

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 16, 2024**

Monster Beverage Corporation

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-18761
(Commission File Number)

47-1809393
(IRS Employer Identification No.)

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

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

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

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

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

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

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

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

Emerging growth company

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

Item 7.01. Regulation FD Disclosure.

On January 16, 2024, Co-Chief Executive Officers Rodney Sacks and Hilton Schlosberg 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 City.

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. 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](#)

[Presentation Slides.](#)

Exhibit 104

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

SIGNATURES

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

Monster Beverage Corporation

Date: January 16, 2024

/s/ Hilton H. Schlosberg

Hilton H. Schlosberg

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



MONSTER

BEVERAGE CORPORATION



KEVIN PERAZA
2023 X GAMES BMX GOLD MEDALIST



FRANCESCO BAGNAIA
2023 MOTOGP CHAMPION



ZOI SADOWSKI-SYNNOTT
2023 X GAMES SNOWBOARD GOLD MEDALIST



SAFE HARBOR STATEMENT

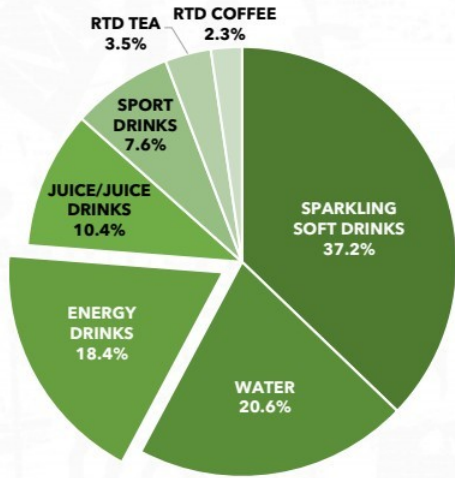


Certain statements made in this presentation may constitute "forward-looking statements" within the meaning of the U.S. federal securities laws, as amended, regarding the expectations of management with respect to our future operating results and other future events including revenues and profitability. 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 the military conflict in Ukraine, including supply chain disruptions, volatility in commodity prices, increased economic uncertainty and escalating geopolitical tensions; our extensive commercial arrangements with The Coca-Cola Company (TCCC) 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; 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 Bang Energy® businesses and assets, transition the acquired beverages to the Company's primary distributors, and retain and increase sales of the acquired beverages; 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 and changes in demand due to such economic conditions; changes in consumer preferences and adverse publicity surrounding obesity, alcohol consumption and other health concerns related to our products, product safety and quality; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; 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; disruption to our manufacturing facilities and operations related to climate, labor, production difficulties, capacity limitations, regulatory or other causes; 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 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; the impact of proposals to limit or restrict the sale of energy or alcohol drinks to minors and/or persons below a specified age and/or restrict the venues and/or the size of containers in which energy or alcohol 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, 2022 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.



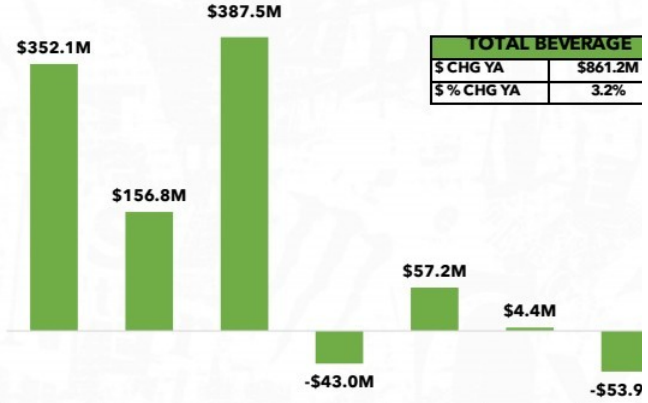
ALL MEASURED CHANNELS SNAPSHOT 13WKS

TOTAL NON-ALC BEVERAGE BY CATEGORY
\$ SHARE



\$ SHARE CYA	
SPARKLING SOFT DRINKS	0.1%
WATER	-0.1%
ENERGY DRINKS	0.9%
JUICE/JUICE DRINKS	-0.5%
SPORT DRINKS	0.0%
RTD TEA	-0.1%
RTD COFFEE	-0.3%

TOTAL NON-ALC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
\$ CHG YA	\$861.2M
\$ % CHG YA	3.2%

	SPARKLING SOFT DRINKS	WATER	ENERGY DRINKS	JUICE/JUICE DRINKS	SPORT DRINKS	RTD TEA	RTD COF
\$ CHG YA	\$352.1M	\$156.8M	\$387.5M	-\$43.0M	\$57.2M	\$4.4M	-\$53.9M
\$ % CHG YA	3.6%	2.9%	8.3%	-1.5%	2.8%	0.5%	-7.8%

