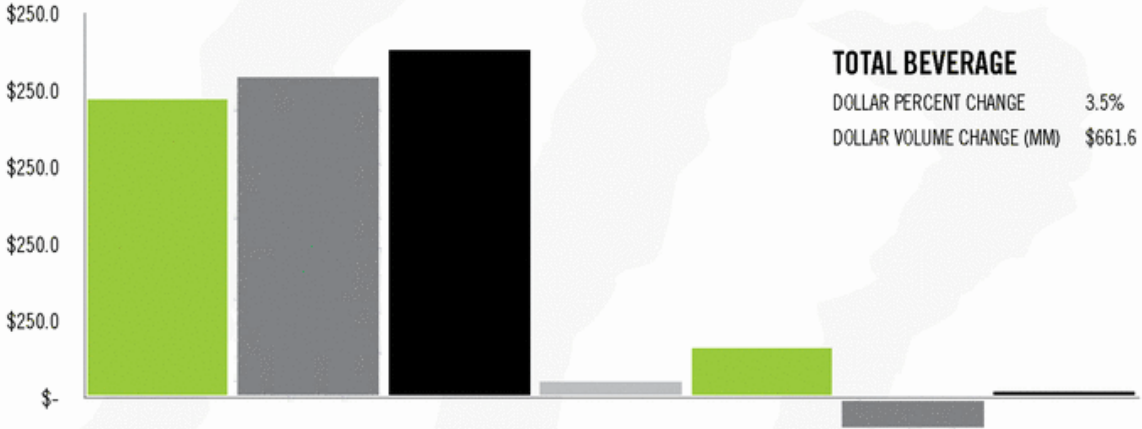


Certain statements made in this presentation may constitute “forward-looking statements” within the meaning of the U.S. federal securities laws, as amended, regarding the expectations of management with respect to our future operating results and other future events including revenues and profitability. 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: our ability to recognize benefits from The Coca-Cola Company (TCCC) transaction and the American Fruits & Flavors transaction; effects of our arbitration with TCCC regarding energy products developed by TCCC; our ability to introduce and increase sales of both existing and new products; 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; 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; 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, 2017 and our subsequent 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)



	SPARKLING SOFT DRINKS	WATER	ENERGY	SPORTS DRINKS	RTD COFFEE	JUICE + JUICE DRINKS	JUICE + JUICE DRINKS
DOLLAR VOLUME CHANGE	\$194.6	\$209.3	\$227.5	\$11.9	\$33.5	\$(19.6)	\$4.5
DOLLAR PERCENT CHANGE	2.9%	6.1%	8.1%	1.0%	7.4%	-0.6%	0.4%

ENERGY DRINK CATEGORY GROWING +8.1% LATEST 13 WEEKS IS OUTPACING TOTAL BEVERAGE CATEGORY GROWTH OF +3.5%

*Source: Nielsen AMC 13 W/E 12/29/2018

BRAND PERFORMANCE // TOTAL U.S. ALL CHANNELS/DOLLARS



AMC ALL MEASURED CHANNELS SNAPSHOT

	¹ VOL	¹ VOL CHG	¹ VOL %CHG	¹ SHR	¹ SHR CHG
TNA ENERGY	\$3,142,052,212	\$271,964,849	9.5%	100.0	0.0
TOTAL MEC	\$1,322,272,394	\$115,144,563	9.5%	42.1	0.0
MONSTER	\$1,185,522,550	\$109,061,727	10.1%	37.7	0.2
NOS	\$111,744,118	\$5,682,711	5.4%	3.6	-0.1
FULL THROTTLE	\$25,005,726	\$400,125	1.6%	0.8	-0.1
RED BULL	\$1,069,304,523	\$72,013,515	7.2%	34.0	-0.7
ROCKSTAR	\$202,755,461	\$-11,096,340	-5.2%	6.5	-1.0
AMP	\$17,270,382	\$-7,256,570	-29.6%	0.5	-0.3
STARBUCKS	\$104,861,001	\$1,382,348	1.3%	3.3	-0.3
5-HOUR	\$204,864,596	\$-8,362,064	-3.9%	6.5	-0.9
XYIENCE	\$8,578,276	\$1,183,623	16.0%	0.3	0.0
VENOM	\$8,225,496	\$-52,102	-0.6%	0.3	0.0
RIP IT	\$6,281,505	\$35,733	-0.6%	0.2	0.0
VPX BANG	\$118,100,913	\$106,096,878	883.8%	3.8	3.3
HI BALL	\$1,264,991	\$-668,973	-34.6%	0.0	0.0
A/O	\$78,272,676	\$3,615,704	4.8%	2.5	-0.1

*Source: Nielsen AMC 13 W/E 12/29/2018 vs. Year Ago

BRAND PERFORMANCE // TOTAL U.S. ALL CHANNELS/UNITS

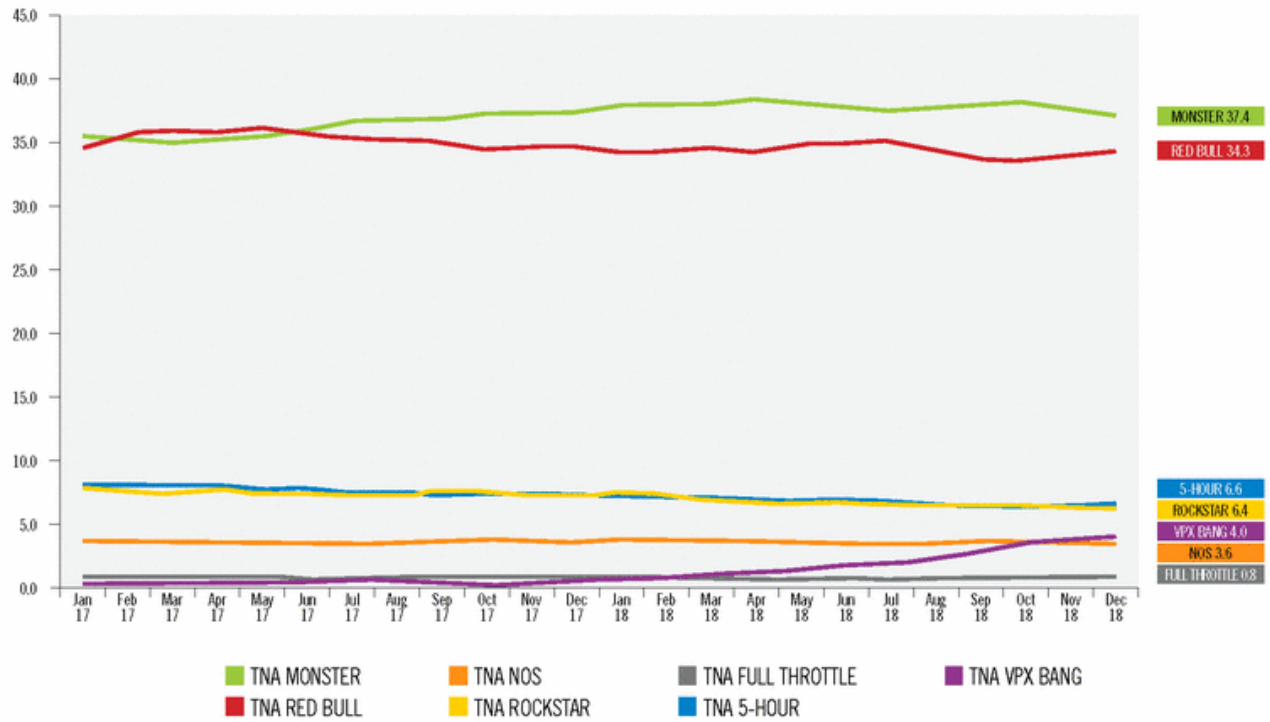


AMC ALL MEASURED CHANNELS SNAPSHOT

	U VOL	U VOL CHG	U VOL %CHG	U SHR	U SHR CHG
TNA ENERGY	1,151,506,078	71,450,955	6.6%	100.0	0.0
TOTAL MEC	499,002,834	12,625,393	2.6%	43.3	-1.7
MONSTER	442,564,224	16,451,400	3.9%	38.4	-1.0
NOS	45,852,874	-2,771,447	-5.7%	4.0	-0.5
FULL THROTTLE	10,585,736	-1,054,561	-9.1%	0.9	-0.2
RED BULL	331,762,814	27,827,265	9.2%	28.8	0.7
ROCKSTAR	112,184,065	-6,596,064	-5.6%	9.7	-1.3
AMP	9,144,349	-4,070,525	-30.8%	0.8	-0.4
STARBUCKS	37,095,281	-123,218	-0.3%	3.2	-0.2
5-HOUR	54,241,842	-2,959,939	-5.2%	4.7	-0.6
XYIENCE	4,349,297	601,604	16.1%	0.4	0.0
VENOM	8,411,258	-43,371	-0.5%	0.7	-0.1
RIP IT	6,299,594	-258,917	-3.9%	0.5	-0.1
VPX BANG	49,162,628	43,851,535	825.7%	4.3	3.8
HI BALL	660,095	-115,114	-14.8%	0.1	0.0
A/O	39,192,021	712,305	1.9%	3.4	-0.2

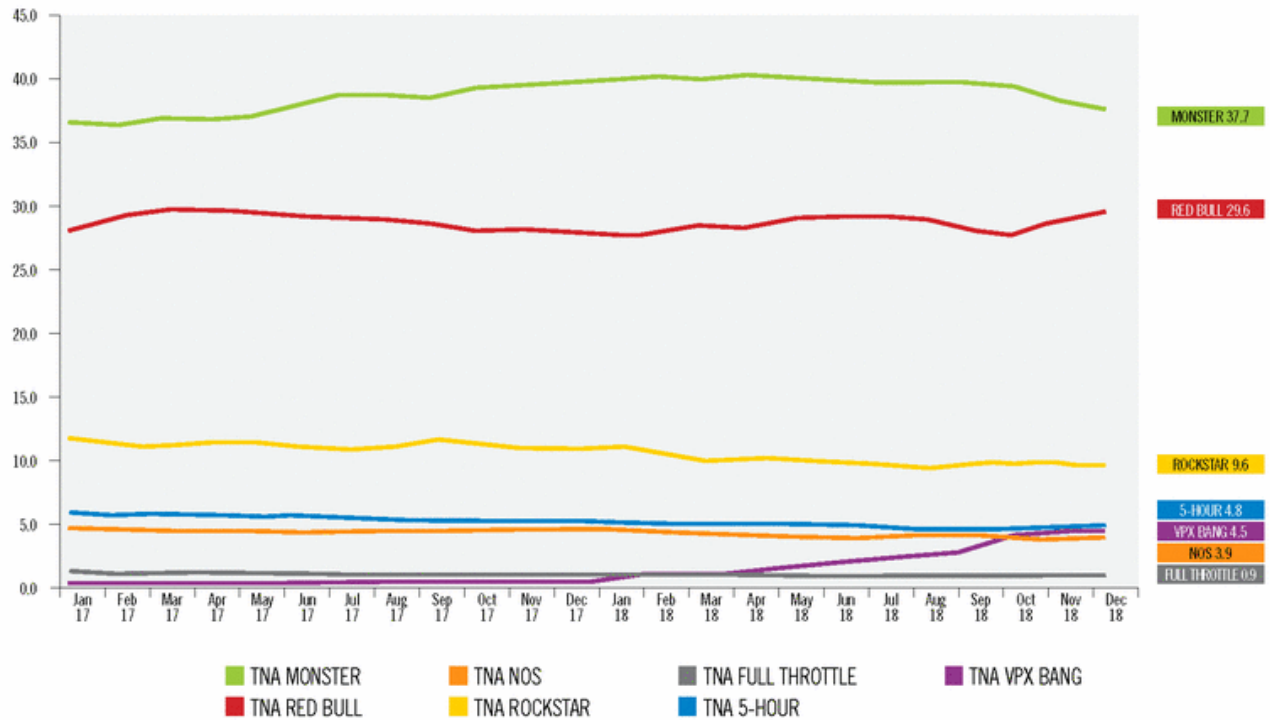
*Source: Nielsen AMC 13 W/E 12/29/2018 vs. Year Ago

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



*Source: Nielsen AMC 24 ME 12/29/2018

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



*Source: Nielsen AMC 24 ME 12/29/2018

BRAND PERFORMANCE // TOTAL U.S. CONVENIENCE/DOLLARS



TOTAL U.S. - CONVENIENCE SNAPSHOT

	¹ VOL	¹ VOL CHG	¹ VOL %CHG	¹ SHR	¹ SHR CHG
TNA ENERGY	\$2,273,193,371	\$182,500,151	8.7%	100.0	0.0
TOTAL MEC	\$954,953,698	\$70,924,410	8.0%	42.0	-0.3
MONSTER	\$844,602,631	\$66,004,041	8.5%	37.2	-0.1
NOS	\$89,626,093	\$4,383,607	5.1%	3.9	-0.1
FULL THROTTLE	\$20,724,974	\$536,761	2.7%	0.9	-0.1
RED BULL	\$777,918,407	\$50,954,193	7.0%	34.2	-0.6
ROCKSTAR	\$146,519,138	-\$12,280,480	-7.7%	6.4	-1.2
AMP	\$14,024,597	-\$6,612,779	-32.0%	0.6	-0.4
STARBUCKS	\$73,119,521	\$1,240,579	1.7%	3.2	-0.2
5-HOUR	\$141,441,232	-\$6,754,585	-4.6%	6.2	-0.9
XYIENCE	\$6,520,622	\$614,487	10.4%	0.3	0.0
VENOM	\$4,445,797	-\$433,398	-8.9%	0.2	0.0
RIP IT	\$5,341,125	-\$66,399	-1.2%	0.2	0.0
VPX BANG	\$94,314,202	\$84,081,723	821.7%	4.1	3.7
HI BALL	\$200,214	-\$334,831	-62.6%	0.0	0.0
A/O	\$54,394,818	\$1,167,230	2.2%	2.4	-0.2

