



# MONSTER

BEVERAGE CORPORATION



**CHLOE KIM**

2024 X GAMES SUPERPIPE GOLD MEDALIST



**LANDO NORRIS**

2024 F1 4X GRAND PRIX WINNER



**JON JONES**

2024 UFC HEAVYWEIGHT CHAMPION

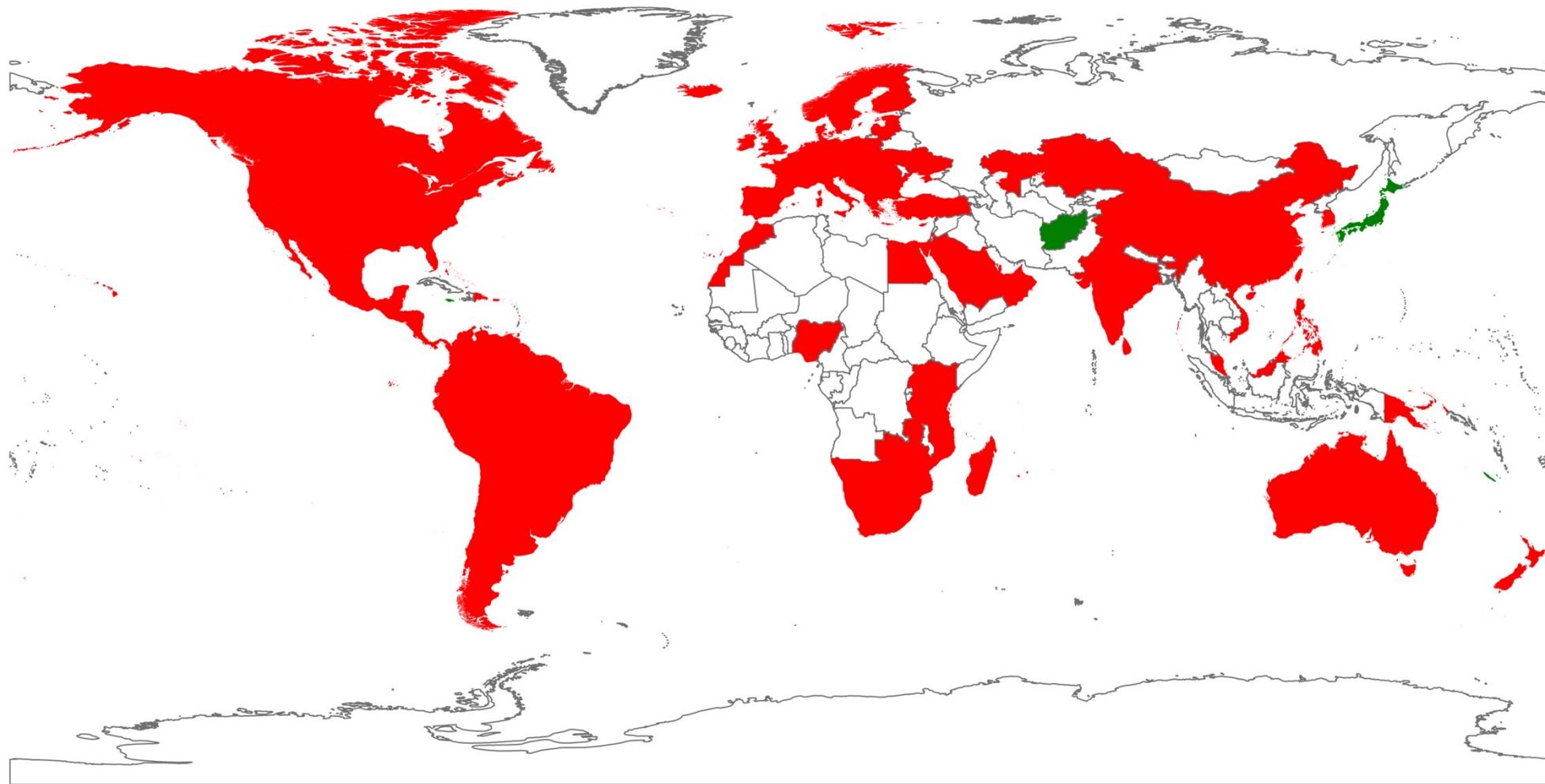


# SAFE HARBOR STATEMENT

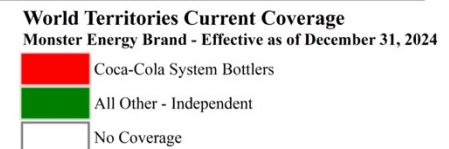


*Certain statements made in this presentation may constitute “forward-looking statements” within the meaning of the U.S. federal securities laws, as amended, regarding the expectations of management with respect to our future operating results and other future events including revenues and profitability. 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 military conflicts, 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) 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 and achieving profitability within our Alcohol Brands segment; 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, including a slowdown in consumer spending generally or reduced demand for consumer goods; changes in consumer preferences; 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, regulations 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 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; 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, 2023 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.*

# DISTRIBUTION MONSTER ENERGY DRINKS



Map not to scale.