Source: Nielsen Syndicated db Total US xAOC+ Conv 13 weeks ending 12/30/2023



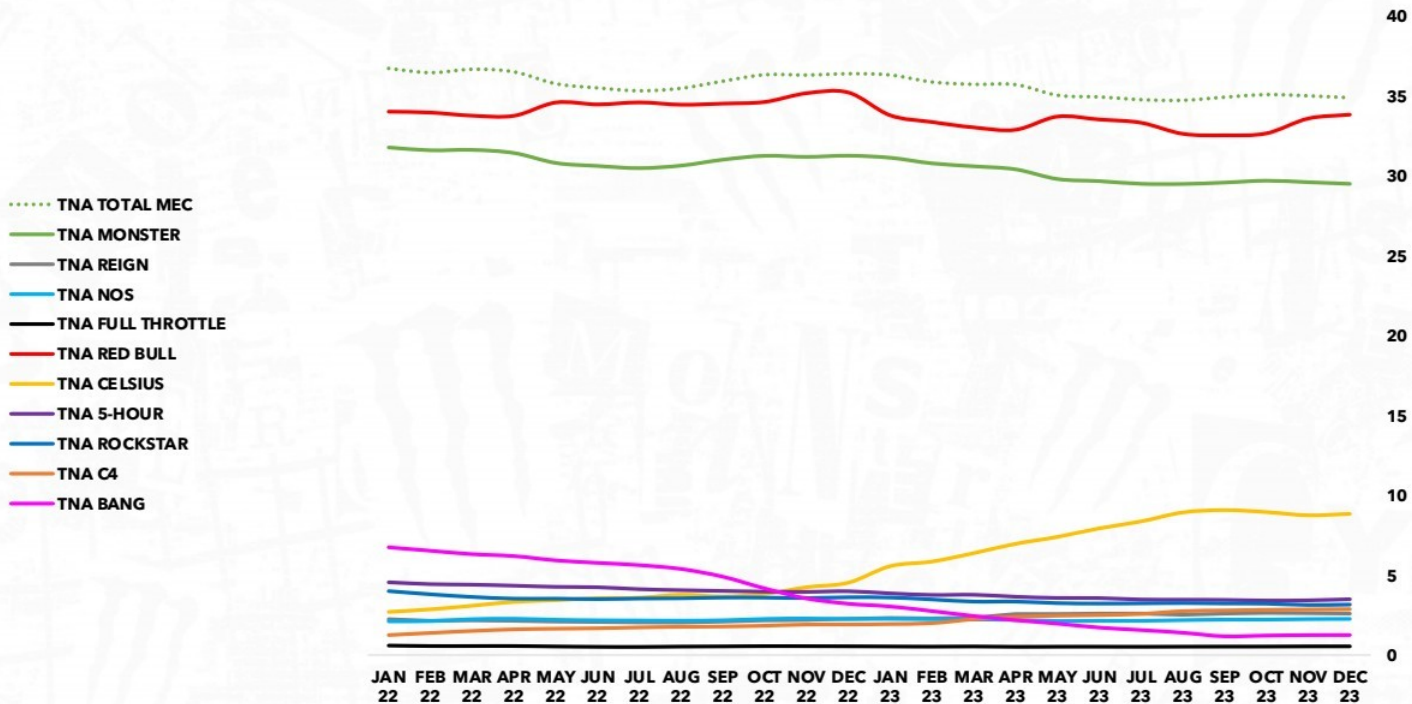
ALL MEASURED CHANNELS SNAPSHOT 13WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$5,124,357,027	7.9%	1,598,981,434	6.6%	100.0	0.0
TNA TOTAL MEC	\$1,793,156,483	3.8%	556,151,670	2.9%	35.0	-1.4
TNA MONSTER	\$1,516,603,734	2.2%	461,627,206	0.9%	29.6	-1.6
TNA REIGN	\$133,858,333	27.6%	47,941,189	31.2%	2.6	0.4
TNA NOS	\$114,975,123	6.8%	36,125,225	3.2%	2.2	0.0
TNA FULL THROTTLE	\$27,618,968	5.4%	10,418,118	9.5%	0.5	0.0
TNA RED BULL	\$1,710,511,535	2.8%	483,882,408	1.2%	33.4	-1.6
TNA CELSIUS	\$453,330,361	126.5%	151,168,887	115.8%	8.8	4.6
TNA 5-HOUR	\$176,587,532	-6.5%	39,232,060	-8.1%	3.4	-0.5
TNA ROCKSTAR	\$162,416,955	-4.8%	72,447,266	-8.2%	3.2	-0.4
TNA C4	\$146,204,909	63.0%	49,789,150	53.9%	2.9	1.0
TNA STARBUCKS	\$132,093,340	-15.8%	34,967,583	-21.0%	2.6	-0.7
TNA ALANI NU	\$130,209,138	53.0%	41,849,763	63.0%	2.5	0.7
TNA GHOST	\$130,865,833	60.0%	46,272,634	58.1%	2.6	0.8
TNA BANG	\$63,388,798	-63.1%	22,522,446	-64.3%	1.2	-2.4
TNA PRIME ENERGY	\$27,007,303	-	9,308,280	-	0.5	0.5
TNA FAST TWITCH	\$22,193,607	-	8,596,476	-	0.4	0.4
TNA ALL OTHER	\$176,391,233	-18.0%	82,792,810	-12.8%	3.4	-1.1

Source: Nielsen Total US xAOC + Conv 13 weeks ending 12/30/2023 TNA Energy

ENERGY CATEGORY

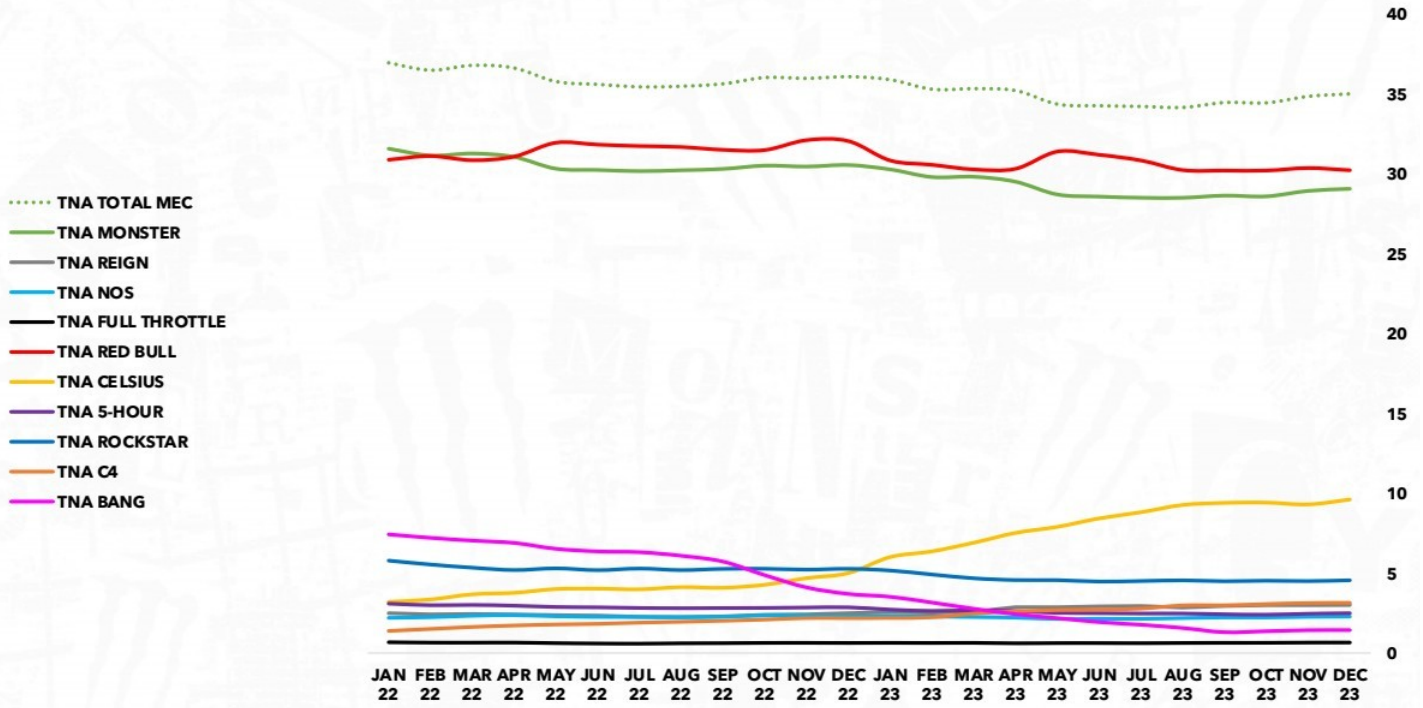
TOTAL U.S. DOLLAR SHARE – ALL MEASURED CHANNELS



Source: Nielsen Total US xAOC + Conv TNA Energy

ENERGY CATEGORY

TOTAL U.S. UNIT SHARE - ALL MEASURED CHANNELS

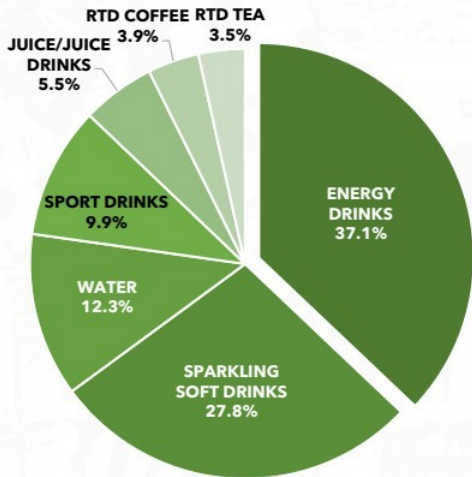


Source: Nielsen Total US xAOC + Conv TNA Energy



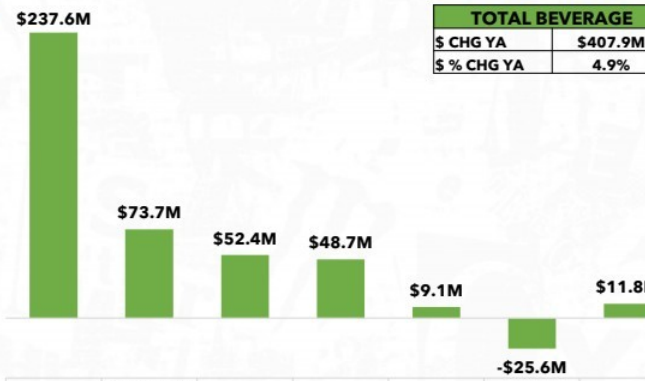
TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