*Source: Nielsen Total U.S. Convenience 13 W/E 12/29/2018 vs. Year Ago

BRAND PERFORMANCE // TOTAL U.S. CONVENIENCE/UNITS



TOTAL U.S. - CONVENIENCE SNAPSHOT

	U VOL	U VOL CHG	U VOL %CHG	U SHR	U SHR CHG
TNA ENERGY	867,627,457	44,414,797	5.4%	100.0	0.0
TOTAL MEC	386,543,797	4,801,569	1.3%	44.6	-1.8
MONSTER	339,193,966	6,996,197	2.1%	39.1	-1.3
NOS	38,191,807	-1,551,452	-3.9%	4.4	-0.4
FULL THROTTLE	9,158,024	-643,177	-6.6%	1.1	-0.1
RED BULL	254,235,776	20,133,144	8.6%	29.3	0.9
ROCKSTAR	76,771,503	-7,127,303	-8.5%	8.8	-1.3
AMP	7,081,066	-3,622,926	-33.8%	0.8	-0.5
STARBUCKS	25,297,209	365,785	1.5%	2.9	-0.1
5-HOUR	42,259,075	-2,326,928	-5.2%	4.9	-0.5
XYIENCE	3,142,434	244,752	8.4%	0.4	0.0
VENOM	4,421,378	-419,647	-8.7%	0.5	-0.1
RIP IT	5,319,944	-320,732	-5.7%	0.6	-0.1
VPX BANG	38,025,789	33,501,781	740.5%	4.4	3.8
HI BALL	207,089	-44,530	-17.7%	0.0	0.0
A/O	24,322,398	-770,167	-3.1%	2.8	-0.2

*Source: Nielsen Total U.S. Convenience 13 W/E 12/29/2018 vs. Year Ago

BRAND PERFORMANCE // TOTAL U.S. CONVENIENCE/DOLLARS



TOTAL U.S. - CONVENIENCE SNAPSHOT

	\$ VOL	\$ VOL CHG	\$ VOL %CHG	\$ SHR	\$ SHR CHG	U PRICE	U PRICE LY	U PRICE CHG
TNA ENERGY	\$846,621,183	\$75,396,891	9.8%	100	0.0	\$2.65	\$2.54	\$0.11
TOTAL MEC	\$352,778,659	\$25,147,947	7.7%	41.7	-0.8	\$2.53	\$2.31	\$0.22
MONSTER	\$311,418,811	\$23,252,295	8.1%	36.8	-0.6	\$2.55	\$2.34	\$0.21
NOS	\$33,533,819	\$1,598,569	5.0%	4.0	-0.2	\$2.43	\$2.14	\$0.28
FULL THROTTLE	\$7,826,029	\$297,083	3.9%	0.9	-0.1	\$2.31	\$2.05	\$0.26
RED BULL	\$291,376,941	\$23,785,620	8.9%	34.4	-0.3	\$3.03	\$3.11	-\$0.07
ROCKSTAR	\$54,281,702	-\$4,100,003	-7.0%	6.4	-1.2	\$1.93	\$1.90	\$0.03
AMP	\$5,097,792	-\$2,560,897	-33.4%	0.6	-0.4	\$1.98	\$1.92	\$0.06
STARBUCKS	\$26,328,847	\$1,131,301	4.5%	3.1	-0.2	\$2.91	\$2.90	\$0.01
5-HOUR	\$53,152,451	-\$1,443,714	-2.6%	6.3	-0.8	\$3.38	\$3.30	\$0.08
XYIENCE	\$2,408,203	\$272,640	12.8%	0.3	0.0	\$2.09	\$2.03	\$0.05
VENOM	\$1,657,772	-\$144,031	-8.0%	0.2	0.0	\$1.01	\$1.01	\$0.00
RIP IT	\$2,029,556	\$68,399	3.5%	0.2	0.0	\$0.97	\$0.86	\$0.11
VPX BANG	\$37,583,340	\$33,185,440	754.6%	4.4	3.9	\$2.51	\$2.27	\$0.25
HI BALL	\$62,402	-\$111,512	-64.1%	0.0	0.0	\$0.95	\$1.82	-\$0.86
A/O	\$19,863,518	\$165,700	0.8%	2.3	-0.2	\$2.25	\$2.13	\$0.12

*Source: Nielsen Convenience 5 W/E 12/29/18 vs. Year Ago

BRAND PERFORMANCE // TOTAL U.S. CONVENIENCE/UNITS

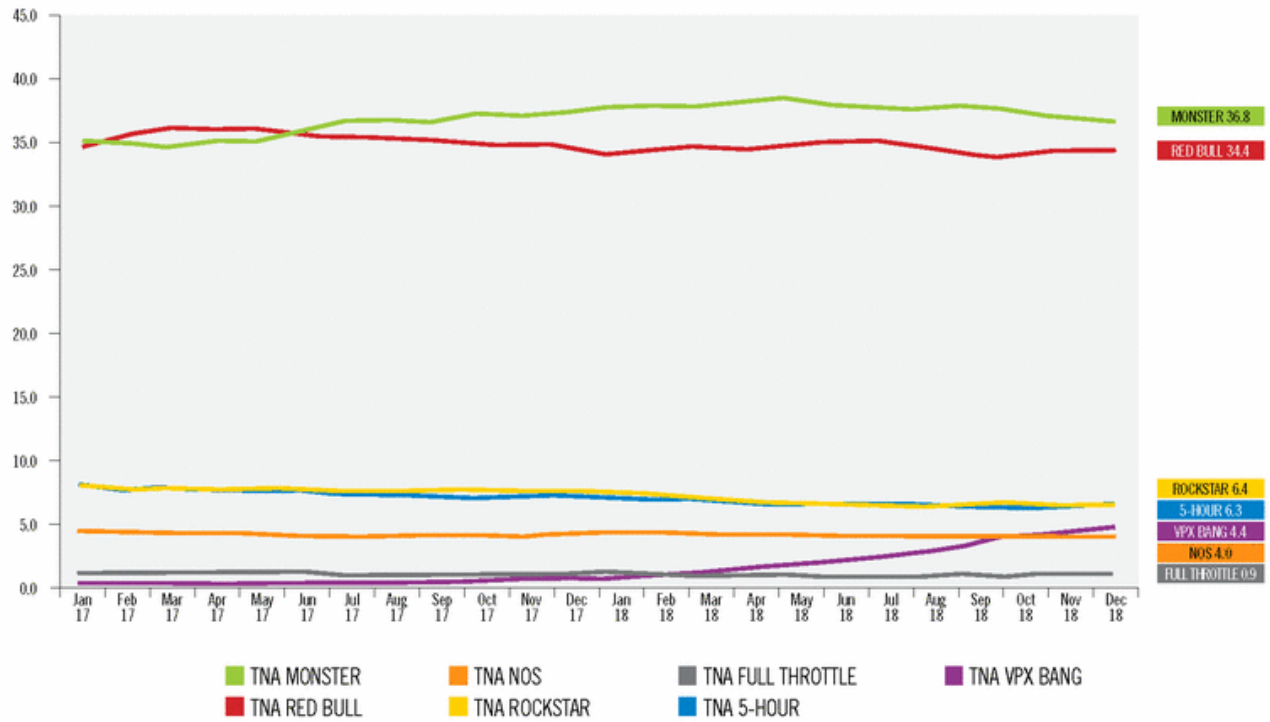


TOTAL U.S. - CONVENIENCE SNAPSHOT

	U VOL	U VOL CHG	U VOL %CHG	U SHR	U SHR CHG
TNA ENERGY	319,510,966	15,312,405	5.0%	100.0	0.0
TOTAL MEC	139,333,927	-2,421,404	-1.7%	43.6	-3.0
MONSTER	122,126,073	-1,075,324	-0.9%	38.2	-2.3
NOS	13,825,909	-1,063,389	-7.1%	4.3	-0.6
FULL THROTTLE	3,381,945	-282,691	-7.7%	1.1	-0.1
RED BULL	96,005,880	9,872,835	11.5%	30.0	1.7
ROCKSTAR	28,100,404	-2,596,673	-8.5%	8.8	-1.3
AMP	2,571,838	-1,414,699	-35.5%	0.8	-0.5
STARBUCKS	9,046,347	360,585	4.2%	2.8	0.0
5-HOUR	15,717,932	-810,315	-4.9%	4.9	-0.5
XYIENCE	1,154,339	104,422	9.9%	0.4	0.0
VENOM	1,649,493	-140,640	-7.9%	0.5	-0.1
RIP IT	2,090,481	-198,370	-8.7%	0.7	-0.1
VPX BANG	14,961,272	13,021,040	671.1%	4.7	4.0
HI BALL	65,516	-30,216	-31.6%	0.0	0.0
A/O	8,813,536	-434,161	-4.7%	2.8	-0.3

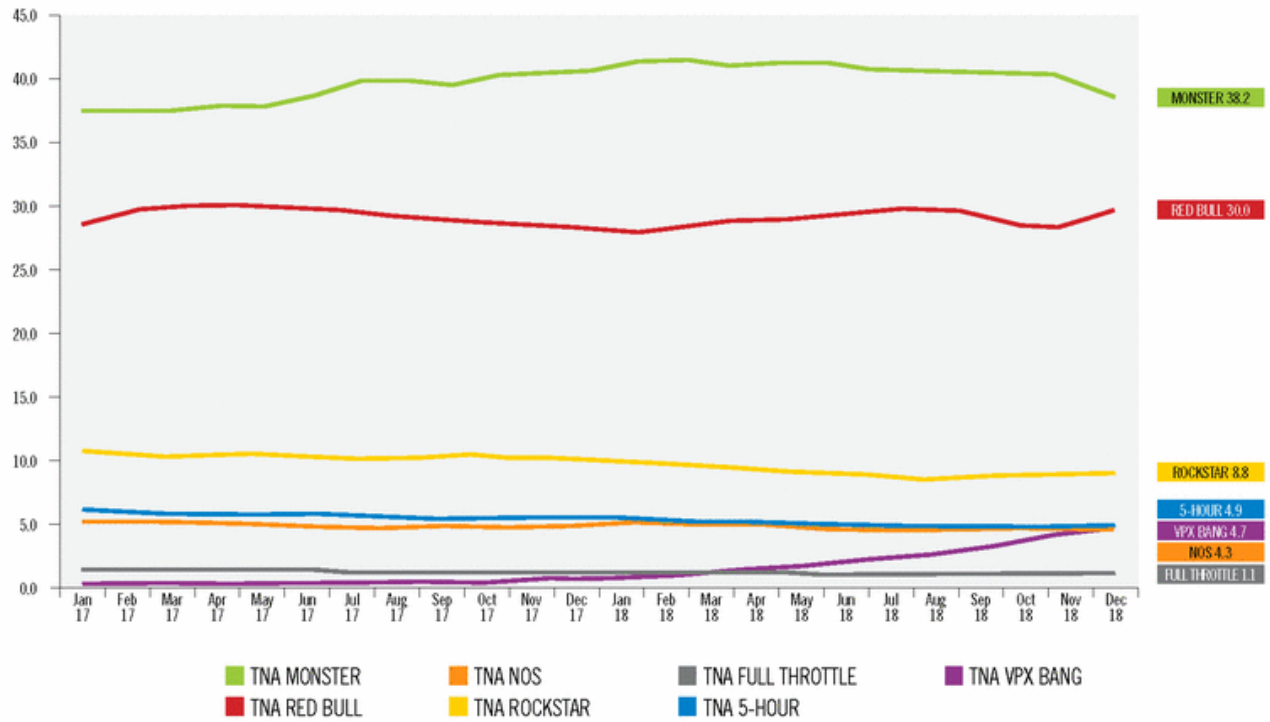
*Source: Nielsen Total U.S. Convenience 5 W/E 12/29/2018 vs. Year Ago

ENERGY CATEGORY // DOLLAR SHARE - CONVENIENCE



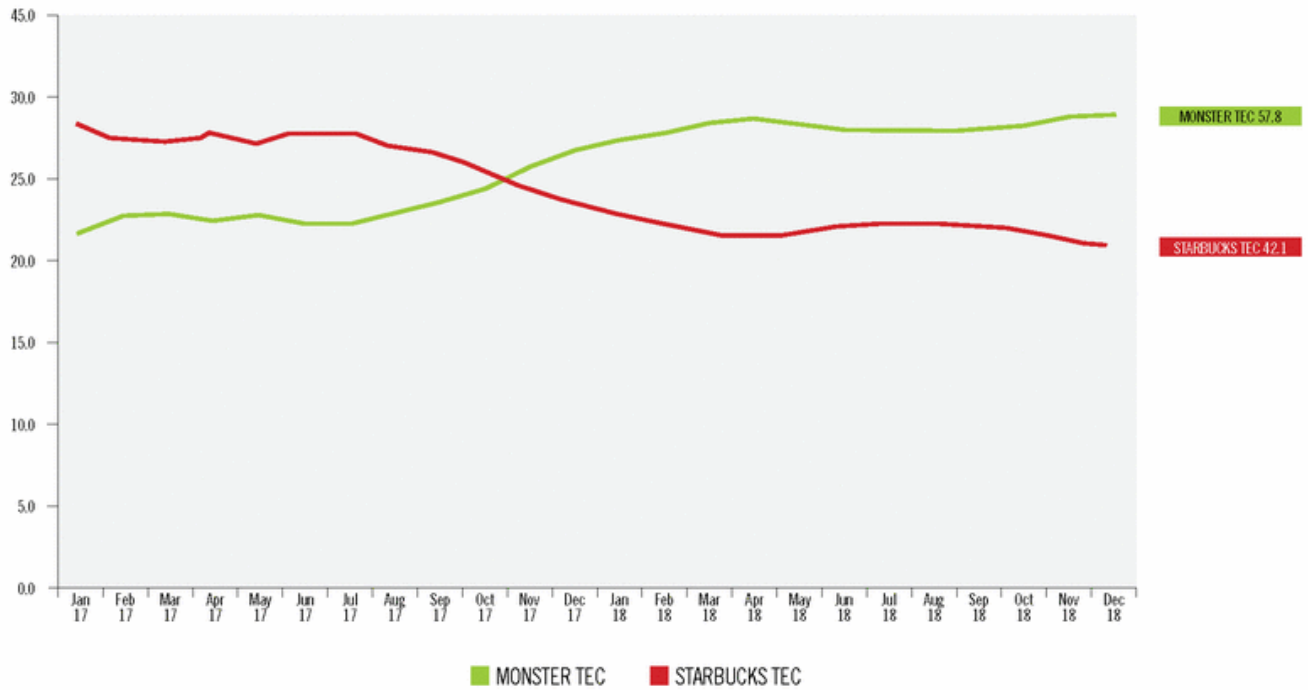
*Source: Nielsen Total U.S. Convenience 24 ME 12/29/18