# AFFORDABLE ENERGY EXISTING MARKETS



**CURRENTLY DISTRIBUTED IN 34 MARKETS**  
**PLANNED EXPANSION INTO ADDITIONAL MARKETS**



# DISTRIBUTION



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

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

REIGN IS NOW DISTRIBUTED IN  
**26 COUNTRIES AND TERRITORIES.**

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

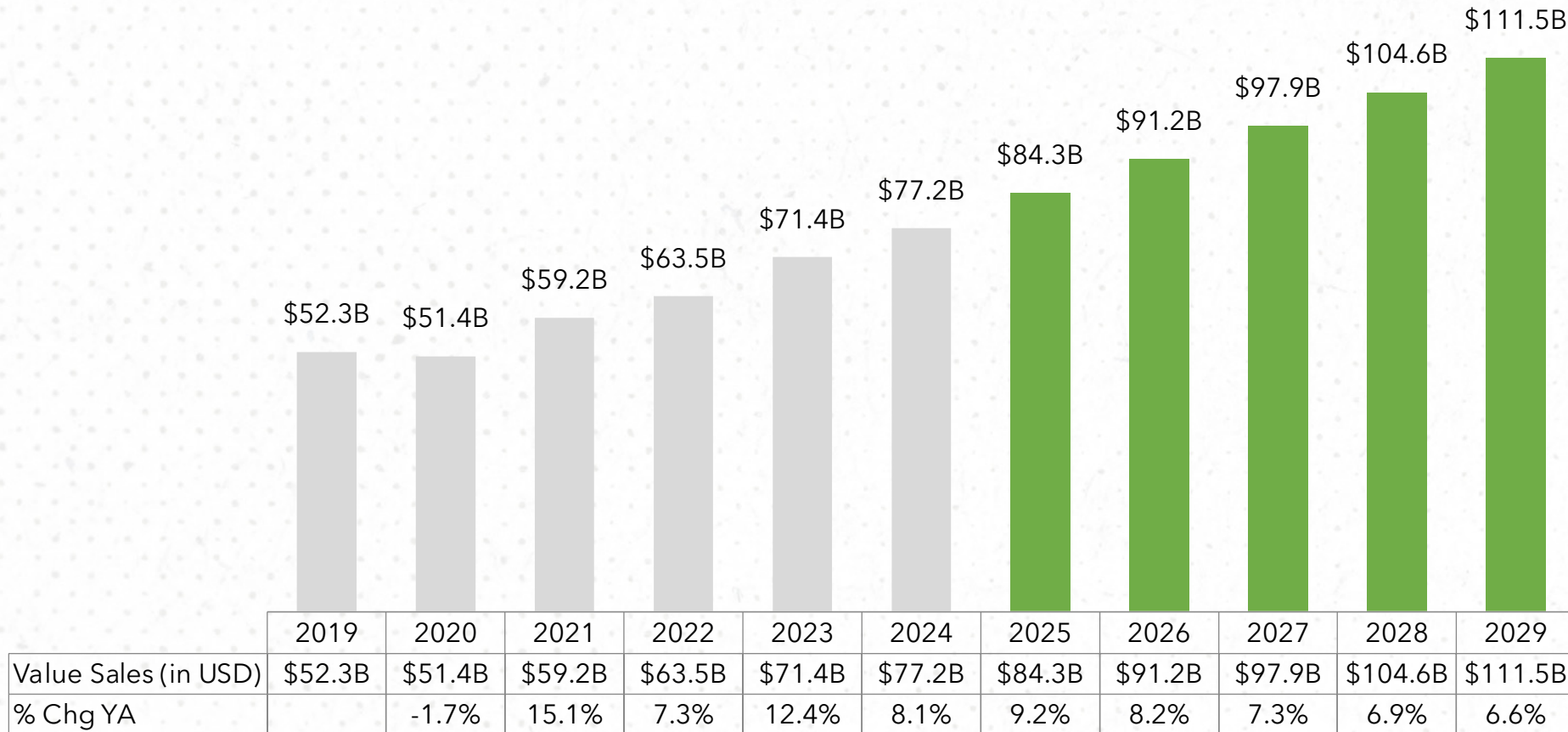
ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN  
**A TOTAL OF 159 COUNTRIES AND TERRITORIES WORLDWIDE.**

# GLOBAL ENERGY DRINK FORECAST



- GlobalData projects that global off-trade retail sales of energy drinks will experience a robust growth, with a compound annual growth rate (CAGR) of **7.6%** from 2025 to 2029.