TOTAL NON-ALC BEVERAGE BY CATEGORY
\$ SHARE



\$ SHARE CYA	
ENERGY DRINKS	1.0%
SPARKLING SOFT DRINKS	-0.5%
WATER	0.0%
SPORT DRINKS	0.1%
JUICE/JUICE DRINKS	-0.2%
RTD COFFEE	-0.5%
RTD TEA	0.0%

TOTAL NON-ALC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
\$ CHG YA	\$407.9M
\$ % CHG YA	4.9%

	ENERGY DRINKS	SPARKLING SOFT DRINKS	WATER	SPORT DRINKS	JUICE/JUICE DRINKS	RTD COFFEE	RTD TEA
\$ CHG YA	\$237.6M	\$73.7M	\$52.4M	\$48.7M	\$9.1M	-\$25.6M	\$11.8M
\$ % CHG YA	8.0%	3.1%	5.1%	6.0%	1.9%	-7.1%	4.1%

Source: Nielsen Syndicated db Total US Conv 13 weeks ending 12/30/2023



TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$3,286,591,461	7.4%	1,085,862,729	5.5%	100.0	0.0
TNA TOTAL MEC	\$1,181,939,124	4.5%	397,920,284	2.3%	36.0	-1.0
TNA MONSTER	\$972,243,413	2.3%	325,503,110	0.1%	29.6	-1.5
TNA REIGN	\$99,206,316	29.8%	35,270,893	31.2%	3.0	0.5
TNA NOS	\$85,934,302	8.5%	28,151,348	3.7%	2.6	0.0
TNA FULL THROTTLE	\$24,483,987	10.0%	8,967,304	6.7%	0.7	0.0
TNA RED BULL	\$1,145,698,606	3.2%	342,652,191	0.8%	34.9	-1.4
TNA CELSIUS	\$242,376,203	151.8%	92,818,159	151.1%	7.4	4.2
TNA 5-HOUR	\$113,574,828	-6.2%	30,548,847	-8.3%	3.5	-0.5
TNA ROCKSTAR	\$108,827,355	-4.5%	45,075,928	-11.5%	3.3	-0.4
TNA C4	\$110,896,812	59.6%	37,025,848	51.0%	3.4	1.1
TNA STARBUCKS	\$88,716,058	-15.4%	22,513,376	-21.5%	2.7	-0.7
TNA ALANI NU	\$36,041,350	89.0%	12,608,462	92.3%	1.1	0.5
TNA GHOST	\$92,599,272	51.5%	31,697,293	47.0%	2.8	0.8
TNA BANG	\$47,132,517	-61.3%	16,442,332	-63.0%	1.4	-2.5
TNA PRIME ENERGY	\$13,000,394	-	4,420,168	-	0.4	0.4
TNA FAST TWITCH	\$15,344,928	-	5,730,096	-	0.5	0.5
TNA ALL OTHER	\$90,444,013	-17.9%	46,409,744	-12.6%	2.8	-0.8

Source: Nielsen Total US Convenience 13 weeks ending 12/30/2023 TNA Energy



TOTAL U.S. CONVENIENCE SNAPSHOT 5WKS

	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
TNA ENERGY	\$1,210,617,691	7.5%	398,270,733	5.5%	100.0	0.0
TNA TOTAL MEC	\$435,023,698	4.3%	146,692,315	2.7%	35.9	-1.1
TNA MONSTER	\$357,543,467	2.2%	119,932,734	0.5%	29.5	-1.5
TNA REIGN	\$36,380,392	25.5%	12,966,560	28.0%	3.0	0.4
TNA NOS	\$31,958,451	10.1%	10,452,691	6.2%	2.6	0.1
TNA FULL THROTTLE	\$9,119,113	11.3%	3,331,555	8.2%	0.8	0.0
TNA RED BULL	\$425,109,138	3.8%	124,873,803	0.0%	35.1	-1.3
TNA CELSIUS	\$89,774,846	131.6%	34,685,804	136.1%	7.4	4.0
TNA 5-HOUR	\$42,394,930	-5.1%	11,465,925	-7.0%	3.5	-0.5
TNA ROCKSTAR	\$39,667,810	-6.2%	16,446,033	-12.5%	3.3	-0.5
TNA C4	\$41,622,519	59.3%	13,872,227	51.2%	3.4	1.1
TNA STARBUCKS	\$31,535,975	-15.1%	8,071,413	-20.3%	2.6	-0.7
TNA ALANI NU	\$12,921,963	88.4%	4,542,796	93.1%	1.1	0.5
TNA GHOST	\$33,285,926	41.1%	11,367,559	37.3%	2.7	0.7
TNA BANG	\$17,381,622	-55.5%	6,052,176	-57.1%	1.4	-2.0
TNA PRIME ENERGY	\$4,390,768	-	1,512,263	-	0.4	0.4
TNA FAST TWITCH	\$5,093,366	-	1,911,772	-	0.4	0.4
TNA ALL OTHER	\$32,415,130	-20.1%	16,776,649	-16.0%	2.7	-0.9

Source: Nielsen Total US Convenience 5 weeks ending 12/30/2023 TNA Energy

DISTRIBUTION



MONSTER IS NOW DISTRIBUTED IN
144 COUNTRIES AND TERRITORIES.

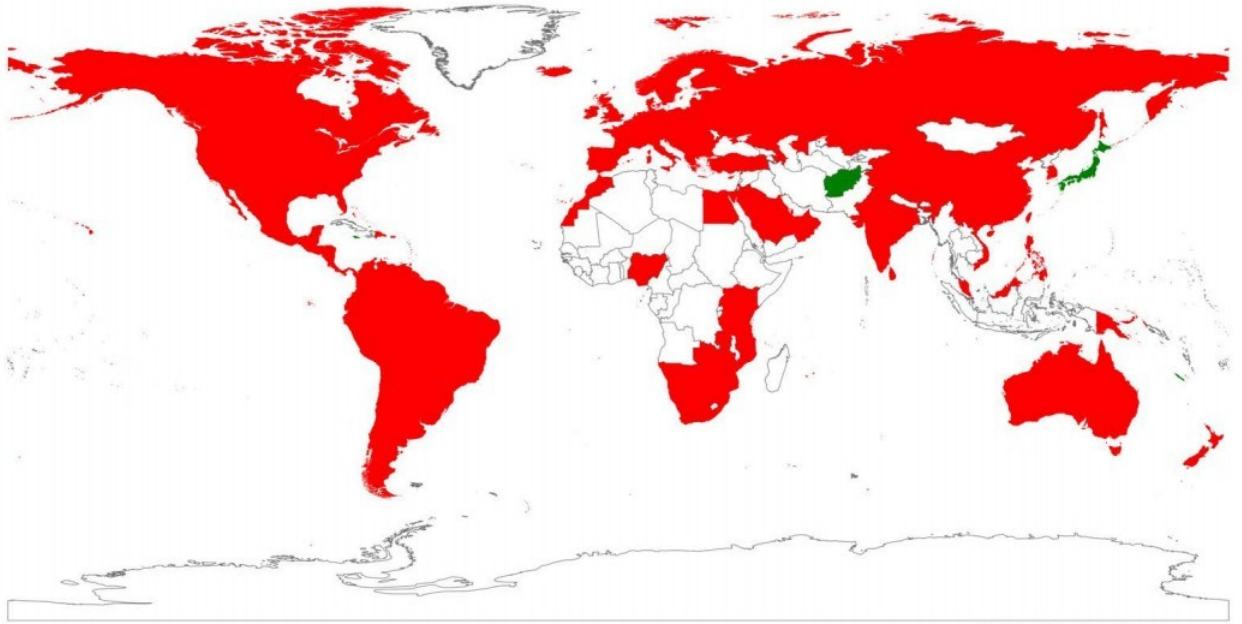
STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
64 COUNTRIES AND TERRITORIES.