ENERGY CATEGORY // UNIT SHARE - CONVENIENCE



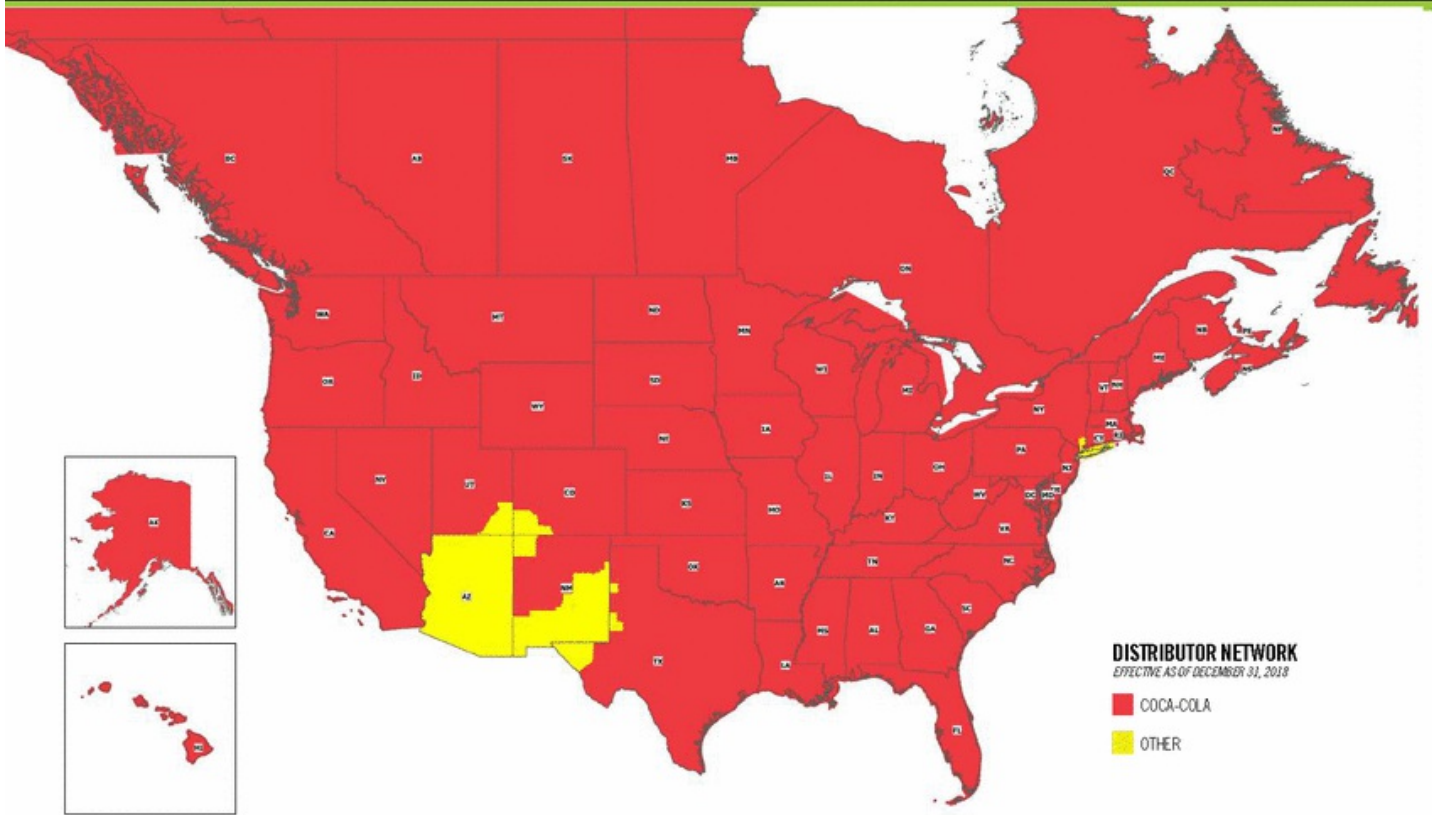
*Source: Nielsen Total U.S. Convenience 24 ME 12/29/18

ENERGY COFFEE CATEGORY // DOLLAR SHARE - CONVENIENCE



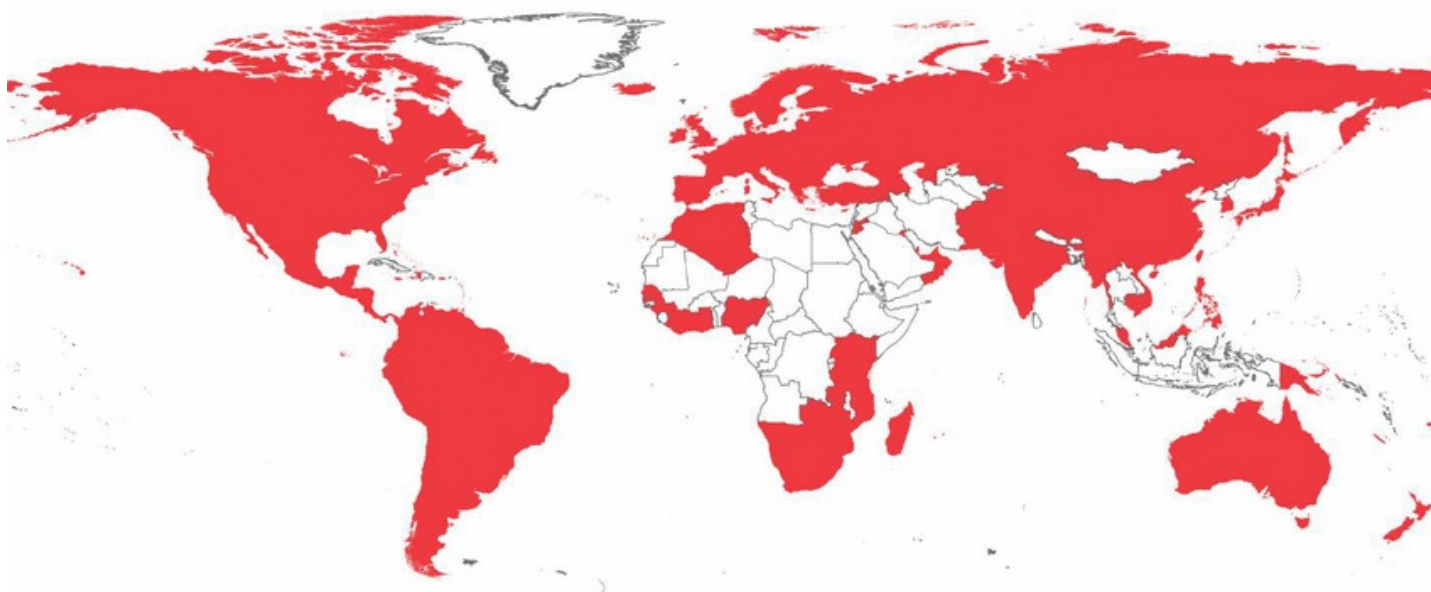
*Source: Nielsen Total U.S. Convenience 24 ME 12/29/2018

DISTRIBUTION MAP // NORTH AMERICA



Maps not to scale

DISTRIBUTION // AT LEAST ONE COMPANY BRAND FOLLOWING KO TRANSACTION

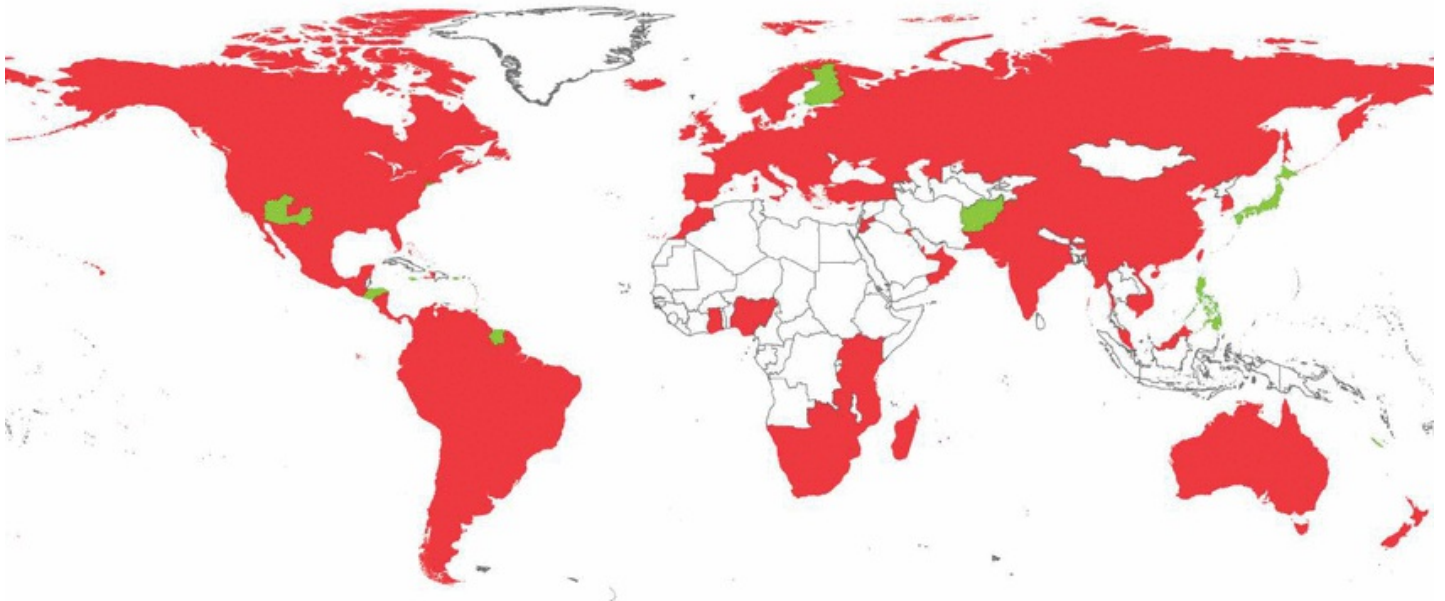


WORLD TERRITORIES COMPANY COVERAGE

EFFECTIVE AS OF DECEMBER 31, 2018

■ AT LEAST ONE BRAND BEING DISTRIBUTED

DISTRIBUTION // MONSTER ENERGY DRINKS



WORLD TERRITORIES COMPANY COVERAGE

MONSTER ENERGY BRAND - EFFECTIVE AS OF DECEMBER 31, 2018

- COCA-COLA SYSTEM BOTTLERS
- ALL OTHER - INDEPENDENT
- NO COVERAGE

DISTRIBUTION*



MONSTER IS NOW DISTRIBUTED IN
141 COUNTRIES AND TERRITORIES.

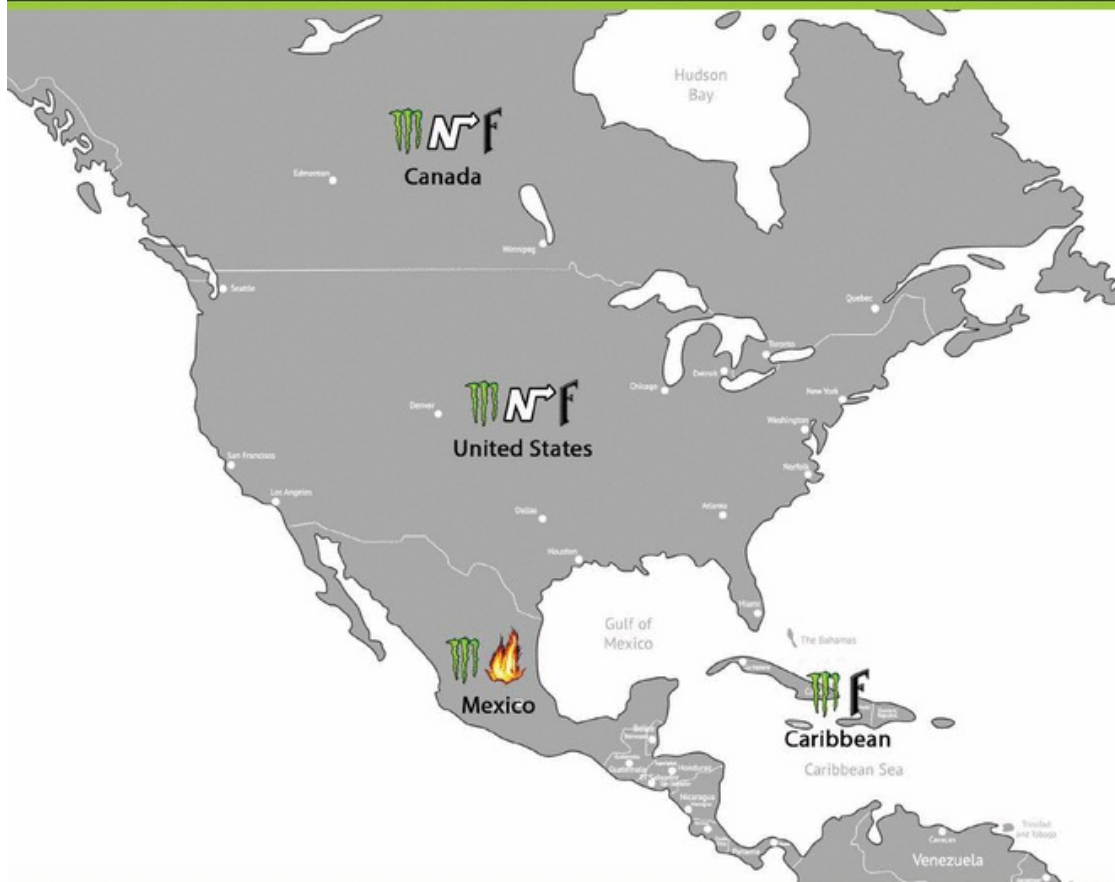
STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
96 COUNTRIES AND TERRITORIES.