## GLOBAL OFF-TRADE RETAIL SALES & FORECAST OF ENERGY DRINKS 2019-2029



***EMELIE TIRRE***

***Chief Commercial Officer***

# THE AMERICAS REGION OVERVIEW



## 43 Territories



## 91 Coca-Cola Bottlers



## 8 Brand Families



## Markets with MEC Value Share Leadership



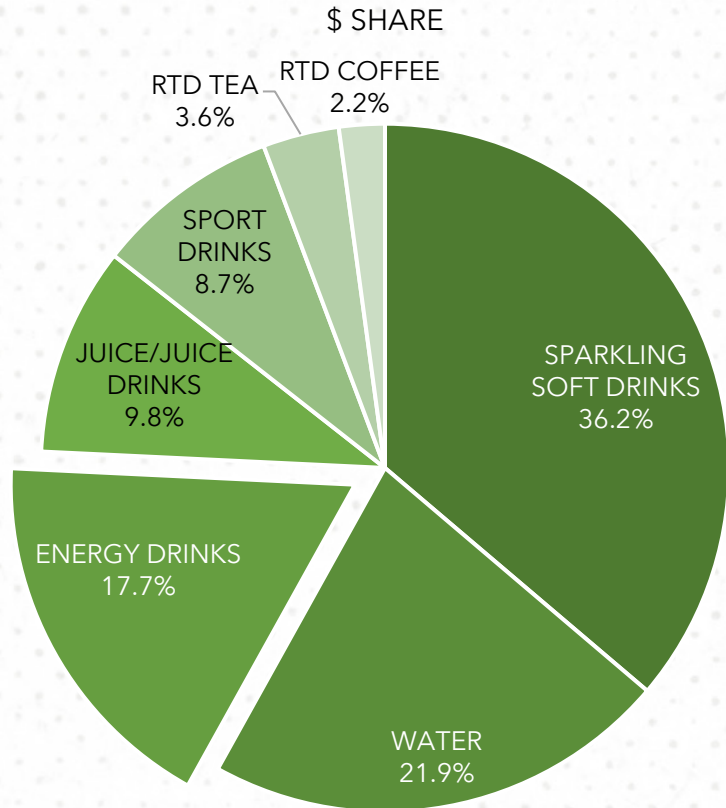
# BEVERAGE LANDSCAPE

TOTAL U.S. ALL CHANNELS, 2024, DOLLAR VOLUME



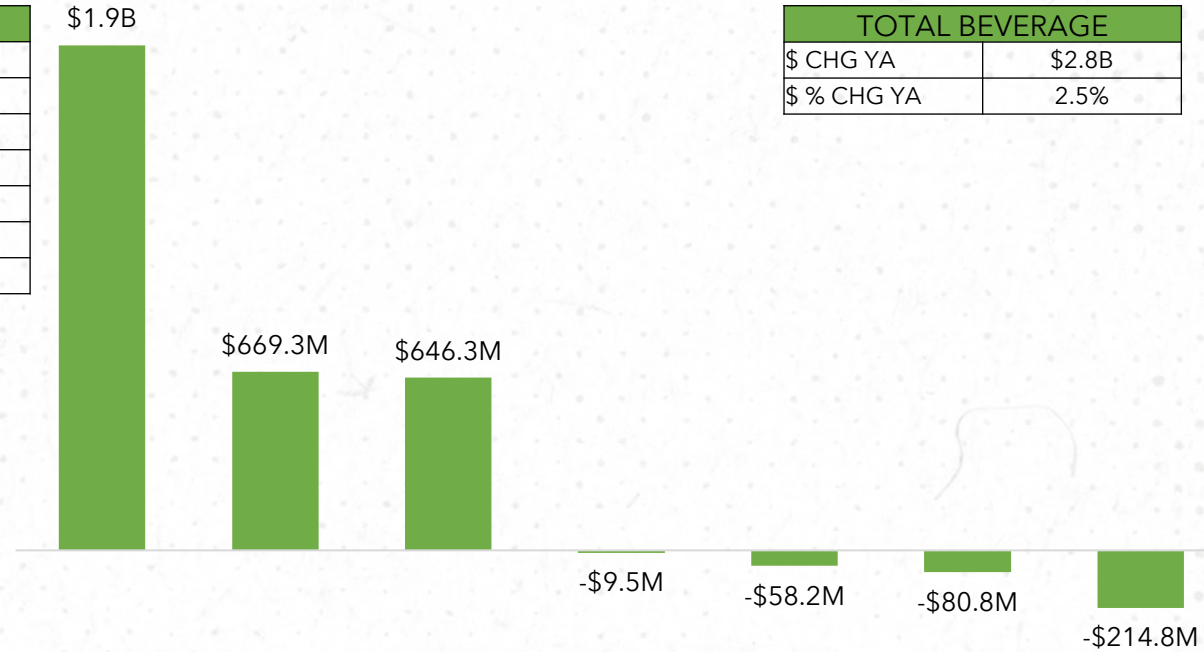
- In 2024, the U.S. market for non-alcoholic ready-to-drink beverages generated \$116.6 billion in retail sales.

## TOTAL NON-ALC BEVERAGE BY CATEGORY



\$ SHARE CYA	
SPARKLING SOFT DRINKS	0.8%
ENERGY DRINKS	0.1%
WATER	0.0%
RTD TEA	-0.1%
RTD COFFEE	-0.2%
SPORT DRINKS	-0.3%
JUICE/JUICE DRINKS	-0.3%

## TOTAL NON-ALC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
\$ CHG YA	\$2.8B
% CHG YA	2.5%

	SPARKLING SOFT DRINKS	WATER	ENERGY DRINKS	RTD TEA	JUICE/JUICE DRINKS	SPORT DRINKS	RTD COFFEE
\$ CHG YA	\$1.9B	\$669.3M	\$646.3M	-\$9.5M	-\$58.2M	-\$80.8M	-\$214.8M
% CHG YA	4.7%	2.7%	3.2%	-0.2%	-0.5%	-0.8%	-7.9%