REIGN IS NOW DISTRIBUTED IN
25 COUNTRIES AND TERRITORIES.

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

ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN
A TOTAL OF 158 COUNTRIES AND TERRITORIES WORLDWIDE.

As of 10/31/2023

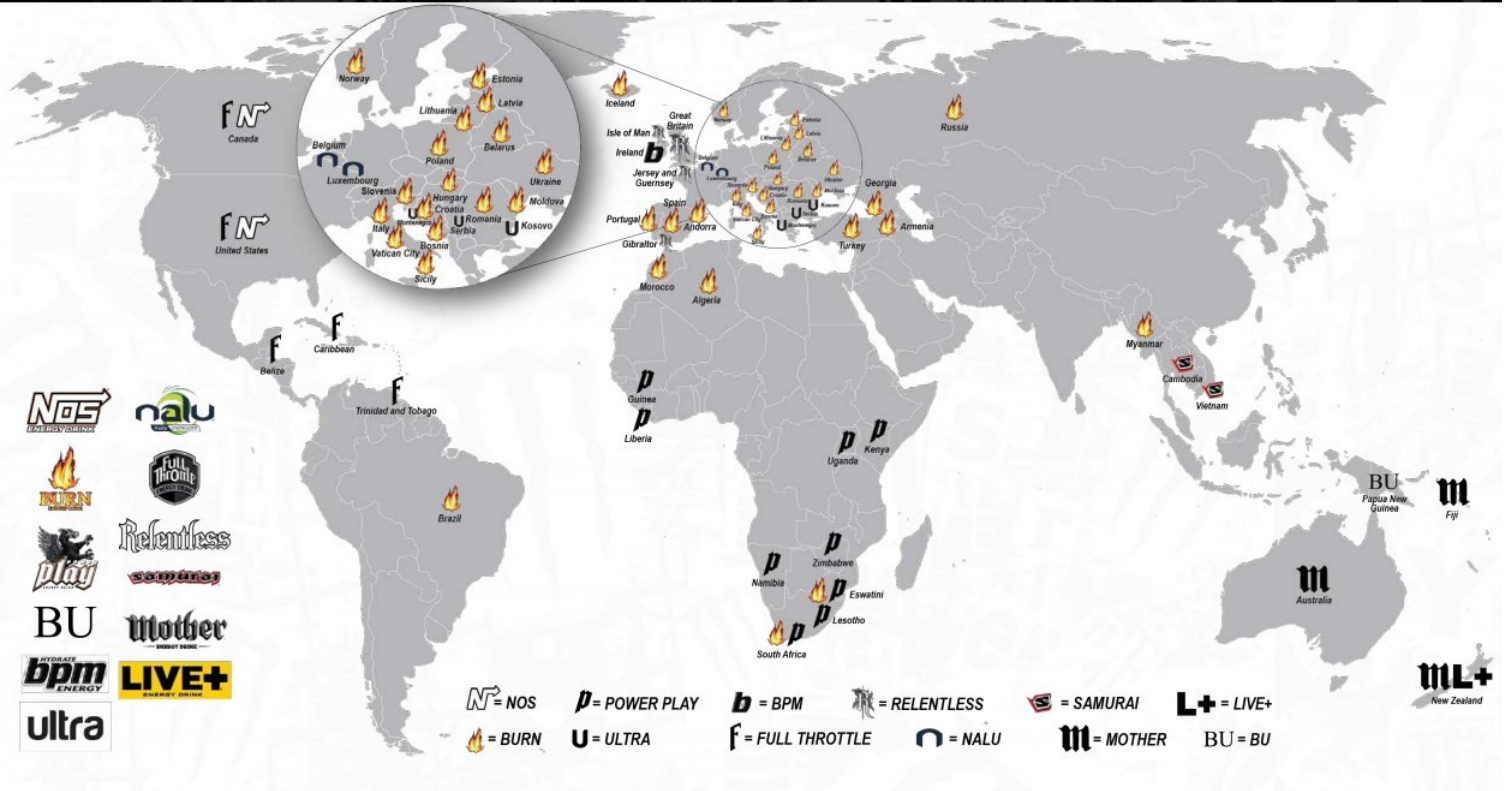


Map not to scale.

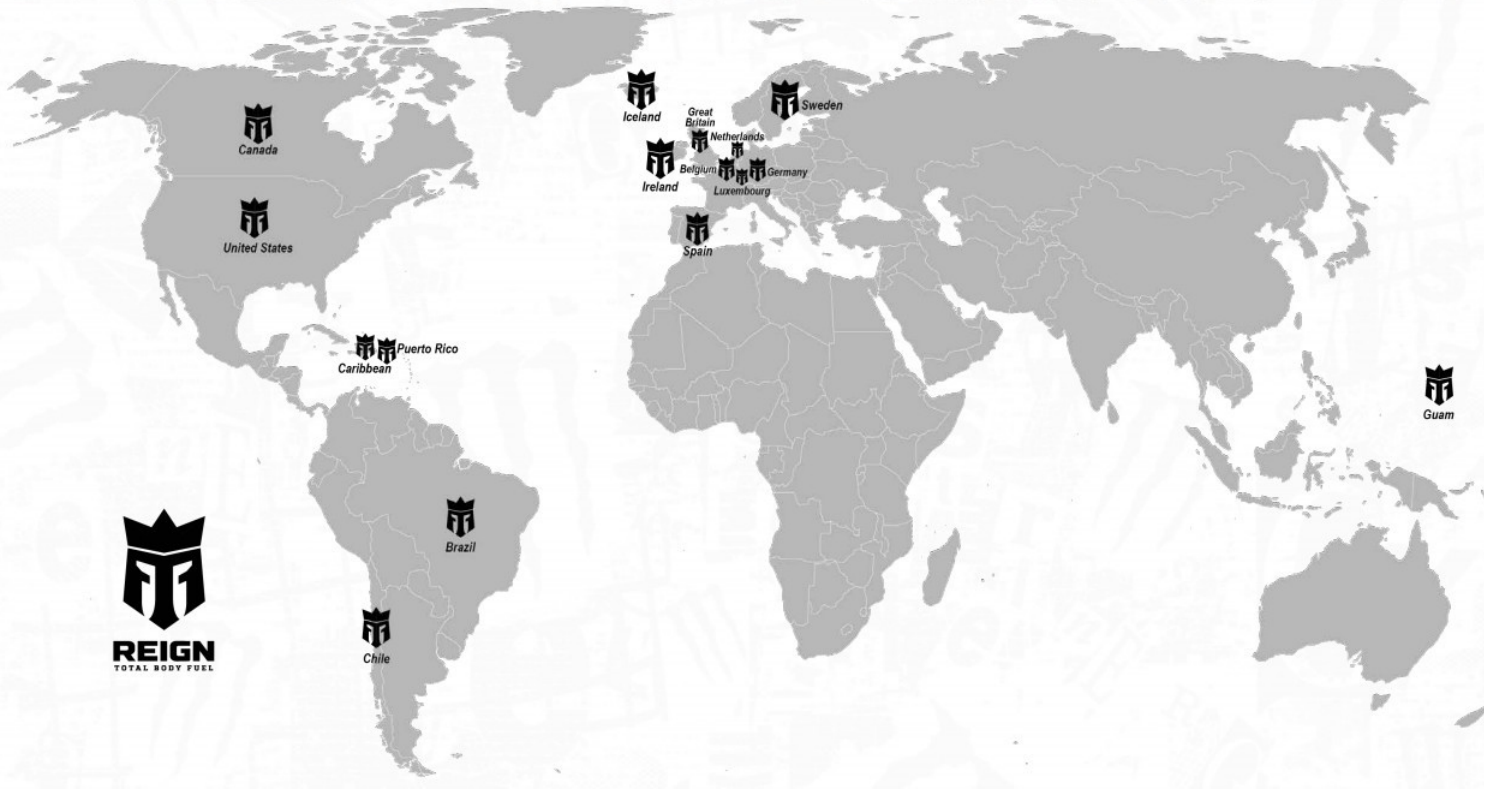
World Territories Current Coverage
Monster Energy Brand - Effective as of December 31, 2023