AFFORDABLE ENERGY IS NOW DISTRIBUTED IN
5 COUNTRIES WORLDWIDE.

ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN
A TOTAL OF 155 COUNTRIES AND TERRITORIES WORLDWIDE.

*As of 12/31/2018

ENERGY PORTFOLIO // NORTH AMERICA



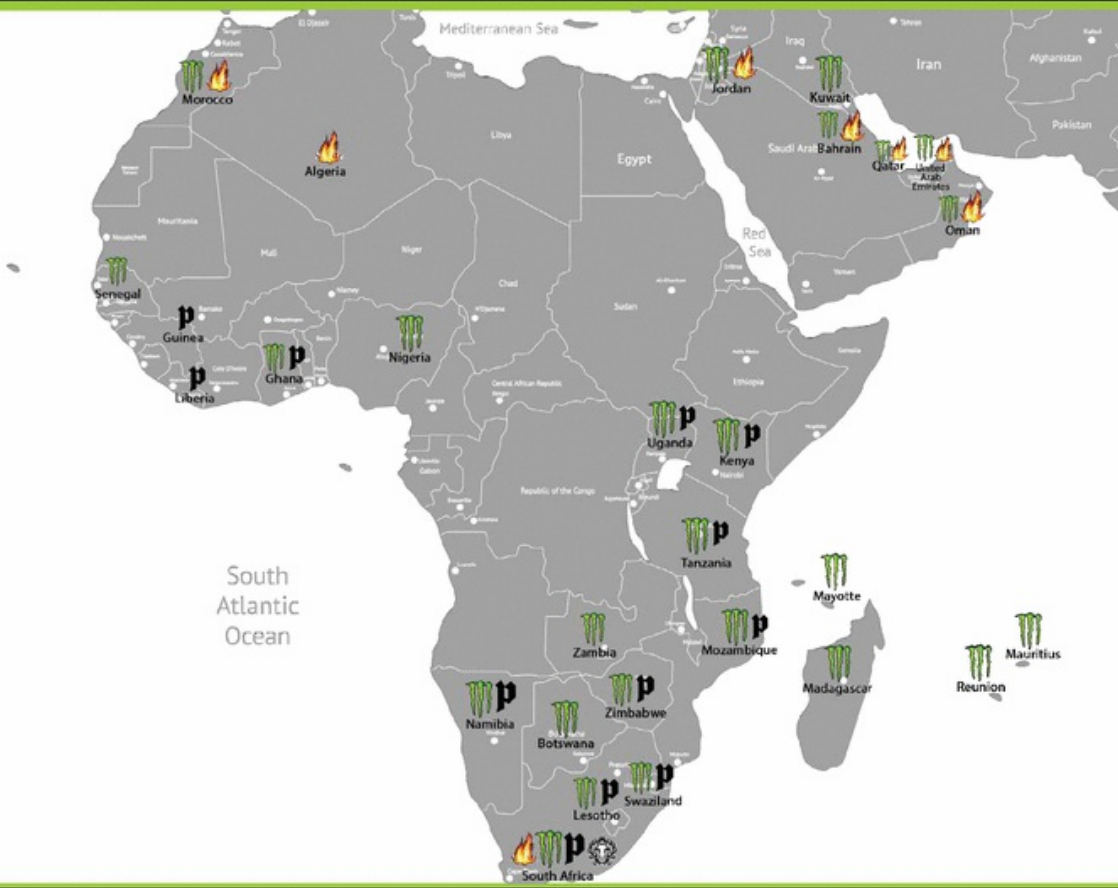
ENERGY PORTFOLIO // ASIA PACIFIC



ENERGY PORTFOLIO // CENTRAL & SOUTH AMERICA



ENERGY PORTFOLIO // AFRICA



South Atlantic Ocean

AFGHANISTAN // SELECTED MARKET



NATIONAL DISTRIBUTION IN MODERN TRADE, CONVENIENCE AND WHOLESALE.



CONVENIENCE
KABUL



AFGHAN CASH AND CARRY
KABUL



ETEMAD STORE
KABUL



HANGAHAT
KANDAHAR



SUPERMARKET
KABUL



MACROYAN
KABUL



MACROYAN
KABUL



SUPERMARKET
KABUL



550BRL RESEALABLE IN CONVENIENCE
HERAT

The Company does not procure Afghanistan Market Data

AUSTRALIA // SELECTED MARKET



	LAST 3 MONTHS 2018	LAST MONTH 2018
ENERGY CATEGORY VALUE GROWTH	+0.5%	-4.7%
MONSTER VALUE GROWTH	+23.4%	+20.5%
MONSTER VALUE SHARE	9.2%	9.5%
MOTHER VALUE GROWTH	+4.7%	-3.8%
MOTHER VALUE SHARE	13.6%	13.6%
PORTFOLIO VALUE SHARE	22.8%	23.1%

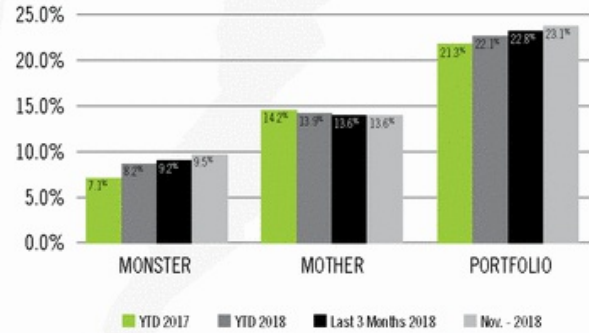


WOOLWORTHS, GROCERY STORE, AUSTRALIA



BP PETROL, AUSTRALIA

AUSTRALIA VALUE SHARE MONSTER, MOTHER - PORTFOLIO



Source: IRI Value Sales to 11/2018. Total All Measured Channels

BELGIUM // SELECTED MARKET



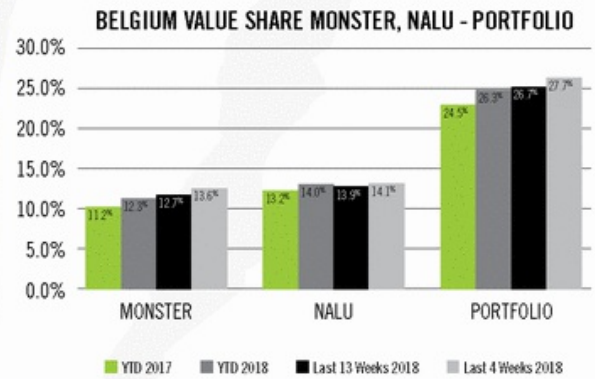
	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+11.4%	+6.5%
MONSTER VALUE GROWTH	+21.1%	+26.0%
MONSTER VALUE SHARE	12.7%	13.6%
NALU VALUE GROWTH	+24.7%	+30.7%
NALU VALUE SHARE	13.9%	14.1%
PORTFOLIO VALUE SHARE	26.7%	27.7%



DELHAIZE, SUPERMARKET, BELGIUM



CARREFOUR, HYPERMARKET, BELGIUM



Source: Nielsen Value Sales to 11/4/2018. Total All Measured Channels

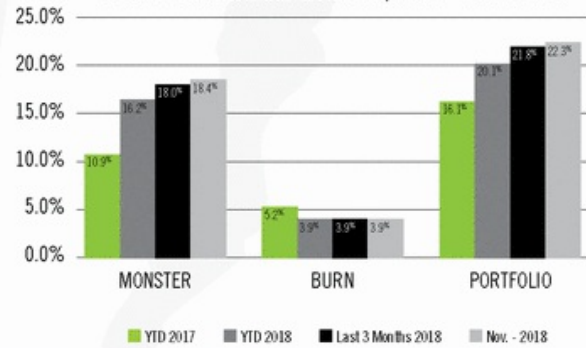
BRAZIL // SELECTED MARKET



	LAST 3 MONTHS 2018	LAST MONTH 2018
ENERGY CATEGORY VALUE GROWTH	+7.0%	+8.8%
MONSTER VALUE GROWTH	+36.9%	+40.4%
MONSTER VALUE SHARE	18.0%	18.4%
BURN VALUE GROWTH	-4.5%	+2.3%
BURN VALUE SHARE	3.9%	3.9%
PORTFOLIO VALUE SHARE	21.8%	22.3%



BRAZIL VALUE SHARE MONSTER, BURN - PORTFOLIO



Source: Nielsen Value Sales to 11/2018. Total All Measured Channels

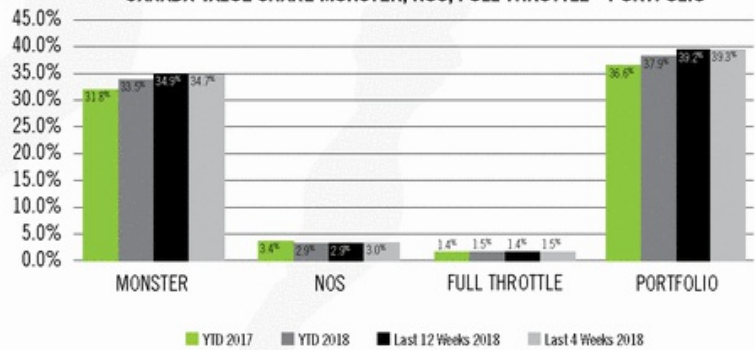
CANADA // SELECTED MARKET



	LAST 12 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+6.6%	+6.4%
MONSTER VALUE GROWTH	+13.9%	+12.2%
MONSTER VALUE SHARE	34.9%	34.7%
NOS VALUE GROWTH	-6.9%	-3.6%
NOS VALUE SHARE	2.9%	3.0%
FULL THROTTLE VALUE GROWTH	+1.1%	+0.8%
FULL THROTTLE VALUE SHARE	1.4%	1.5%
PORTFOLIO VALUE SHARE	39.2%	39.3%



CANADA VALUE SHARE MONSTER, NOS, FULL THROTTLE - PORTFOLIO



Source: Nielsen Value Sales to 12/8/2018. National Gas & Convenience

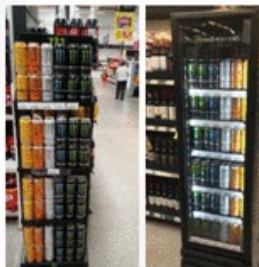
CHILE // SELECTED MARKET



	LAST 3 MONTHS 2018	LAST MONTH 2018
ENERGY CATEGORY VALUE GROWTH	+7.0%	+8.3%
MONSTER VALUE GROWTH	+19.1%	+20.2%
PORTFOLIO VALUE SHARE	34.6%	34.8%

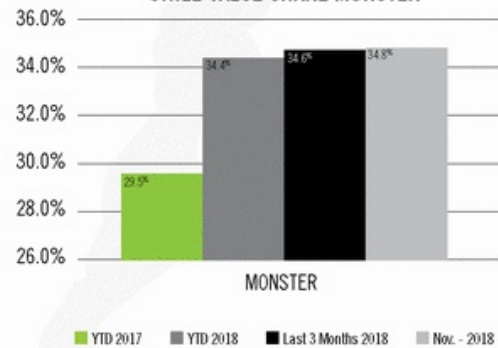


SANTA ISABEL, SUPERMARKET, CHILE



UNIMARC, SUPERMARKET, CHILE

CHILE VALUE SHARE MONSTER



Source: Nielsen Value Sales to 11/2018. Total All Measured Channels

CHINA // SELECTED MARKET



**NATIONAL DISTRIBUTION WITH FOCUS ON 40 CITIES AND KEY ACCOUNTS IN MODERN TRADE.
SUCCESSFULLY RAN NATIONAL UNDER-THE-TAB SUMMER PROMOTION.
LAUNCHED ULTRA IN Q4, 2018, IN SELECTED MARKETS.**



SHENYANG, RT MART
END CAPS



CHONGQING, SINOPEC
SPECIAL DISPLAY



SHANGHAI, CARREFOUR
PUBG UTC DISPLAY



GUANGZHOU, EDUCATION
ULTRA LAUNCH SAMPLING



GUANGZHOU, WAL-MART
RETAIL SAMPLING



BEIJING, CENTURY MART
MONSTER GREEN STATION



CHONGQING, CARREFOUR
ULTRA LAUNCH DISPLAY



SHENZHEN, MEIYIHA
MONSTER MODEL STORE

The Company does not procure China Market Data.