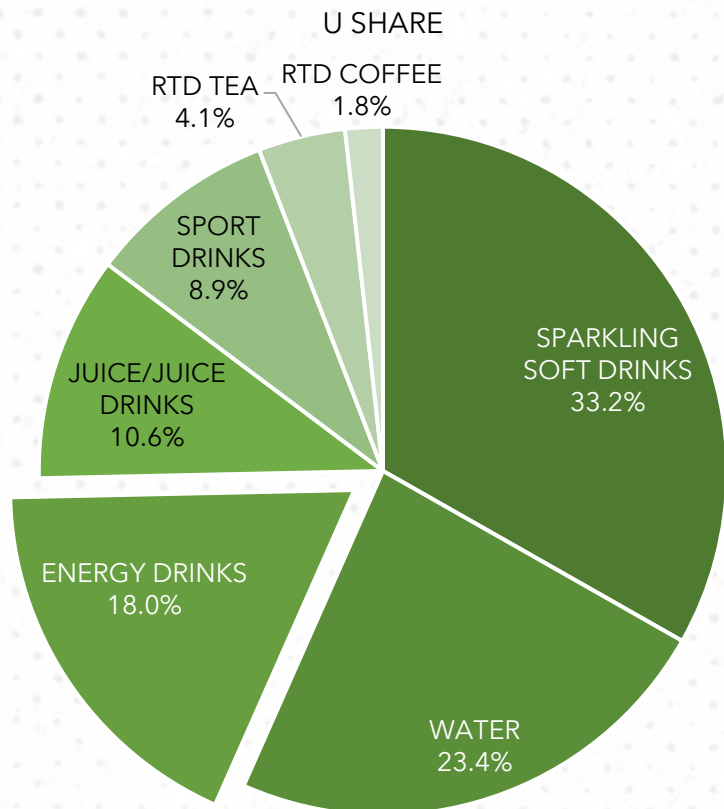
# BEVERAGE LANDSCAPE

TOTAL U.S. ALL CHANNELS, 2024, UNIT VOLUME



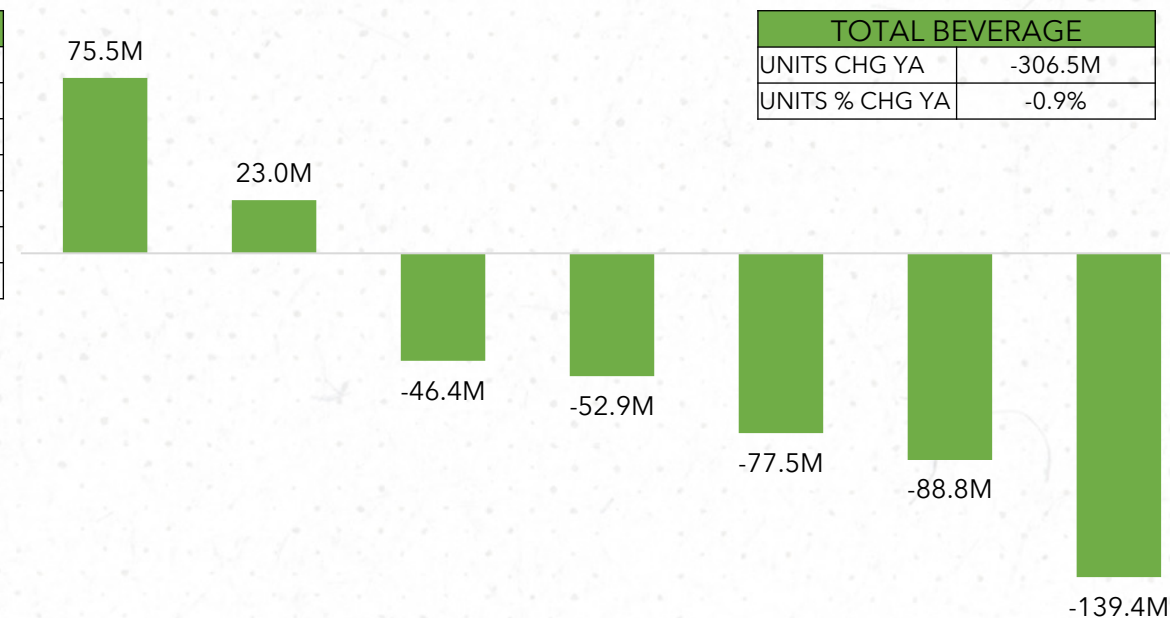
- In 2024, the U.S. market for non-alcoholic ready-to-drink beverages generated 35.2 billion in units sold.

## TOTAL NON-ALC BEVERAGE BY CATEGORY



U SHARE CYA	
ENERGY DRINKS	0.4%
WATER	0.3%
SPARKLING SOFT DRINKS	0.2%
RTD TEA	-0.1%
JUICE/JUICE DRINKS	-0.2%
RTD COFFEE	-0.2%
SPORT DRINKS	-0.3%

## TOTAL NON-ALC BEVERAGE BY CATEGORY



TOTAL BEVERAGE	
UNITS CHG YA	-306.5M
UNITS % CHG YA	-0.9%

	ENERGY DRINKS	WATER	SPARKLING SOFT DRINKS	RTD TEA	RTD COFFEE	JUICE/JUICE DRINKS	SPORT DRINKS
UNITS CHG YA	75.5M	23.0M	-46.4M	-52.9M	-77.5M	-88.8M	-139.4M
UNITS % CHG YA	1.2%	0.3%	-0.4%	-3.5%	-11.1%	-2.3%	-4.3%