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

STRATEGIC BRANDS EXISTING MARKETS



REIGN EXISTING MARKETS



AFFORDABLE ENERGY EXISTING MARKETS



AFFORDABLE ENERGY EXPANSION MARKETS

TARGETED LAUNCHES



EMEA

ALGERIA (PREDATOR)

MOROCCO (PREDATOR)

REP. OF THE CONGO (PREDATOR)

SOMALIA (PREDATOR)

APAC

BANGLADESH (PREDATOR)

CHINA (PREDATOR)

INDONESIA (PREDATOR)

PAKISTAN (PREDATOR)

PHILIPPINES (PREDATOR)

THAILAND (PREDATOR)

UZBEKISTAN (PREDATOR)

LATAM

COLOMBIA (FURY)

ECUADOR (FURY)

GUYANA (PREDATOR)

PANAMA (FURY)

PERU (FURY)



SELECT MARKETS SNAPSHOT YTD

	MONSTER VALUE SHARE LATEST YTD '23	MONSTER VALUE SHARE LATEST YTD '22	PORTFOLIO VALUE SHARE LATEST YTD '23	PORTFOLIO VALUE SHARE LATEST YTD '22	MONSTER VALUE GROWTH	ENERGY CATEGOR VALUE GROWTH
ARGENTINA	55.5%	49.9%	55.5%	49.9%	167.9%	140.8%
AUSTRALIA	17.6%	14.9%	28.4%	26.3%	36.2%	15.5%
BRAZIL	43.4%	41.2%	44.2%	42.2%	31.5%	24.7%
CANADA	37.5%	36.1%	41.6%	40.7%	16.1%	11.8%
CHILE	41.0%	37.7%	41.5%	37.9%	23.1%	13.2%
FRANCE	32.2%	31.4%	32.2%	31.4%	23.9%	21.0%
GERMANY	17.0%	15.3%	17.3%	15.8%	23.6%	11.2%
GREAT BRITAIN	31.4%	29.7%	34.3%	33.4%	22.2%	15.6%
JAPAN	56.8%	54.6%	56.8%	54.6%	2.0%	-2.0%
SOUTH AFRICA	18.3%	19.8%	34.3%	36.9%	19.2%	28.8%
SOUTH KOREA	56.4%	59.0%	56.4%	59.0%	9.1%	14.0%
MEXICO	29.2%	28.3%	35.0%	32.4%	23.4%	19.5%
POLAND	18.6%	19.9%	21.1%	22.3%	5.2%	12.0%
SPAIN	40.8%	39.6%	45.9%	45.2%	23.2%	19.5%

Most Recent Data Available:

Source: Nielsen Argentina YTD thru 10/31/23; IRI Scan Australia, Total Measured Market, YTD thru 12/24/2023; Nielsen Brazil YTD thru 10/31/23; Nielsen Canada All Channels YTD thru 12/02/2023; Nielsen Chile YTD 10/31/23; Nielsen France All Measured Retail Channels YTD thru 11/05/2023; Nielsen Germany All Measured Retail Channels Excl. Hard Discounters YTD thru 11/04/2023; Nielsen Great Britain All Measured Retail Channels thru 11/04/2023; Intage Japan CVS Channel YTD thru 10/31/23; Nielsen South Africa All Measured Retail Channels YTD thru 10/01/2023; Nielsen South Korea All Channels YTD thru 11/30/2023; Nielsen Mexico YTD thru 10/3/2023; Nielsen Poland All Measured Retail Channels YTD thru 09/30/2023; Nielsen Spain All Measured Retail Channels YTD thru 11/04/2023

UPDATES ON CHINA (2024)



STEADY AND SUSTAINABLE GROWTH OF MONSTER AND LAUNCH OF PREDATOR

EXPANDING MONSTER STEP BY STEP AND ADDING PREDATOR (Q2)



MONSTER AVAILABLE IN ALL PROVINCES WITH SPECIFIC FOCUS ON THE FOLLOWING:

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

PREDATOR INIT LAUNCH PROVINCES:

- Guangdong
- Anhui
- Hebei
- Guizhou

REINFORCING THE ASSOCIATION WITH ACTION /STREET SPORTS



Su Yiming:
Gold Medalist Olympics 2022



Street Basketball
Activations



Zhang Weili
UFC Strawweight Champion



UTC 2024
Zhang Weili

BUILDING MONSTER AVAILABILITY AND VISIBILITY IN CORE CHANNELS



Continuous distribution expansion in CVS, Modern and General Trade

MAJOR SPONSORSHIPS 2023



NEW TEAM SPONSORSHIP 2024



OFFICIAL PARTNER



AMBASSADORS 2023



TIGER WOODS
GOLF LEGEND



RICKY CARMICHAEL
SUPERCROSS LEGEND



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
MOST DECORATED FEMALE X GAMES
ATHLETE