CZECH REPUBLIC // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+16.6%	+18.8%
MONSTER VALUE GROWTH	+59.5%	+91.1%
PORTFOLIO VALUE SHARE	14.3%	13.9%

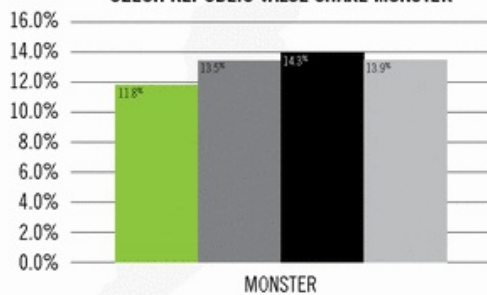


ALBERT, SUPERMARKET, CZECH



TESCO, HYPERMARKET, CZECH

CZECH REPUBLIC VALUE SHARE MONSTER



■ YTD 2017 ■ YTD 2018 ■ Last 13 Weeks 2018 ■ Last 4 Weeks 2018

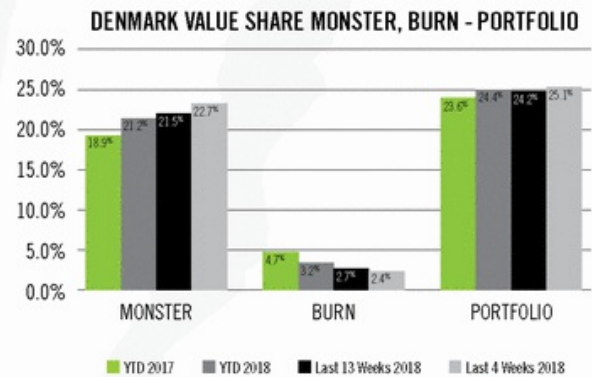
Source: - Nielsen Value Sales to 12/2/2018. Total All Measured Channels

DENMARK // SELECTED MARKET



LAST 13 WEEKS 2018 LAST 4 WEEKS 2018

ENERGY CATEGORY VALUE GROWTH	+18.9%	+23.9%
MONSTER VALUE GROWTH	+30.9%	+44.3%
MONSTER VALUE SHARE	21.5%	22.7%
BURN VALUE GROWTH	-32.0%	-27.1%
BURN VALUE SHARE	2.7%	2.4%
PORTFOLIO VALUE SHARE	24.2%	25.1%



Source: Nielsen Value Sales to 11/4/2018. Total All Measured Channels

FRANCE // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+9.1%	+13.1%
MONSTER VALUE GROWTH	+14.2%	+15.2%
MONSTER VALUE SHARE	25.1%	24.9%
BURN VALUE GROWTH	-23.7%	-26.8%
BURN VALUE SHARE	1.0%	0.9%
PORTFOLIO VALUE SHARE	26.1%	25.9%

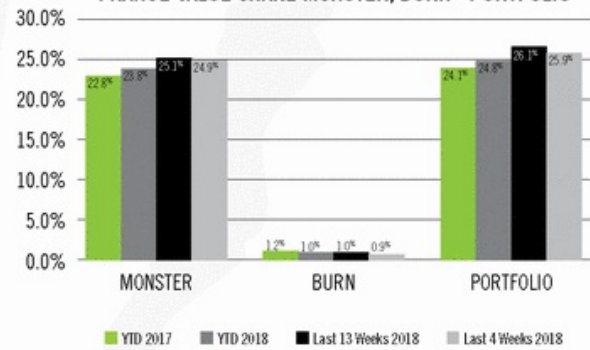


MONOPRIX LA DÉFENSE,
SUPERMARKET, FRANCE



CARREFOUR, HYPERMARKET, FRANCE

FRANCE VALUE SHARE MONSTER, BURN - PORTFOLIO



Source: Nielsen Value Sales to 12/2/2018. Total All Measured Channels

GERMANY // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+14.6%	+10.6%
MONSTER VALUE GROWTH	+23.9%	+25.4%
MONSTER VALUE SHARE	17.1%	17.4%
RELENTLESS VALUE GROWTH	-45.6%	-43.7%
RELENTLESS VALUE SHARE	0.4%	0.5%
PORTFOLIO VALUE SHARE	17.6%	17.9%

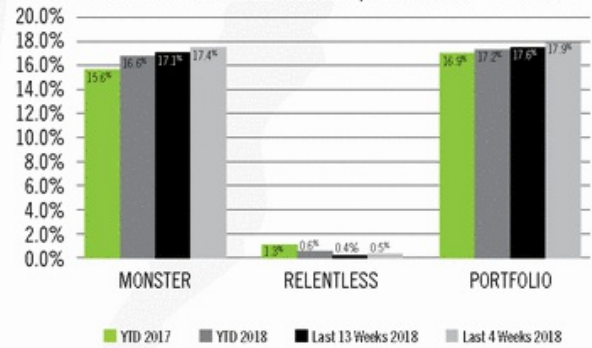


EDEKA, HYPERMARKET, GERMANY



REWE, LARGE SUPERMARKET, GERMANY

GERMANY VALUE SHARE MONSTER, RELENTLESS - PORTFOLIO



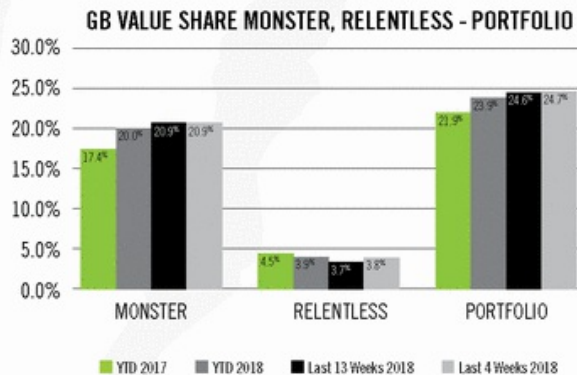
Source: Nielsen Value Sales to 12/2/2018. Total All Measured Channels excl. hard discounters

GREAT BRITAIN // SELECTED MARKET



LAST 13 WEEKS 2018 LAST 4 WEEKS 2018

ENERGY CATEGORY VALUE GROWTH	+10.0%	+8.3%
MONSTER VALUE GROWTH	+20.9%	+17.1%
MONSTER VALUE SHARE	20.9%	20.9%
RELENTLESS VALUE GROWTH	-14.0%	-8.8%
RELENTLESS VALUE SHARE	3.7%	3.8%
PORTFOLIO VALUE SHARE	24.6%	24.7%



Source: Nielsen Value Sales to 12/1/2018. Total All Measured Channels

GREECE // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+4.4%	+7.7%
MONSTER VALUE GROWTH	+6.6%	+5.1%
PORTFOLIO VALUE SHARE	34.2%	33.1%

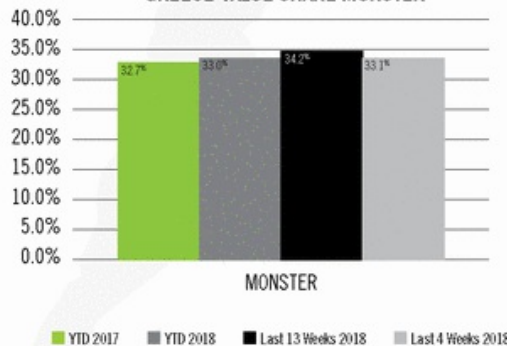


KA MY MARKET, SUPERMARKET, GREECE



LIDL, DISCOUNTER, GREECE

GREECE VALUE SHARE MONSTER



Source: Nielsen Value Sales to 10/2018. Total All Measured Channels

REPUBLIC OF IRELAND // **SELECTED MARKET**



	LAST 13 WEEKS 2018	LAST 8 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+18.0%	+16.7%
MONSTER VALUE GROWTH	+31.9%	+30.5%
MONSTER VALUE SHARE	18.7%	18.8%
BPM VALUE GROWTH	+4.5%	+6.1%
BPM VALUE SHARE	3.3%	3.5%
PORTFOLIO VALUE SHARE	22.0%	22.3%

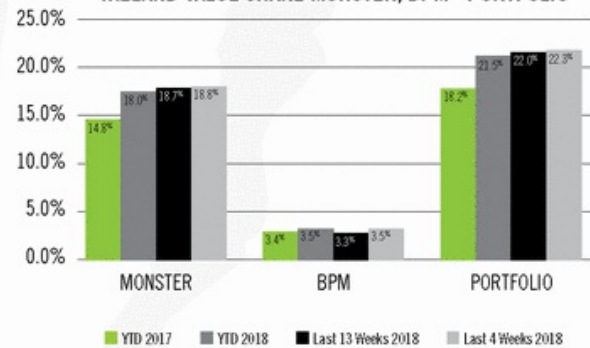


SPAR, CONVENIENCE, IRELAND



CIRCLE K, SUPERMARKET, IRELAND

IRELAND VALUE SHARE MONSTER, BPM - PORTFOLIO



Source: Nielsen Value Sales ROI to 10/31/2018. Total All Measured Channels

JAPAN // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+24.4%	+27.3%
MONSTER VALUE GROWTH	+32.2%	+34.8%
PORTFOLIO VALUE SHARE	47.2%	46.8%

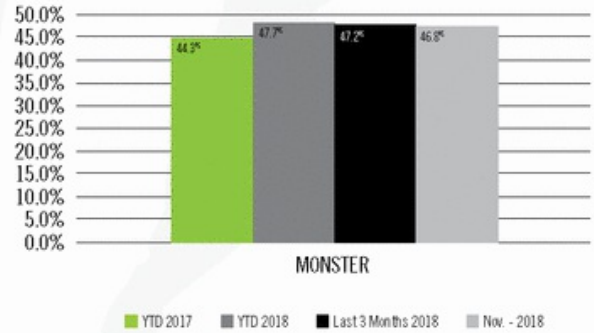


CONVENIENCE, JAPAN



MOTOGP PROMO AT SM, JAPAN

JAPAN VALUE SHARE MONSTER



Source: Intage Convenience Value Sales to 11/2018

MEXICO // SELECTED MARKET



	LAST 3 MONTHS 2018	LAST MONTH 2018
ENERGY CATEGORY VALUE GROWTH	+24.5%	+19.5%
MONSTER VALUE GROWTH	+21.0%	+12.1%
MONSTER VALUE SHARE	28.9%	28.1%
BURN VALUE GROWTH	-17.2%	-30.9%
BURN VALUE SHARE	1.4%	1.1%
PORTFOLIO VALUE SHARE	30.3%	29.2%

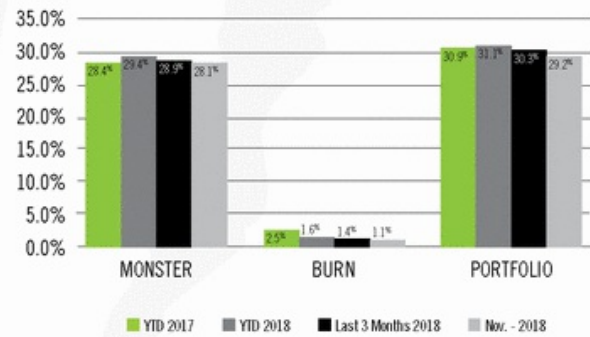


WALMART, HYPERMARKET, MEXICO



OXXO, MEXICO

MEXICO VALUE SHARE MONSTER, BURN - PORTFOLIO

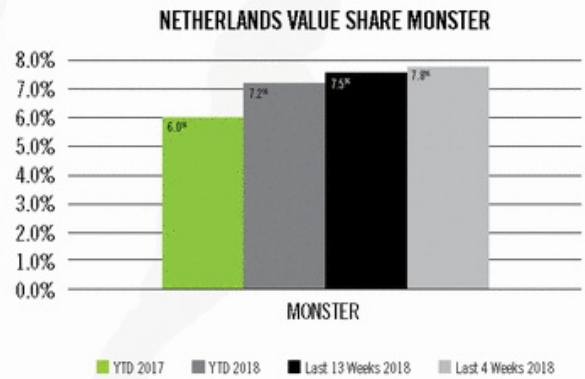


Source: Nielsen Value Sales to 11/2018. Total All Measured Channels

NETHERLANDS // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+9.0%	+8.8%
MONSTER VALUE GROWTH	+17.5%	+16.6%
PORTFOLIO VALUE SHARE	7.5%	7.8%



Source: Nielsen Value Sales to 12/2/2018. Total All Measured Channels

NORWAY // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+25.4%	+25.1%
MONSTER VALUE GROWTH	+38.0%	+43.3%
MONSTER VALUE SHARE	17.4%	18.0%
BURN VALUE GROWTH	+20.8%	+18.8%
BURN VALUE SHARE	13.5%	13.5%
PORTFOLIO VALUE SHARE	30.9%	31.5%

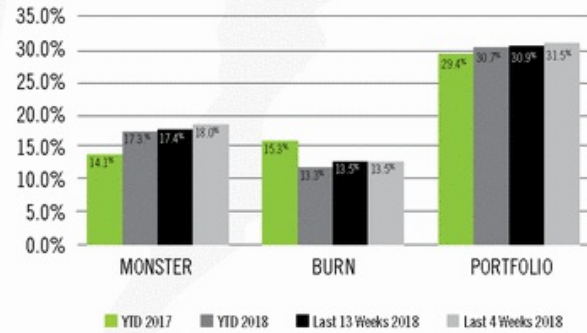


COOP X-TRA, SUPERMARKET, NORWAY



COOP X-TRA, SUPERMARKET, NORWAY

NORWAY VALUE SHARE MONSTER, BURN - PORTFOLIO



Source: Nielsen Value Sales to 12/2/2018. Total All Measured Channels

POLAND // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+22.2%	+16.9%
MONSTER VALUE GROWTH	+63.6%	+53.6%
MONSTER VALUE SHARE	10.9%	10.9%
BURN VALUE GROWTH	+20.5%	+22.1%
BURN VALUE SHARE	3.4%	3.3%
PORTFOLIO VALUE SHARE	14.3%	14.2%

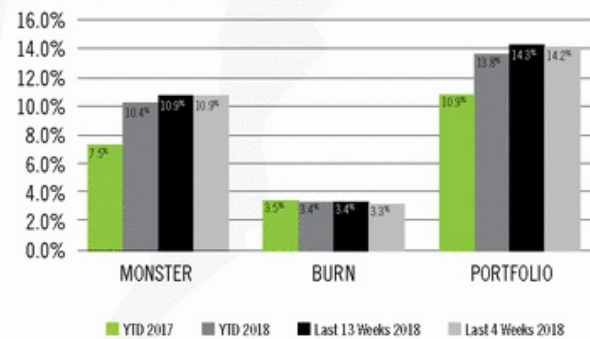


CARREFOUR, HYPERMARKET, POLAND



TESCO, HYPERMARKET, POLAND

POLAND VALUE SHARE MONSTER, BURN - PORTFOLIO



Source: Nielsen Value Sales to 11/18/2018. Total All Measured Channels

RUSSIA // SELECTED MARKET

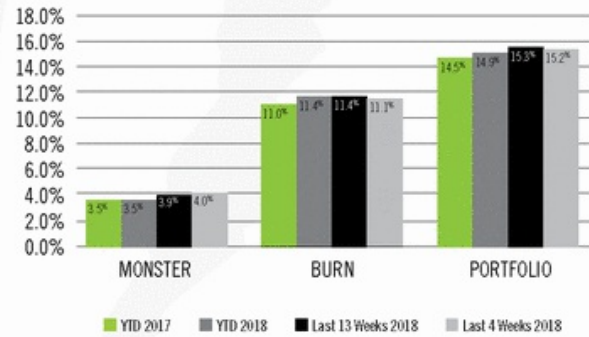


	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+33.6%	+38.6%
MONSTER VALUE GROWTH	+40.6%	+43.9%
MONSTER VALUE SHARE	3.9%	4.0%
BURN VALUE GROWTH	+33.1%	+28.7%
BURN VALUE SHARE	11.4%	11.1%
PORTFOLIO VALUE SHARE	15.3%	15.2%



SAMBERY HM, VLADIVOSTOK, & O'KEY, HM, NIZHNIY NOVGOROD RUSSIA

RUSSIA VALUE SHARE MONSTER, BURN - PORTFOLIO



Source: Nielsen Value Sales to 10/2018. Total All Measured Channels

SOUTH AFRICA // SELECTED MARKET



LAST 13 WEEKS 2018 LAST 4 WEEKS 2018

ENERGY CATEGORY VALUE GROWTH	+20.7%	+20.6%
MONSTER VALUE GROWTH	+20.9%	+25.4%
MONSTER VALUE SHARE	15.8%	15.8%
PLAY VALUE GROWTH	-2.3%	+1.5%
PLAY VALUE SHARE	16.5%	16.7%
BURN VALUE GROWTH	+102.1%	+87.5%
BURN VALUE SHARE	6.3%	6.4%
PORTFOLIO VALUE SHARE	38.7%	38.9%



PICK N PAY WOODMEAD, GROCERY
HYPERMARKET, SOUTH AFRICA



SPARCS SUPER SPAR,
HYPERMARKET, SOUTH AFRICA

Source: Nielsen Value Sales to 11/2018. Total All Measured Channels
No market share data available for Predator due to recent launch.