# BRAND PERFORMANCE

TOTAL U.S. ALL CHANNELS, LATEST 13-WEEKS



	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
<b>TNA ENERGY</b>	<b>\$5,226,566,287</b>	<b>6.0%</b>	<b>1,585,297,537</b>	<b>3.8%</b>	<b>100.0</b>	<b>0.0</b>
MEC	\$1,829,736,776	3.4%	553,807,036	0.8%	35.0	-0.9
MONSTER	\$1,496,455,528	3.2%	440,210,510	0.1%	28.6	-0.8
REIGN	\$118,323,349	-4.9%	41,582,706	-6.5%	2.3	-0.3
REIGN STORM	\$28,630,967	15.6%	11,896,801	10.1%	0.5	0.0
NOS	\$111,902,459	3.0%	34,125,930	0.4%	2.1	-0.1
BANG	\$77,743,924	29.6%	28,742,706	35.5%	1.5	0.3
FULL THROTTLE	\$25,293,833	-3.3%	9,139,617	-7.2%	0.5	0.0
RED BULL	\$1,814,662,405	10.6%	502,672,728	9.5%	34.7	1.4
CELSIUS	\$458,865,300	4.5%	149,179,579	2.7%	8.8	-0.1
ALANI NU	\$208,543,221	68.6%	68,053,568	70.9%	4.0	1.5
5-HOUR	\$156,505,484	-5.4%	34,001,256	-6.4%	3.0	-0.4
C4	\$154,487,531	11.2%	53,397,563	13.1%	3.0	0.1
GHOST	\$140,922,247	14.4%	48,595,923	11.0%	2.7	0.2
ROCKSTAR	\$137,096,373	-10.9%	58,968,956	-14.4%	2.6	-0.5
STARBUCKS	\$108,959,204	-13.2%	27,842,759	-16.0%	2.1	-0.5
ALL OTHER	\$216,787,746	-13.9%	88,778,170	-15.0%	4.1	-1.0

# BRAND PERFORMANCE TOTAL U.S. CONVENIENCE, LATEST 4-WEEKS



	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
<b>TNA ENERGY</b>	<b>\$936,032,366</b>	<b>4.6%</b>	<b>299,404,265</b>	<b>2.1%</b>	<b>100.0</b>	<b>0.0</b>
MEC	\$342,433,801	3.4%	111,028,797	-0.4%	36.6	-0.4
MONSTER	\$269,649,851	2.5%	86,739,048	-1.5%	28.8	-0.6
REIGN	\$25,615,694	-0.1%	8,943,827	-2.2%	2.7	-0.1
REIGN STORM	\$5,705,785	26.0%	2,265,936	24.3%	0.6	0.1
NOS	\$23,957,191	3.4%	7,416,685	-1.6%	2.6	0.0
BANG	\$16,669,623	32.0%	5,672,268	30.4%	1.8	0.4
FULL THROTTLE	\$6,536,640	-2.5%	2,255,241	-7.4%	0.7	-0.1
RED BULL	\$345,207,808	9.4%	100,686,797	9.8%	36.9	1.6
CELSIUS	\$67,935,973	-0.2%	24,777,913	-5.2%	7.3	-0.3
C4	\$32,965,140	7.6%	10,646,563	4.8%	3.5	0.1
5-HOUR	\$28,217,689	-6.3%	7,585,206	-6.4%	3.0	-0.4
GHOST	\$27,665,563	11.0%	9,109,057	7.8%	3.0	0.2
ROCKSTAR	\$25,160,297	-12.7%	9,988,838	-15.9%	2.7	-0.5
STARBUCKS	\$20,635,595	-11.6%	5,025,052	-15.9%	2.2	-0.4
ALANI NU	\$18,858,823	102.0%	6,538,146	101.5%	2.0	1.0
ALL OTHER	\$26,951,676	-17.9%	14,017,898	-12.7%	2.9	-0.8