ICE CUBE
MUSIC & LIFESTYLE ICON

CHAMPIONS 2023



FRANCESCO BAGNAIA
MOTOGP WORLD CHAMPION



CHASE SEXTON
2023 SUPERCROSS CHAMPION



FILIFE TOLEDO
SURFING WORLD CHAMPION



RAYSSA LEAL
STREET LEAGUE OF SKATEBOARD
WORLD CHAMPION



MEGAN OLDHAM
X GAMES GOLD WOMEN'S SKI SLOPE STYLE
AND BIG AIR



GAON CHOI
X GAMES GOLD SNOWBOARD SUPERPIPE



KEVIN PERAZA
X GAMES GOLD BMX STREET AND
PARK BEST TRICK



TY GIBBS
ROOKIE OF THE YEAR NASCAR CUP SERIES

MMA CHAMPIONS 2023



JON JONES
UFC HEAVYWEIGHT CHAMPION



SEAN STRICKLAND
UFC MIDDLEWEIGHT CHAMPION



ISLAM MAKHACHEV
UFC LIGHTWEIGHT CHAMPION

PRIMARY SPONSOR



BELLATOR



ZHANG WEILI
UFC STRAWWEIGHT CHAMPION



JOHNNY EBLEN
BELLATOR MIDDLEWEIGHT CHAMPION



PATRICIO PITBULL
BELLATOR FEATHERWEIGHT CHAMPION



CRIS CYBORG
BELLATOR FEATHERWEIGHT CHAMPION



JUAN ARCHULETA
RIZIN BANTAMWEIGHT CHAMPION



World Champions, Four In A Row



FRANCESCO BAGNAIA
2022 & 2023
WORLD CHAMPION



FABIO QUARTARARO
2021
WORLD CHAMPION



JOAN MIR
2020
WORLD CHAMPION

E-SPORTS EVENTS 2023



414M+ Hours Watched
321K Attendees



11M+ Hours Watched
31K Attendees



TEAM LIQUID
3.3M Followers



ATLANTA FAZE
400K Followers



ZETA DIVISION
825k Followers



GEN.G
425K Followers



GAM Esports
31k Followers



@Teep
1.8M Followers
USA



@Jericho
3.3M Followers
USA



@SkyrozTV
4.2M Followers
France/Mexico



@Pow3r
3.5M Followers
Italy



@PAGO3
1.7M Followers
Poland



@Resttpowered
713K Followers
Slovakia



@Get_Right
1.4M Followers
Sweden



@AnnieFuchsia
596K Followers
Sweden



@Sc0ut
11M Followers
India



@MortaL
8.6M Followers
India



@Missrag
722K Followers
Austria

TOP ARTISTS



ICE CUBE



FISHER



N.O.R.E



BENNY THE BUTCHER



BUN B



ANTHRAX



JONATHAN DAVIS



ROYCE DA 5'9"

TOP TOURS & FESTIVALS



GREEN DAY

THE SAVIORS TOUR

48 STOP WORLD TOUR



KEY HIGHLIGHTS

- 45 Million Social Followers
- 4.5 Billion Paid Media Impressions



8,644,318
Instagram
Followers



3,170,000
YouTube
Subscribers



25,246,351
Facebook
Followers



2,859,650
TikTok
Followers



40,850
Twitch
Subscribers



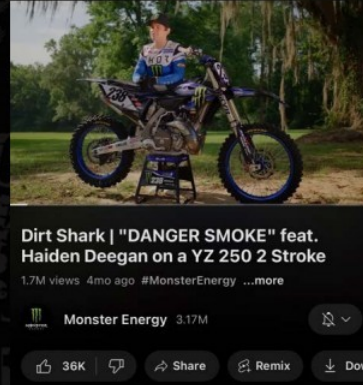
3,975,442
Twitter
Followers



MONSTER ENERGY
ON INSTAGRAM



ACTIVATION OF TRIMESTER
PROMOTIONS



Dirt Shark | "DANGER SMOKE" feat.
Haiden Deegan on a YZ 250 2 Stroke

1.7M Views 4mo ago #MonsterEnergy ...more

36K Share Remix Dowi



PRODUCT
ON TIKTOK

T1 - ZERO SUGAR



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

T2 - UFC PROMO



The global promotion to celebrate UFC's 30th Anniversary. Program elements included fly away prizes, meet and greets, merch giveaways 1 year of PPV fights + Fight Week tickets. Program was supported globally by digital media.

T3 - GAMING PROMO



Promotion spanned 40+ countries using co-branded cans, curated exclusive game play content, esports, gaming ambassadors and custom digital support to engage our fans.

2024 PROGRAMS

T1
FOCUS ON INNOVATION



DOES NOT INCLUDE ALL NEW 2024 LAUNCHES

T2
GEAR PROGRAM



T3
CALL OF DUTY



2023 EMEA MONSTER PROGRAMS

COUNTRIES RAN MINIMUM TWO OF THESE PROMOTIONS PER YEAR

Q1

LEWIS HAMILTON NPD
LAUNCH, RETAIL PROMO
& CONTENT



Q2

MOTOGP SILVERSTONE
RETAIL PROMO



Q3

UFC IN NYC
RETAIL PROMO



Q4

CALL OF DUTY ON P
RETAIL PROMO &
CONTENT



2024 EMEA MONSTER PROGRAMS

COUNTRIES CAN RUN TWO TO FOUR OF THESE PROMOTIONS PER YEAR

Q1

**GREEN ZERO SUGAR
NPD LAUNCH & CONTENT
+ XGAMES RETAIL PROMO**



Q2

**MOTOGP DUCATI EXPERIENCE
RETAIL PROMO**



Q3

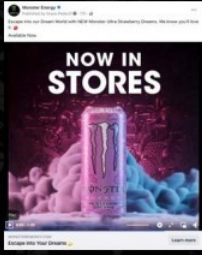
**UFC EXPERIENCE
RETAIL PROMO**



Q4

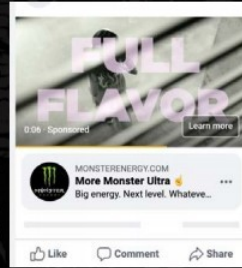
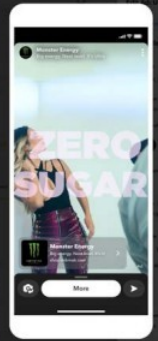
**CALL OF DUTY ON PA
RETAIL PROMO &
CONTENT**



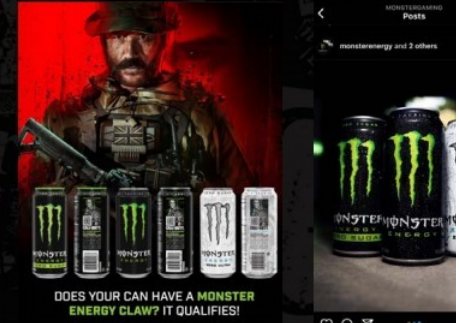


NATIONAL LAUNCH CAMPAIGN

INNOVATION – ULTRA STRAWBERRY DREAMS



NATIONAL DIGITAL PROGRAMMING



T3 CALL OF DUTY/MODERN WARFARE

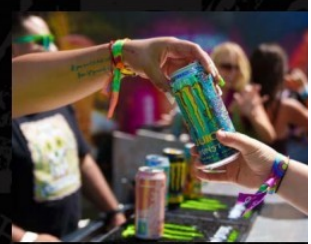
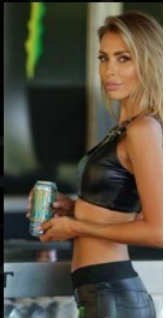
JUICE MONSTER TAKE FLAVOR TO THE LIMITS