SOUTH AFRICA VALUE SHARE MONSTER, PLAY, BURN - PORTFOLIO



SOUTH KOREA // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+20.3%	+19.6%
MONSTER VALUE GROWTH	+79.9%	+77.6%
PORTFOLIO VALUE SHARE	36.7%	37.6%



SSG DEPARTMENT STORE POP-UP

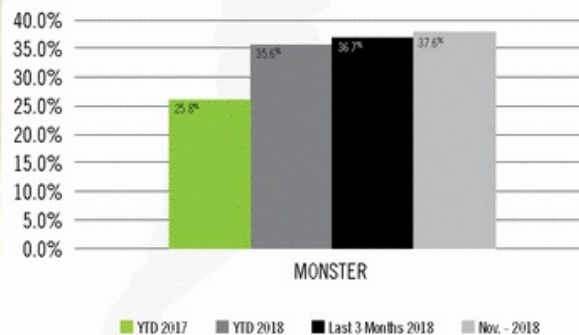


ICYS GO STORE



CU GAPYUNG

SOUTH KOREA VALUE SHARE MONSTER

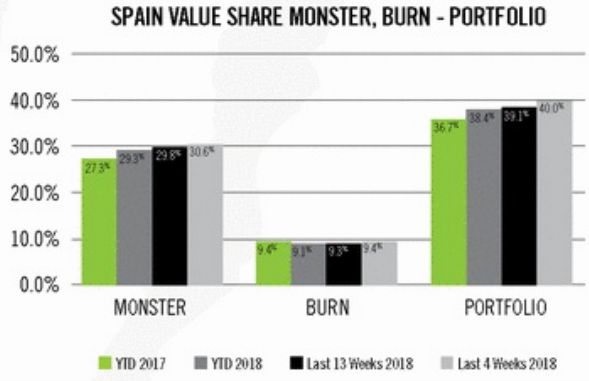


Source: Nielsen Value Sales 11/2018. Total All Measured Channels

SPAIN // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+9.0%	+8.0%
MONSTER VALUE GROWTH	+15.0%	+14.9%
MONSTER VALUE SHARE	29.8%	30.6%
BURN VALUE GROWTH	+7.9%	+4.1%
BURN VALUE SHARE	9.3%	9.4%
PORTFOLIO VALUE SHARE	39.1%	40.0%



Source: Nielsen Value Sales to 12/2/2018. Total All Measured Channels

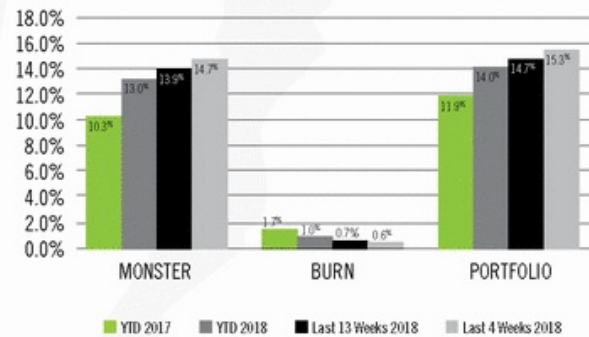
SWEDEN // SELECTED MARKET



	LAST 13 WEEKS 2018	LAST 4 WEEKS 2018
ENERGY CATEGORY VALUE GROWTH	+10.6%	+12.0%
MONSTER VALUE GROWTH	+43.6%	+42.2%
MONSTER VALUE SHARE	13.9%	14.7%
BURN VALUE GROWTH	-46.3%	-51.6%
BURN VALUE SHARE	0.7%	0.6%
PORTFOLIO VALUE SHARE	14.7%	15.3%



SWEDEN VALUE SHARE MONSTER, BURN - PORTFOLIO



Source: Nielsen Value Sales to 11/4/2018. Total All Measured Channels

VALUE SHARE GROWTH // SELECT GLOBAL MARKETS



	MONSTER VALUE SHARE - LAST 4 WEEKS '17	MONSTER VALUE SHARE - LAST 4 WEEKS '18	PORTFOLIO VALUE SHARE - LAST 4 WEEKS '17	PORTFOLIO VALUE SHARE - LAST 4 WEEKS '18
AFGHANISTAN**	N/A	N/A	N/A	N/A
AUSTRALIA	7.5%	9.5%	21.0%	23.1%
BELGIUM	11.2%	13.6%	22.7%	27.7%
BRAZIL	14.3%	18.4%	18.4%	22.3%
CANADA	32.9%	34.7%	37.9%	39.3%
CHILE	31.3%	34.8%	31.3%	34.8%
CHINA**	N/A	N/A	N/A	N/A
CZECH REPUBLIC	8.7%	13.9%	9.2%	13.9%
DENMARK	20.9%	22.7%	24.7%	25.1%
FRANCE	24.5%	24.9%	25.9%	25.9%
GERMANY	15.7%	17.4%	16.6%	17.9%
GREAT BRITAIN	19.3%	20.9%	23.9%	24.7%
GREECE	34.1%	33.1%	34.1%	33.1%
REPUBLIC OF IRELAND	14.2%	18.8%	19.5%	22.3%*
JAPAN	44.2%	46.8%	44.2%	46.8%
MEXICO	30.0%	28.1%	31.9%	29.2%
NETHERLANDS	7.3%	7.8%	7.3%	7.8%
NORWAY	15.6%	18.0%	29.9%	31.5%
POLAND	8.8%	10.9%	11.8%	14.2%
RUSSIA	3.6%	4.0%	14.0%	15.2%
SOUTH AFRICA	14.1%	15.8%	37.1%	38.9%
SOUTH KOREA	25.3%	37.6%	25.3%	37.6%
SPAIN	28.5%	30.6%	38.3%	40.0%
SWEDEN	10.8%	14.7%	12.3%	15.3%

Source: Nielsen Value Sales to 10/2017, 11/2017, 12/2017, 10/2018, 11/2018, 12/2018. Total All Measured Channels, Canada: National Gas & Convenience, Japan: Inlage Convenience, *Last 8 Weeks
 **The Company does not procure Afghanistan or China Market Data.

MONSTER MARKETS // TO BE LAUNCHED OR TRANSITIONED TO KO BOTTLERS IN 2019



EMEA

ARMENIA
AZERBAIJAN
EGYPT
ISRAEL
KOSOVO
LEBANON
MOLDOVA
PALESTINE
SAUDI ARABIA

APAC

INDONESIA
NEPAL
SRI LANKA
THAILAND

LATAM/CARIBBEAN

BARBADOS
BELIZE
BOLIVIA
DOMINICAN REPUBLIC
EL SALVADOR
HONDURAS
PARAGUAY
ST. LUCIA
SURINAME
TRINIDAD & TOBAGO
TURKS & CAICOS

CHAMPIONS // 2018



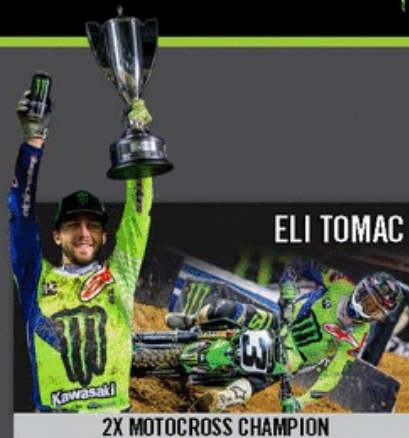
LEWIS HAMILTON

5X FORMULA 1 CHAMPION



TIGER WOODS

WINS 80TH PGA EVENT



ELI TOMAC

2X MOTOCROSS CHAMPION



DANIEL CORMIER

UFC 2 BELT CHAMPION



CAMERON STEELE

BAJA 1000 CHAMPION



CHLOE KIM

XGAMES SUPER PIPE CHAMPION

WINTER X GAMES CHAMPIONS // 2018



17 TOTAL MEDALS WON



MAX PARROT

SNOWBOARD, BIG AIR GOLD



JAMIE ANDERSON

SLOPESTYLE GOLD



CHLOE KIM

SNOWBOARD, SUPERPIPE GOLD



AYUMU HIRANO

SNOWBOARD, SKI SUPERPIPE GOLD



DAVID WISE

SKI SUPERPIPE GOLD



MAGGIE VOISIN

SKI SUPERPIPE GOLD



HENRIK HARLAUT

SKI BIG AIR, SLOPE STYLE GOLD



BRENT TURCOTTE

SNOWMOBILE FREESTYLE, SPEED & STYLE GOLD

SUMMER X GAMES CHAMPIONS // 2018



15 TOTAL MEDALS WON



NYJAH HUSTON
STREET SKATE GOLD



JAMES FOSTER
BMX BIG AIR GOLD



AXELL HODGES
QUARTER PIPE GOLD



JARRYD MCNEIL
STEP UP, BEST WHIP GOLD



JACKSON STRONG
BEST TRICK GOLD



JARED MEES
FLAT TRACK GOLD

FORMULA 1 // 2018



MERCEDES DOMINATION

FIVE STRAIGHT WORLD CHAMPIONSHIPS



LEWIS HAMILTON
2014 CHAMPION



LEWIS HAMILTON
2015 CHAMPION



NICO ROSBERG
2016 CHAMPION



LEWIS HAMILTON
2017 CHAMPION



LEWIS HAMILTON
2018 CHAMPION



MAJOR SERIES SPONSORSHIPS



MOTOGP // TITLE SPONSOR FACTORY YAMAHA TEAM



FACTORY YAMAHA MOTOGP

GLOBAL VIEWERSHIP: 207 COUNTRIES REACHED*



VALENTINO ROSSI
SIX WORLD CHAMPION



MAVERICK VIÑALES
AUSTRALIAN GRAND PRIX WINNER

*Source: Dorna

UFC SPONSORSHIP



MAX
HOLLOWAY

TYRON
WOODLEY

DANIEL
CORMIER

CONOR
McGREGOR

ROSE
NAMAJUNAS



TOP ARTISTS



MACHINE GUN KELLY



JONATHAN DAVIS



FIVE FINGER DEATH PUNCH



COLE SWINDEL



PAPA ROACH



ANTHRAX

TOP FESTIVALS





TOP TOURNAMENTS

DREAMHACK
98.8 MILLION VIEWS*

**BEYOND
THE SUMMIT**

12.5 UNIQUE VIEWS*



*Source: Total Views Provided by Dreamhack and Beyond The Summit

TOP TEAMS

TEAMS WON 44 MAJOR TOURNAMENTS



EVIL GENIUSES



TEAM LIQUID



ENVYUS



FNATIC

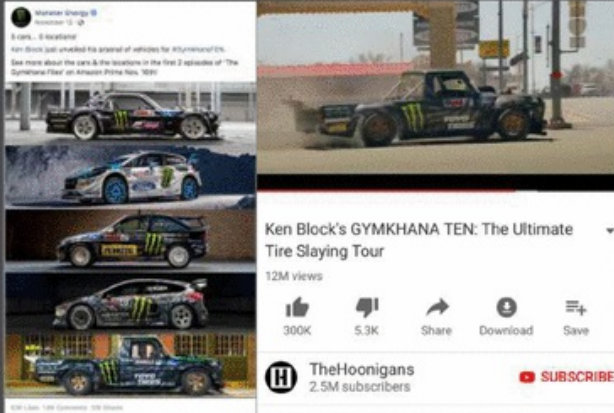
ALLIANCE, NA'VI, MINDFREAK, TEAM RW, LGD

SOCIAL // 2018



KEN BLOCK'S GYMKHANA TEN

VIDEO SERIES: OVER HALF A BILLION VIEWS*



MANGO LOCO SNAPCHAT CAMPAIGN

DAY OF THE DEAD: +30 MILLION IMPRESSIONS**



26.4 MILLION FANS



5 MILLION FANS



3.2 MILLIONS FANS



1.9 MILLION SUBSCRIBERS

*Source: Wasserman Media Group
**Source: Facebook

The image is a title card for a video. It features a dark grey background with a faint, repeating pattern of a person's silhouette in a dynamic, athletic pose. The text is centered and consists of two lines: the first line is in a bright green color and the second line is in white. The overall aesthetic is modern and energetic.