# BRAND PERFORMANCE

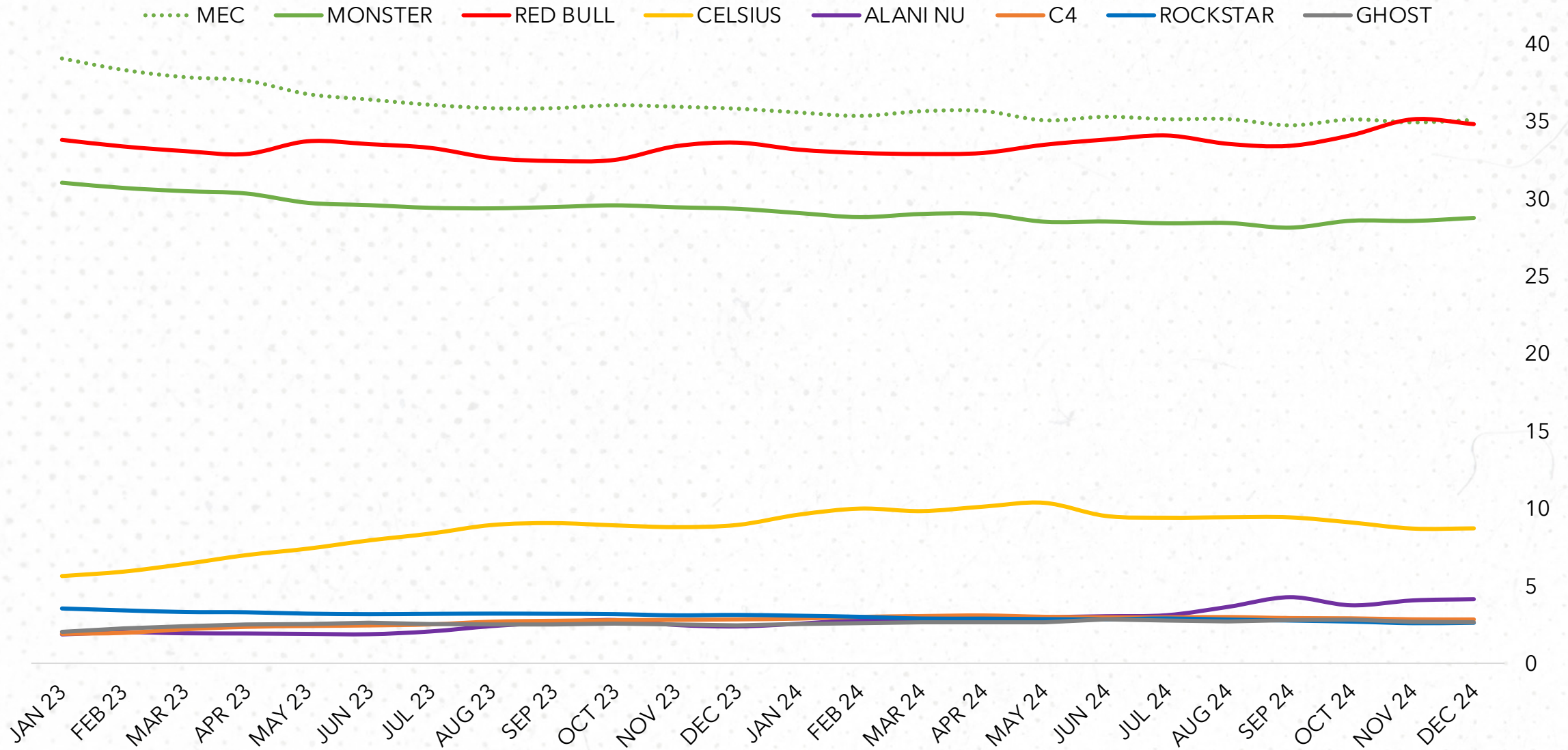
TOTAL U.S. xAOC, LATEST 4-WEEKS



	\$	\$ % Chg YA	Units	Units % Chg YA	\$ Shr	\$ Shr Chg YA
<b>TNA ENERGY</b>	<b>\$603,973,684</b>	<b>8.2%</b>	<b>164,778,971</b>	<b>6.6%</b>	<b>100.0</b>	<b>0.0</b>
MEC	\$197,172,323	6.1%	50,463,228	1.6%	32.6	-0.7
MONSTER	\$172,923,298	7.4%	42,170,617	2.6%	28.6	-0.2
REIGN	\$9,034,588	-13.1%	3,271,384	-15.1%	1.5	-0.4
REIGN STORM	\$2,493,453	-17.3%	1,166,262	-21.5%	0.4	-0.1
NOS	\$8,762,012	2.5%	2,496,886	5.1%	1.5	-0.1
BANG	\$5,497,479	10.5%	2,087,051	10.1%	0.9	0.0
FULL THROTTLE	\$953,628	3.4%	437,040	1.9%	0.2	0.0
RED BULL	\$189,909,775	8.0%	47,131,913	9.2%	31.4	-0.1
CELSIUS	\$66,195,008	5.6%	18,558,791	5.5%	11.0	-0.3
ALANI NU	\$44,103,615	73.7%	13,984,193	77.1%	7.3	2.8
5-HOUR	\$18,251,700	-3.7%	2,492,214	-3.6%	3.0	-0.4
ROCKSTAR	\$14,933,442	-8.0%	7,279,248	-13.5%	2.5	-0.4
C4	\$12,749,369	23.2%	5,092,739	33.1%	2.1	0.3
GHOST	\$12,661,263	18.1%	4,658,100	10.3%	2.1	0.2
STARBUCKS	\$10,740,997	-12.1%	2,999,209	-11.1%	1.8	-0.4
ALL OTHER	\$37,256,194	-6.4%	12,119,337	-12.6%	6.2	-1.0