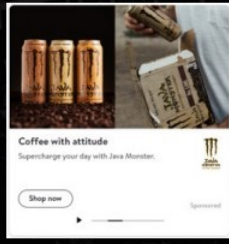


2023 JUICE MONSTER SOCIAL CONTENT, UCG, EVENTS, AND 12PK INNOVATION



2023 AMBASSADOR SOCIAL CONTENT





2023 FOCUS PERIOD + NPD SUPPORT



BRAND PARTNERS + CREATORS



COLLABORATIONS + CONTENT



EVENT ACTIVATIONS

REHAB MONSTER *REFRESH + RECOVER + REVIVE*



2023 INNOVATION
REHAB MONSTER WILD BERRY TEA LAUNCH



2023 AMBASSADOR SOCIAL CONTENT



REHAB WILD BERRY TEA + FULL FAMILY
NATIONAL DIGITAL CAMPAIGN



EVENT ACTIVATIONS

REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS



INNOVATION SOUR GUMMY WORM



ZERO SUGAR
NATURAL CAFFEINE
SUCRAE & COUM
ELECTROLYTES

CONSUMER PROGRAMS ALL OF 2024 – NATIONAL



\$10 OFF
A TR WODAPALOOZA FESTIVAL PASS AND
ALL ACCESS TO THE REIGN STAGE

BUY ANY REIGN PRODUCT
SCAN THE QR CODE
RECEIVE \$10 OFF A REIGN PRODUCT

ALL YOU NEED IS www.monsterenergy.com

REIGN STORM CLEAN ENERGY FOR EVERYBODY



AMBASSADORS



CAMILLE KOSTEK



AINSLEY RODRIGUEZ



KINSEY WOLANSKI

INNOVATION



CONSUMER PROGRAMS



PARTNERSHIPS & PLATFORMS



DIGITAL/SOCIAL

@drinkreignstorm







REIGN STORM U.S. INNOVATION 2024



12oz

BANG BRAND REFRESH 2024



STRATEGIC BRANDS INNOVATION 2024



NOS GET AFTER IT



MOTORTREND WarnerMedia Google Ads
AMOBEE TREMOR YouTube Instagram Twitter TikTok

ATHLETES & PARTNERS
12 ATHLETES / 300+ EVENTS

POS | DIGITAL | SOCIAL MEDIA | ATHLETE SUPPORT | PR

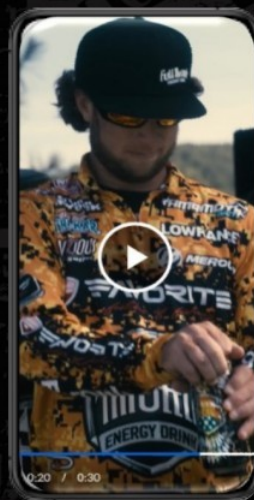
NOS ZERO SUGAR LAUNCH
Q4 2023 - Q1 2024

NATIONAL DIGITAL MEDIA
DELIVERING OVER 700M IMPRESSIONS



Source: Facebook Ads Manager, Google Campaign Manager

FULL THROTTLE *Hard Working American Energy*



NATIONAL FLAGS OF VALOR PROGRAM
Delivering 35M Impressions

ATHLETES & AMBASSADOR CONTENT
6 Partners

OWNING UK URBAN MUSIC AND THE CULTURE THAT SURROUNDS IT



TOP TIER UK ARTIST COLLABORATIONS



MAJOR FESTIVAL SPONSORSHIPS



COMMUNITY EVENTS AND CONTENT PROJECTS



'FREEFORM' MUSIC PLATFORM FOR YOUNG CREATIVES

BURN LIGHT IT UP



OUR POSITIONING IS TO BE THE MOST RESPECTED BRAND IN MUSIC & FIRE UP CULTURE



AUSSIE HUMOR & GOOD TIMES



UNIQUE FLAVOURS



AUSTRALIAN DNA



BRAND AMBASSADORS



LIVE+ ENERGY THIS IS LIVIN'



EZ LIFESTYLE & COMEDY



LIVE+ PLUS
ENERGY DRINK



LOCAL URBAN MUSIC AND STREET CULTURE



FRUITS, CREATIVITY & URBAN LIFESTYLE



EXPERIENCES



TARGETED SAMPLING

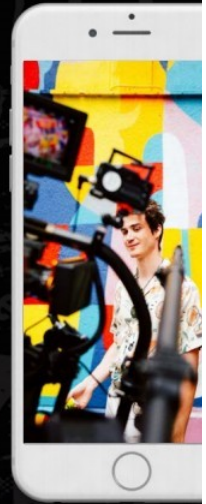


ABOVE THE LINE

FUEL YOUR IMAGINATION



LIFESTYLE BRAND AMBASSADORS



DIGITAL STORYTELLING

AFFORDABLE ENERGY



FULL FLAVORS PORTFOLIO



AFFORDABLE ENERGY DISTRIBUTION



FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES IN 2023



ACTIVE COUNTRIES

- Afghanistan/PREDATOR
- Bolivia/FURY
- Botswana/PREDATOR
- Costa Rica/FURY
- Egypt/FURY
- El Salvador/FURY
- Eswatini/PREDATOR
- Ethiopia/PREDATOR
- Ghana/PREDATOR
- Guatemala/FURY
- Honduras/FURY
- Kenya/PREDATOR
- Mexico/PREDATOR
- Mozambique/PREDATOR
- Namibia/PREDATOR
- Nicaragua/FURY
- Nigeria/PREDATOR
- Saudi Arabia/PREDATOR
- South Africa/PREDATOR
- Trinidad & Tobago/PREDATOR
- UAE/PREDATOR
- Uganda/PREDATOR
- Zambia/PREDATOR



PREDATOR
ENERGY



FURY
ENERGY



PROWLER
ENERGY

ACTIVE COUNTRIES



PREDATOR AND FURY AFFORDABLE ENERGY



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

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

CAPITALIZING ON INCREMENTAL OPPORTUNITIES ACROSS LATAM, AFRICA, MIDDLE EAST AND ASIA. A DIFFERENTIATED TARGET CONSUMER FROM PREMIUM ENERGY DRINKERS.