KEN BLOCK'S
GYMKHANA TEN VIDEO

U.S. NATIONAL PROMOTIONS // 2018



ENTER FOR A CHANCE TO
**WIN THE ULTIMATE
CONOR
McGREGOR
EXPERIENCE
IN IRELAND**

GRAND PRIZE:
A WINNER AND A GUEST WILL
**FLY TO IRELAND
TO MEET Mcgregor**
AND TRAIN AT HIS GYM

10 WINNERS
AND A GUEST GET A
**TRIP TO UFC
INTERNATIONAL
FIGHT WEEK
IN LAS VEGAS**

100 WINNERS
RECEIVE AN
**XBOX ONE S
AND A COPY OF UFC**

**ENTER AT
MONSTERENERGY.COM**

XBOX ONE S UFC



MONSTERENERGY.COM

JANUARY - APRIL

ENTER FOR A CHANCE TO
**WIN \$1,000,000
MONSTER
MILLIONS
IN LAS VEGAS**

MONSTER CUP

FINISH

10 GRAND PRIZE WINNERS AND A GUEST
FLY TO MONSTER ENERGY CUP
FOR A
\$1,000,000 GRAND PRIZE

100 WINNERS GET CUSTOM MONSTER ENERGY
ELI TOMAC JERSEYS & HELMETS!

ENTER AT MONSTERENERGY.COM



MONSTERENERGY.COM

MAY - AUGUST

ENTER FOR A CHANCE TO
**UNLOCK
2XP
WITH
MONSTER
ENERGY**

**CALL OF DUTY
BLACK OPS**

CODE INSIDE
PACKAGING

**ENTER AT
MONSTERENERGY.COM**



MONSTERENERGY.COM

SEPTEMBER - DECEMBER

U.S. NATIONAL PROMOTIONS // 2019



ENTER FOR A CHANCE TO WIN

MONSTER'S GLOBAL PASSPORT TO X GAMES

GRAND PRIZE
YOU COULD WIN 1 OF 10 TRIPS TO THE X GAMES OF YOUR CHOICE

FIRST PRIZE
1 OF 100 MONSTER QUARTERSIZE OR CHAMPAGNE

MINNEAPOLIS, MINNESOTA | ASPEN, COLORADO | SYDNEY, AUSTRALIA

VISIT MONSTERENERGY.COM FOR DETAILS

JANUARY - APRIL

UNLOCK THE VAULT

WITH MONSTER ENERGY TABS

COLLECT TABS GET GEAR!

16 ITEMS TO CHOOSE FROM:
PERSONAL, LIMITED EDITION CANIS, CLOSET
HOODIES, HATS, GLOVES AND MORE!

MORE TABS = MORE PRIZES

TO REDEEM TABS VISIT MONSTERENERGY.COM

MAY - AUGUST

MAJOR VIDEO GAME TITLE

SEE SPECIALLY MARKED MONSTER ENERGY 240Z AND MULTIPACKS FOR IN-GAME CODES

ENTER AT MONSTERENERGY.COM

SEPTEMBER - DECEMBER

CHINA MARKETING



GAMING



SAMPLING



MONSTER JAM



MUSIC



ENGLISH PREMIER LEAGUE



PRO BASKETBALL ATHLETES



CAPITALIZES ON "ZERO SUGAR" TREND



SOCIAL CONTENT PUSH
419,160,817 IMPRESSIONS*



GRASSROOTS SAMPLING



JENNIFER LOPEZ
VIDEO PLACEMENT



P.O.S. RETAIL PUSH

*Source: Facebook



ENERGY COFFEE



CAFFÉ MONSTER AD
133,275,889 IMPRESSIONS*



SAMPLING: POP-UP CAFE



ESPRESSO TARGETED AD
131,000,356 IMPRESSIONS*



SWISS CHOCOLATE VIDEO
12,011,988 IMPRESSIONS*



P.O.S RETAIL PUSH

*Source: Facebook

**CAFFÉ MONSTER
COMMERICAL**

AND

**ESPRESSO MONSTER
COMMERICAL**



*ENERGY TO MOTIVATE AT THE GYM,
PROTEIN TO BUILD MUSCLES*



BODY BUILDING
FLEX LEWIS, 7X MR. OLYMPIA



HARD CORE FITNESS INFLUENCERS



TRAIN. RECOVER.

P.O.S.



HYDRO



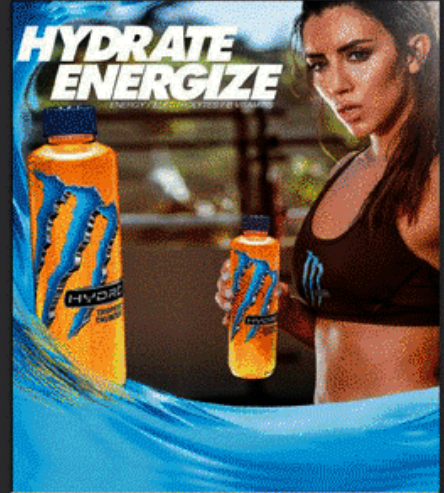
HYDRATION FOR ACTIVE LIFESTYLES



EXCLUSIVE ENHANCED WATER OF THE AVP
(ASSOCIATION OF VOLLEYBALL PROFESSIONALS)



ENDURANCE SPORTS



P.O.S.

MONSTER U.S. INNOVATION // 2018



MONSTER U.S. INNOVATION // 2019



CARAMEL

PLUS ADDITIONAL PRODUCTS TBD



U.S. INNOVATION // 2019





BORN OUT OF THE GYM

NATALIE EVA MARIE
ACTRESS/FITNESS MODEL
SOCIAL REACH: 5.7 MILLION*



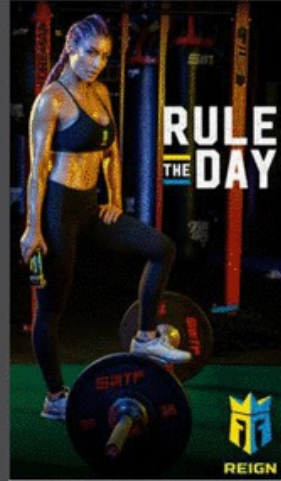
HAFPOR JULIUS BJORNSSON
"THE MOUNTAIN" - GAME OF THRONES
SOCIAL REACH: 2.1 MILLION*



AMBASSADORS / INFLUENCERS



NON-TRADITIONAL SAMPLING



MERCHANDISING

*Source: Aggregate of followers on Instagram, Twitter, Facebook

INTERNATIONAL MONSTER INNOVATION // 2018 - 2019



THE COMPANY ASSESSES CONSUMER PREFERENCES IN EACH INTERNATIONAL MARKET, AND STRATEGICALLY LAUNCHES INDIVIDUAL PRODUCTS ON A COUNTRY BY COUNTRY BASIS IN THOSE MARKETS TO ADDRESS CONSUMER NEEDS.



Selected Countries In:

2018	EMEA	✓	✓	✓	✓	✓	✓	✓	✓			✓
	APAC		✓							✓	✓	
	LATAM	✓	✓					✓				

Selected Countries In:

2019	EMEA	✓		✓	✓		✓	✓	✓			✓
	APAC	✓	✓		✓				✓			
	LATAM	✓	✓		✓		✓		✓			

INNOVATION AFFORDABLE ENERGY*



2018 MUTANT / PREDATOR



PAKISTAN, MYANMAR, CAMBODIA, VIETNAM



SOUTH AFRICA

THE FULL RANGE OF SKU'S ARE NOT NECESSARILY SOLD IN EACH OF THE COUNTRIES IN WHICH THE BRANDS HAVE BEEN LAUNCHED.

2019 PREDATOR

SELECTED COUNTRIES IN AFRICA AND EASTERN EUROPE PLANNED. ADDITIONAL COUNTRIES BEING EVALUATED FOR LAUNCH IN 2019/2020 IN EMEA, LATAM, AND APAC.

AFFORDABLE ENERGY



SOUTHEAST ASIA



SOUTH AFRICA

STRATEGIC BRANDS INNOVATION // 2018



STRATEGIC BRANDS INNOVATION // 2019





HIGH PERFORMANCE FLAVORS



2019

2019



HIGH PERFORMANCE ATHLETES & PARTNERS



OFFICIAL ENERGY DRINK USAC
TITLE SPONSOR MIDGET NATIONAL CHAMPIONSHIP



TITLE SPONSOR
WORLD OF OUTLAWS SPRINT CAR SERIES

FORMULA DRIFT



OFFICIAL ENERGY DRINK
FORMULA DRIFT



HUMAN HORSEPOWER MEDIA CAMPAIGN



HUMAN HORSEPOWER TV & DIGITAL CAMPAIGN

*102 MILLION IMPRESSIONS**



CONSUMERS STATED THEY ARE 50% MORE LIKELY TO BUY

*Source: Zappy Brand Study 2018



NOS TELEVISION
COMMERCIAL



HARD WORKING, EASY DRINKING FLAVORS





HARD WORKING, EASY DRINKING PARTNERS



COUNTRY MUSIC



MILITARY



BIKE CULTURE



PRODUCT LINE-UP



2018

2019



MARKETING PLATFORMS



STREET CULTURE



ELECTRONIC MUSIC



FIRE



PRODUCT LINE-UP



2018

2019



MARKETING PLATFORMS



HIP HOP AND ELECTRONIC MUSIC



URBAN CULTURE





Live+ defines the space where work ends and play begins. We are the hustle that keeps you pedalling up-hill, the drive to keep climbing that mountain and the thrill of a free-fall bungee jump. Crafted with care right here in the heart of New Zealand, Live+ will help you find the energy to live your best adventure every chance you get.



Mother
ENERGY DRINK

PRODUCT LINE-UP



2018

2019



MUSIC LIFESTYLE

FUELING EXPERIENCES

FESTIVAL PARTNERSHIPS



PRODUCT LINE-UP



2018



LOCAL URBAN MUSIC HIP-HOP & HOUSE



STREET CULTURE ART, FASHION & DANCE



PRODUCT LINE-UP



2018

2019



MARKETING PLATFORMS



JUDGEMENT IN RECENT PERSONAL INJURY LAWSUIT



BUSINESS

California Jury Finds in Favor of Monster in Energy-Drink Lawsuit

By Maria Armental Dec. 7, 2018 10:17 pm ET

Monster Beverage notched a key victory in a California lawsuit that alleged the company's energy drinks caused a man's cardiac arrest, but lawyers for the man plan to appeal.



*Wall Street Journal

Monster Energy drinks 'do not cause cardiac arrest'

By Seth Newhart 12/7/2018

LAST UPDATED ON 12/06/2018 AT 11:45 AM

Facebook Twitter LinkedIn Email Print Comment



"The jury needed only 10 minutes to reach this finding." Pic: @CampagnaMauro/MediaStorm

RELATED TAGS: Monster energy drink, Court

Monster reports that a jury in a California Superior Court unanimously found that Monster Energy drinks 'do not cause cardiac arrhythmias or cardiac arrest'.

** Beveragedaily.com

BUSINESS

Jury finds Monster Energy drink didn't cause Texas man's heart attack

By JAMES RUFUS KOREN DEC 07, 2018 | 3:20 PM

Twitter Facebook LinkedIn Print Comment



Cans of Monster Energy drink are displayed on a shelf at a convenience store. A Riverside County jury has ruled that the company was not liable for a Texas man's heart attack. Credit: Spencer Platt/Getty Images

*** L.A. Times

ARBITRATION WITH THE COCA-COLA COMPANY



IN COMMUNICATIONS TO BOTTLERS THE COCA-COLA COMPANY HAS EXPLAINED:

THAT WE RESPECTFULLY DISAGREE ON WHETHER THE LAUNCH OF COCA-COLA ENERGY IS PERMITTED UNDER THE TERMS OF OUR RELATIONSHIP AGREEMENTS

THAT WE ARE IN THE PROCESS OF AMICABLY RESOLVING THIS DISAGREEMENT IN THE SPIRIT OF OUR PARTNERSHIP

THIS IS PRECISELY HOW WE FEEL ABOUT THE ARBITRATION.

ARBITRATION PROCESS IS MOVING EXPEDITIOUSLY AND WE ANTICIPATE AN UPDATE IN Q2 OF 2019.

SOLID FINANCIAL RESULTS



26 CONSECUTIVE YEARS OF INCREASED SALES

SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

ACHIEVED \$3.4 BILLION IN NET SALES IN 2017,

UP 10.5% OVER NET SALES OF \$3.0 BILLION IN 2016.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2018, ACHIEVED \$2.9 BILLION IN NET SALES,

UP 12.7% OVER NET SALES OF \$2.6 BILLION FOR THE SAME PERIOD IN 2017.

NET SALES FOR THE THIRD QUARTER OF 2018 INCREASED TO \$1.0 BILLION,

UP 11.7% FROM THE SAME QUARTER LAST YEAR.

NET INCOME FOR THE THIRD QUARTER OF 2018 INCREASED TO \$268 MILLION,

UP 22.4% FROM THE SAME QUARTER LAST YEAR.

SHARES REPURCHASE SUMMARY // 2018



2018 SHARE REPURCHASES

	SHARES PURCHASED	AVERAGE PRICE <i>(EXCLUDING BROKER'S COMMISSION)</i>	GROSS AMOUNT <i>(EXCLUDING BROKER'S COMMISSION)</i>
Q1 2018	4,328,892	\$57.74	\$249,935,020
Q2 2018	10,553,490	\$52.42	\$553,171,296
Q3 2018	-	-	-
Q4 2018	9,420,526	\$56.99	\$536,916,773
	24,302,908	\$55.14	\$1,340,023,089

AS OF 1/1/2019 \$160 MILLION REMAINED AVAILABLE FOR REPURCHASES UNDER PRIOR BOARD AUTHORIZATIONS.