# SHARE TRENDS

TOTAL U.S. ALL CHANNELS, DOLLAR SHARE

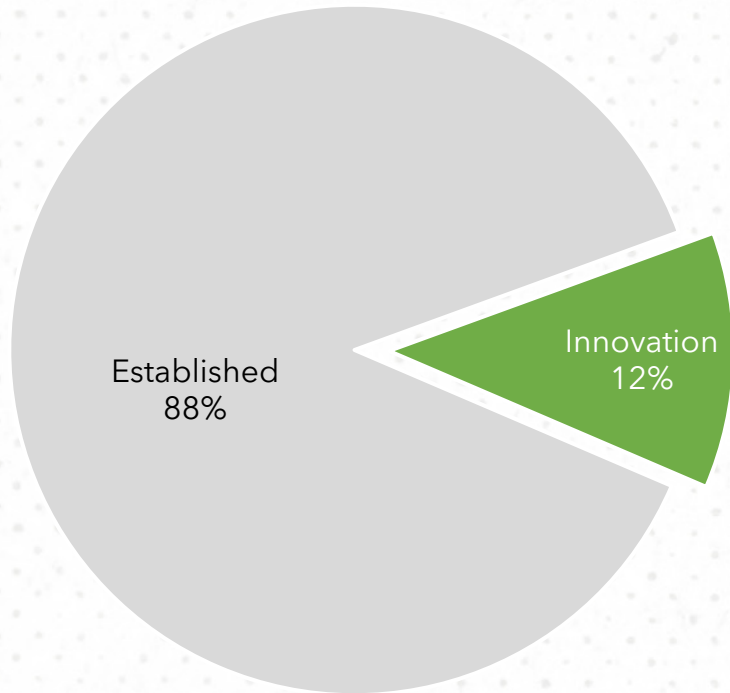


Source: Nielsen Total US xAOC + Conv TNA Energy

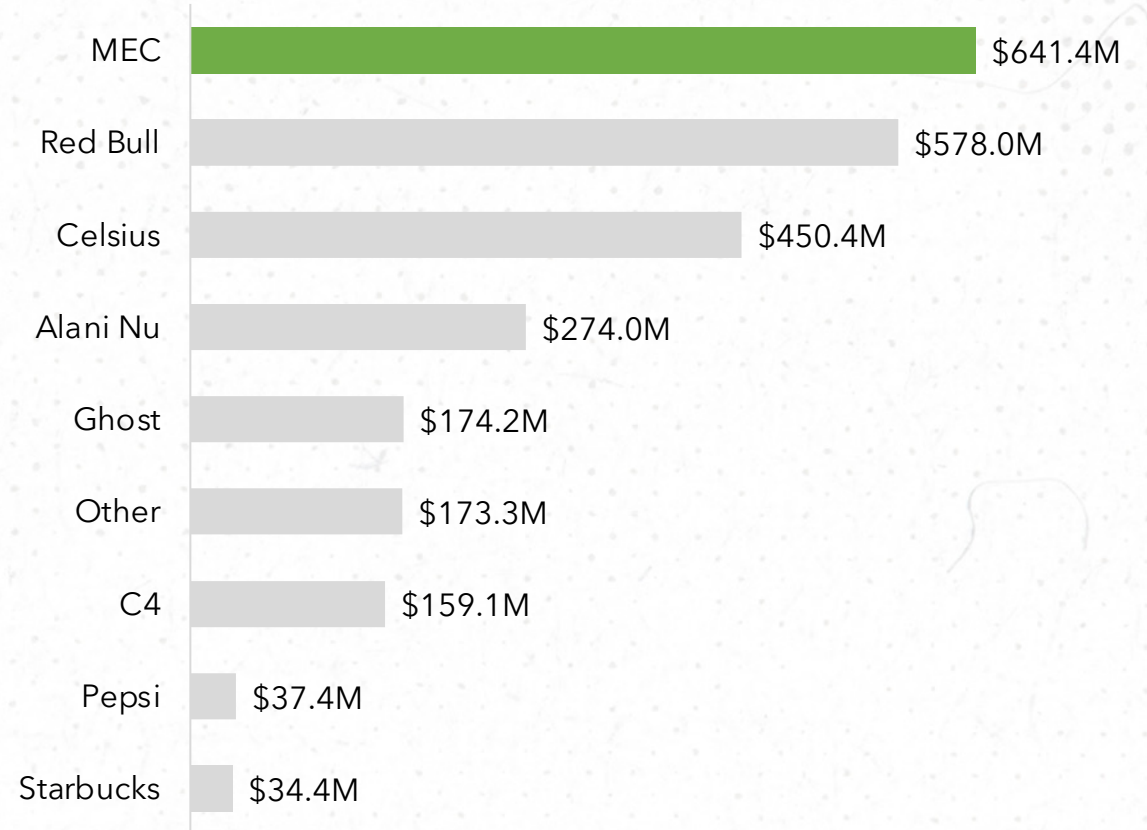
# INNOVATION CONTRIBUTION TOTAL U.S. ALL CHANNELS



### ENERGY DRINKS BY ITEM STATUS | \$ Share



### ENERGY DRINK INNOVATION BY SUPPLIER | \$ Vol



Source: Nielsen Total US xAOC + Conv 52 weeks ending 12/28/2024 TNA Energy \* Innovation is defined as items that achieve a growth rate of 90% or more compared to the previous year

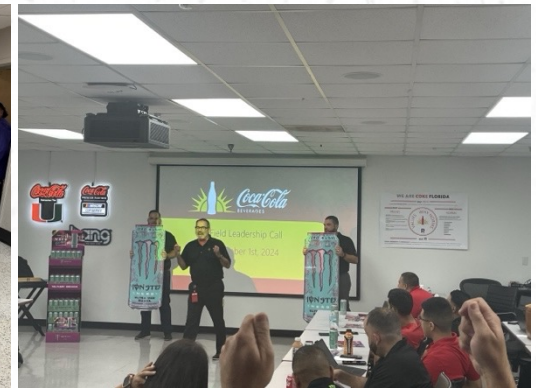
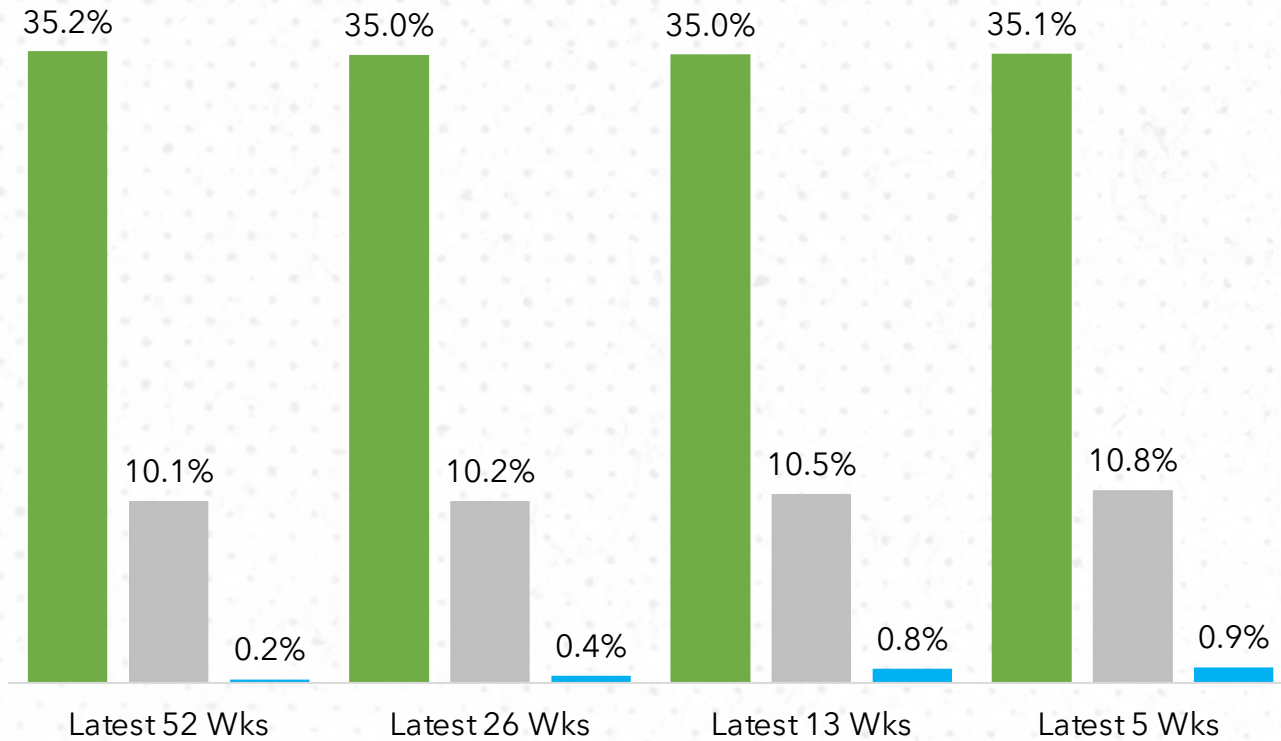
# ULTRA VICE GUAVA LAUNCH TOTAL U.S. ALL CHANNELS