LIVERPOOL FC POS



STADIUM SAMPLING
MEXICO – SUMMER 2023



CONSUMER ACTIVATION
EGYPT – FALL 2023



Official Energy Drink Partner



GLOBAL ASSET
LIVERPOOL FOOTBALL CLUB



CANARCHY™



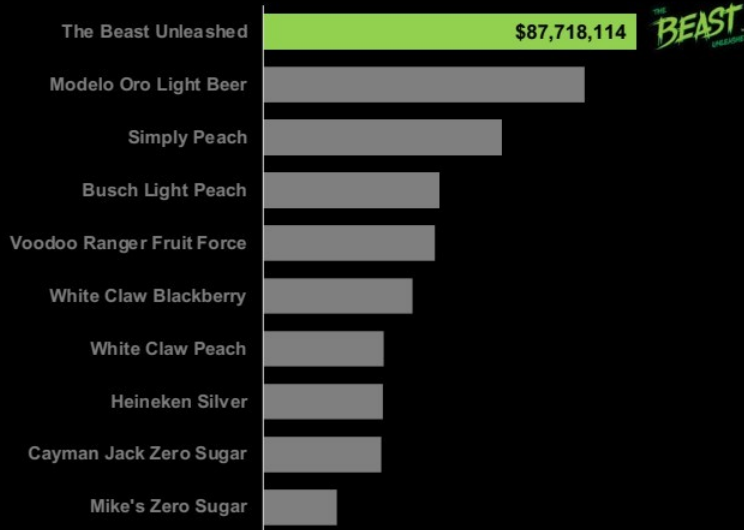


THE BEAST UNLEASHED IS THE BEST-SELLING NEW BEER BRAND IN 2023

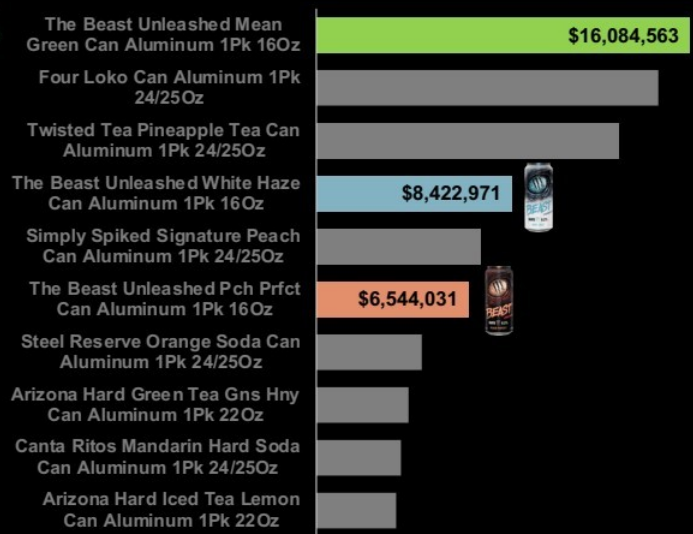


MEAN GREEN IS THE BEST SELLING NEW FMB SINGLE SERVER AND WHITE HAZE + PEACH PERFECT ARE IN THE TOP 10

TOP 10 NEW BRANDS IN BEER



TOP 10 NEW FMB SINGLE SERVES



NIQ TTL US xAOC + Liquor Plus + Convenience YTD Thru 11.25.23

PRESS COVERAGE

BREWPIC: Behold, the first The Beast Unleashed display in an Ohio supermarket. Gotta give it to Monster — they are masters at POS merchandising with cart-stopping imagery. Beer marketers take note.



MUSIC



MOTORSPORTS



TAILGATE + AFTERPARTY

NASTY BEAST

HARD TEA

INTRODUCING



24oz Single Cans

12 pack Variety – 12oz Slim



6.0% ABV

Jai Alai.

BRAND FAMILY

SPONSORSHIP

SAMPLING

PROGRAMS



Jai Alai brand refresh
Coming Soon!



YET



BRAND FAMILY

SPONSORSHIP

MEDIA

PROGRAMS



Seize the DA

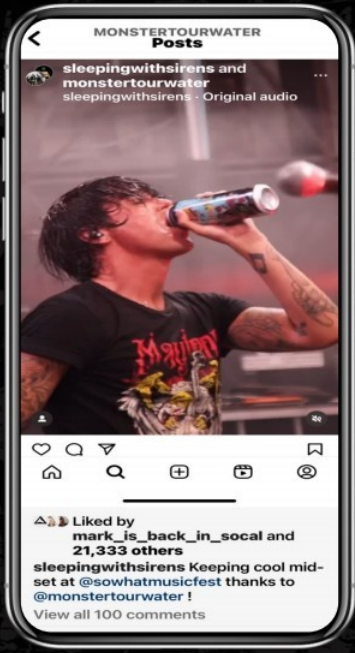
TOUR WATER MARKETING DRIVE BRAND AWARENESS!



DIGITAL CONTENT (Tour Water + Existing Monster Influencers)

ON PREMISE / FESTIVALS

AMBASSADORS (Tour Water + Existing Monster Ambassadors)



PRODUCTION FACILITIES



PHOENIX



NORWALK



SAN FERNANDO



ATHY - IRELAND



SUSTAINABILITY REPORT



Creating and maintaining a company focused on sustainability is a Monster priority. From our environmentally friendly packaging to our installation of solar arrays, we are examining ways to reduce our impact on the environment.

PACKAGING



97% of Monster products are packaged in 100% recyclable aluminum cans. Recycled aluminum makes up 68-73% of a Monster can which uses 90% less energy to make versus using new aluminum.

Monster has committed to set near-term science-based emissions reduction targets in line with the SBTi Criteria and Recommendations.

Our warehouses recycle hundreds of thousands of pounds of material per year. Monster is regionalizing manufacturing to cut miles travelled, most recently in Malaysia, South Africa and Chile.

SOLAR



Monster is installing solar panels at many of its facilities. When complete, it is estimated that the carbon dioxide emissions produced by these facilities will be reduced by approximately 5,258 metric tons per year.

Monster donated funds to plant 100,000 trees to reforest fragile land hit by wildfires and to promote climate stability – enough trees to fill five Central Parks. Tree planting is in process and will be completed by May 31, 2024.

EQUITY DIVERSITY AND INCLUSION



Ongoing Assessment & Analysis

- Appointed a new SVP of EDI and Philanthropy.
- Appointed a new EDI council for 2024-2025.
- Created a vision and mission for the council to support EDI initiatives.

Training and Development

Council built and has begun implementing strategic vision through company trainings at divisional meetings and digital communication.

Philanthropy

Charity priorities included:

- Military - active duty / injured & re
- First responders
- Education
- Our athletes and their charities
- Social responsibility

The Company also made and will continue to make financial contributions to organizations empowering under-represented people in our community.

GLOBAL PHILANTHROPIC SUPPORT 2023 HIGHLIGHTS



MILITARY SUPPORT

- Partnered with Invictus Games
- Supported Enlisted Aide of the Year Award
- Visited troops in Guantanamo Bay with Monster Ambassador Kurt Busch



HUMANITARIAN AID

SOCIAL RESPONSIBILITIES

- e-waste recycling day
- Prescription glasses recycling event
- Thanksgiving meal drive
- Christmas toy drive
- Anti-Cancer walk
- MS fundraiser bike ride
- 2 American Red Cross Blood Drives

CARING FOR OUR OWN

- Emergency Financial Assistance
- Employee Match Program
- Volunteer Time off



SOLID FINANCIAL RESULTS



31 CONSECUTIVE YEARS OF INCREASED SALES

SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

ACHIEVED \$6.3 BILLION IN NET SALES IN 2022

UP 13.9% OVER NET SALES OF \$5.5 BILLION IN 2021.

ACHIEVED \$1.2 BILLION IN NET INCOME IN 2022

ACHIEVED \$1.12 IN DILUTED EARNINGS PER SHARE IN 2022

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2023, ACHIEVED \$5.4 BILLION IN NET SALES

UP 12.8% OVER NET SALES OF \$4.8 BILLION FOR THE SAME PERIOD IN 2022.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2023, ACHIEVED \$1.3 BILLION IN NET INCOME*

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2023, ACHIEVED \$1.19 IN DILUTED EARNINGS PER SHARE*

SUBSEQUENT TO THE COMPANY'S Q3 EARNINGS RELEASE, THE COMPANY PURCHASED APPROXIMATELY 0.8 MILLION SHARES AT AN AVERAGE PRICE OF \$54.57 PER SHARE.

*Includes a net \$17.5 million gain on the Bang transaction (net of expenses and tax)



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



MONSTER

BEVERAGE CORPORATION



KEVIN PERAZA
2023 X GAMES BMX GOLD MEDALIST



FRANCESCO BAGNAIA
2023 MOTOGP CHAMPION



ZOI SADOWSKI-SYNNOTT
2023 X GAMES SNOWBOARD GOLD MEDALIST