MONSTER BEVERAGE CORPORATION // REPORTED NET SALES

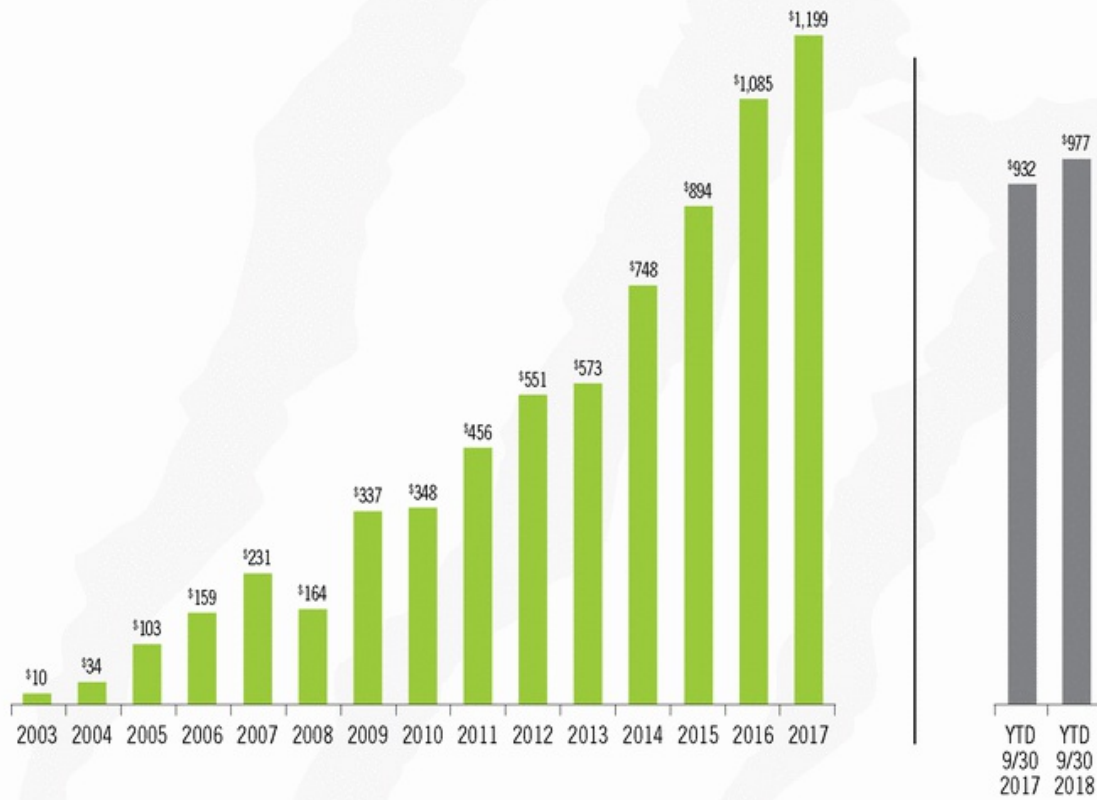
(\$ IN MILLIONS)



27.7% CAGR
TO DECEMBER 2017



MONSTER BEVERAGE CORPORATION // REPORTED OPERATING INCOME (\$ IN MILLIONS)

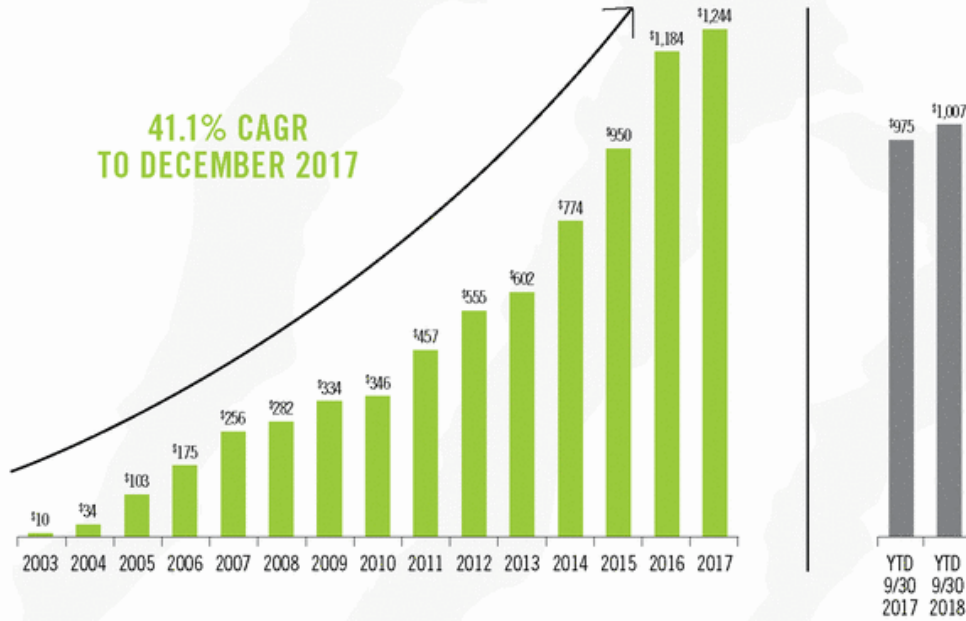


MONSTER BEVERAGE CORPORATION // ADJUSTED OPERATING INCOME ("OI") (\$ IN MILLIONS)



*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; (6) the acceleration of deferred revenue; (7) AFF transaction expense and (8) Dutch auction tender expenses.

**41.1% CAGR
TO DECEMBER 2017**

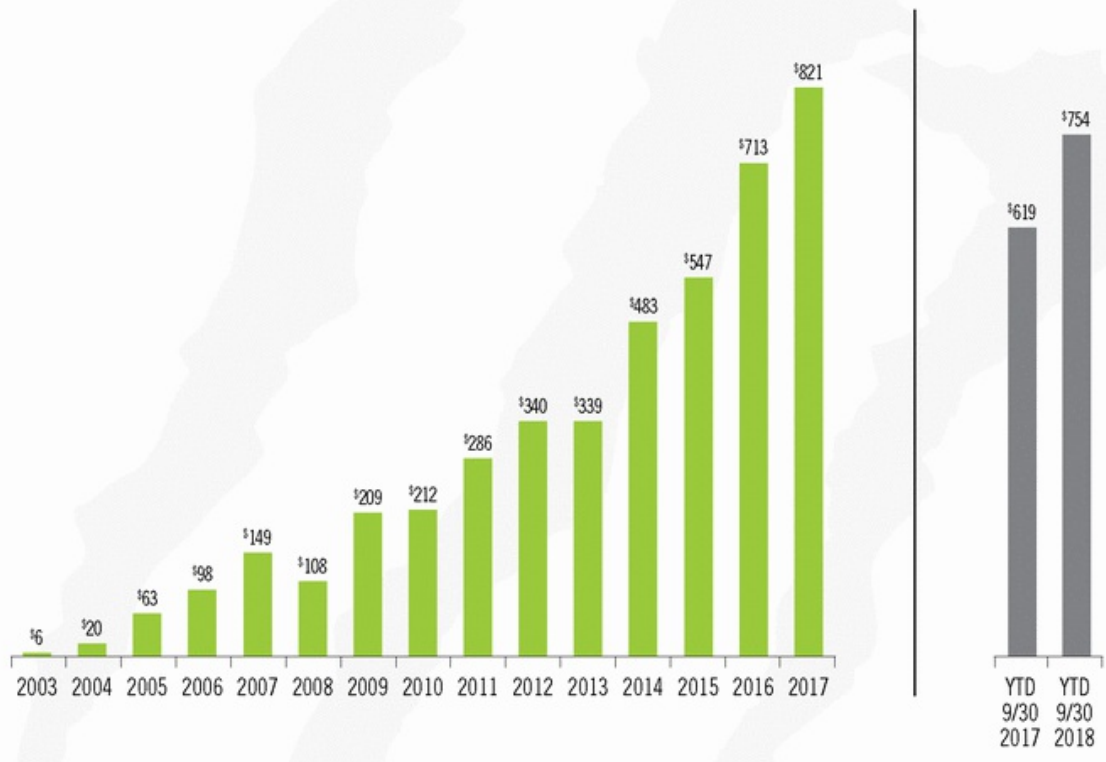


	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	9/30/17	9/30/18
REPORTED OI	\$10	\$34	\$103	\$159	\$231	\$164	\$337	\$348	\$456	\$551	\$573	\$748	\$894	\$1,085	\$1,199	\$932	\$977
*ADJUSTMENTS				16	25	118	-3	-2	1	4	29	26	56	99	45	43	30
ADJUSTED OI	\$10	\$34	\$103	\$175	\$256	\$282	\$334	\$346	\$457	\$555	\$602	\$774	\$950	\$1,184	\$1,244	\$975	\$1,007

*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)

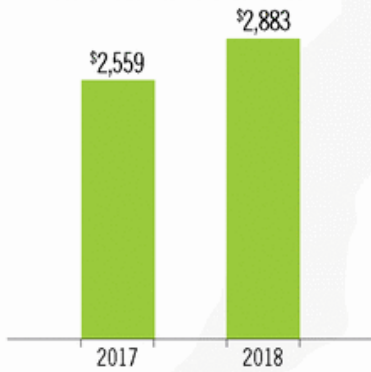
	SEPTEMBER 30, 2018	DECEMBER 31, 2017	PERCENTAGE CHANGE
CASH & CASH EQUIVALENTS	\$713,714	\$528,622	35%
SHORT-TERM INVESTMENTS	\$457,898	\$672,933	-32%
LONG-TERM INVESTMENTS	\$1,610	\$2,366	-32%
TOTAL INVESTMENTS	\$459,508	\$675,299	-32%
TOTAL CASH & INVESTMENTS	\$1,173,222	\$1,203,921	-3%
ACCOUNTS RECEIVABLE	\$620,162	\$449,476	38%
INVENTORIES	\$262,084	\$255,745	2%
CURRENT LIABILITIES	\$656,362	\$560,351	17%
DEFERRED REVENUE-LONG TERM	\$319,007	\$334,354	-5%
TOTAL STOCKHOLDERS' EQUITY	\$3,893,267	\$3,895,212	0%

MONSTER BEVERAGE CORPORATION // Q3 2018 YTD RESULTS

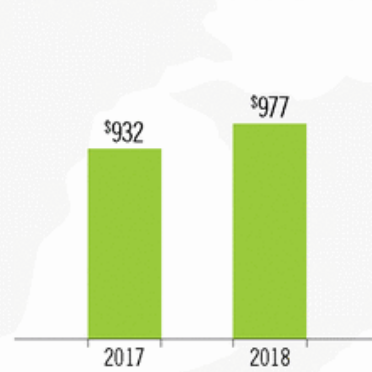
(\$ IN MILLIONS EXCEPT PER SHARE DATA)



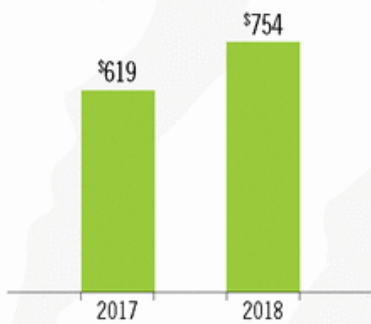
REPORTED NET SALES +12.7%



REPORTED OPERATING INCOME +4.9%*



REPORTED NET INCOME +21.7%*



REPORTED DILUTED EPS +24.1%*



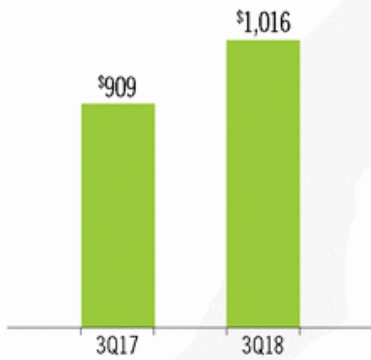
*After distributor termination costs of \$36M and \$27M for 2017 and 2018, respectively.

MONSTER BEVERAGE CORPORATION // Q3 2018 RESULTS

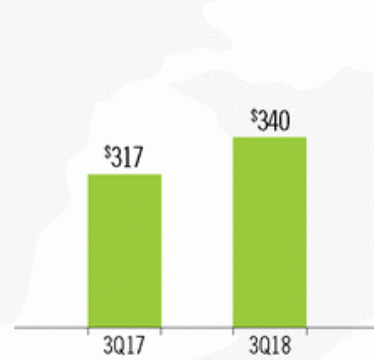
(\$ IN MILLIONS EXCEPT PER SHARE DATA)



REPORTED NET SALES +11.7%



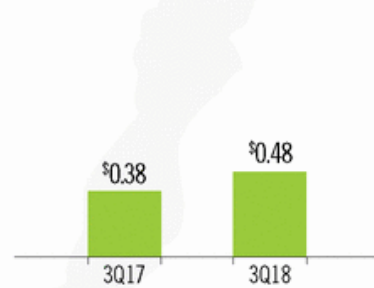
REPORTED OPERATING INCOME +7.0%*



REPORTED NET INCOME +22.4%*



REPORTED DILUTED EPS +26.4%*



*After distributor termination costs of \$16M and \$14M for 3Q17 and 3Q18, respectively.



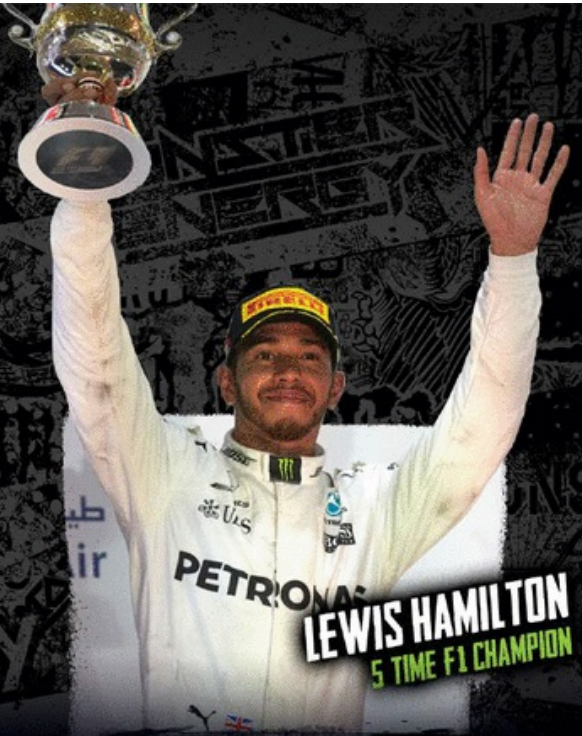
MONSTER

BEVERAGE CORPORATION

January 17, 2019



JAMIE ANDERSON
2018 OLYMPIC GOLD
MEDALIST SLOPE STYLE



LEWIS HAMILTON
5 TIME F1 CHAMPION