- The successful launch of Ultra Vice Guava in October 2024 has resulted in market share gains for Monster Ultra and the broader MEC portfolio in recent periods.

## \$ SHARE TREND BY SELECT ENERGY DRINK PRODUCT GROUP

■ MEC ■ Monster Ultra Brand ■ Monster UVG



# U.S. INNOVATION



**REIGN STORM**  
Tropical  
12/12oz



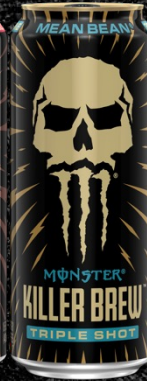
**BANG**  
Sour Ropes  
12/16oz



**ULTRA**  
Blue Hawaiian  
24/16oz



**JUICE MONSTER**  
Viking Berry  
24/16oz



**KILLER BREW**  
Mean Bean  
Loca Moca  
12/15oz



**MONSTER**  
Zero Sugar  
12/24oz



**REIGN**  
White Haze  
12/16oz



**BANG**  
Any Means Orange  
12/16oz

**ADDITIONAL INNOVATION UNDER REVIEW**

**LATAM**

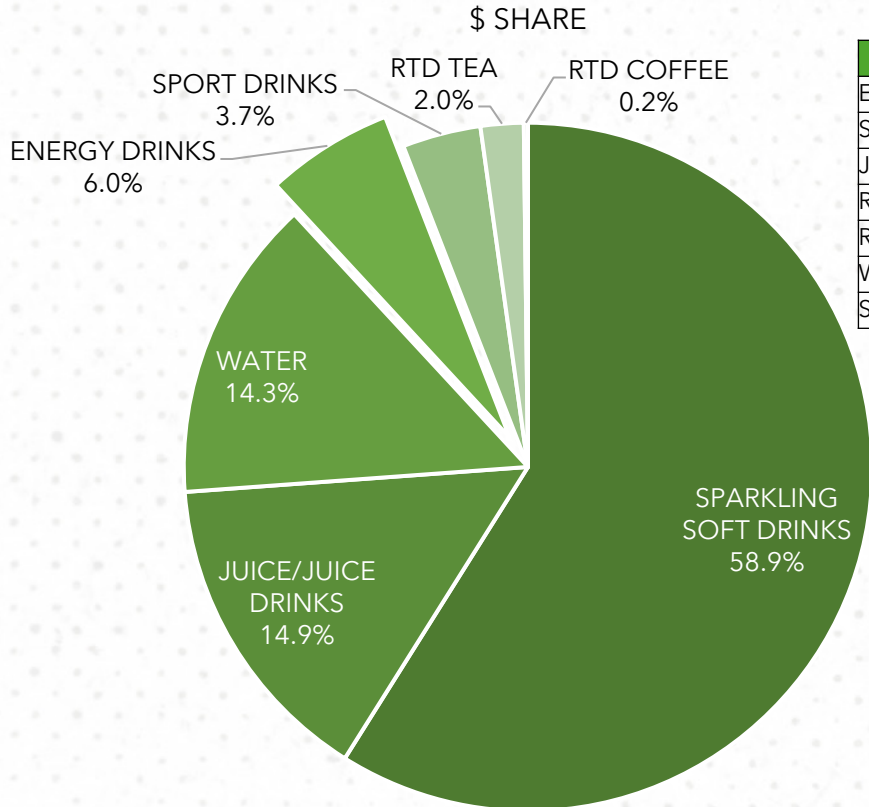


# BEVERAGE LANDSCAPE TOTAL LATAM ALL CHANNELS, 2024, VALUE SALES (USD)



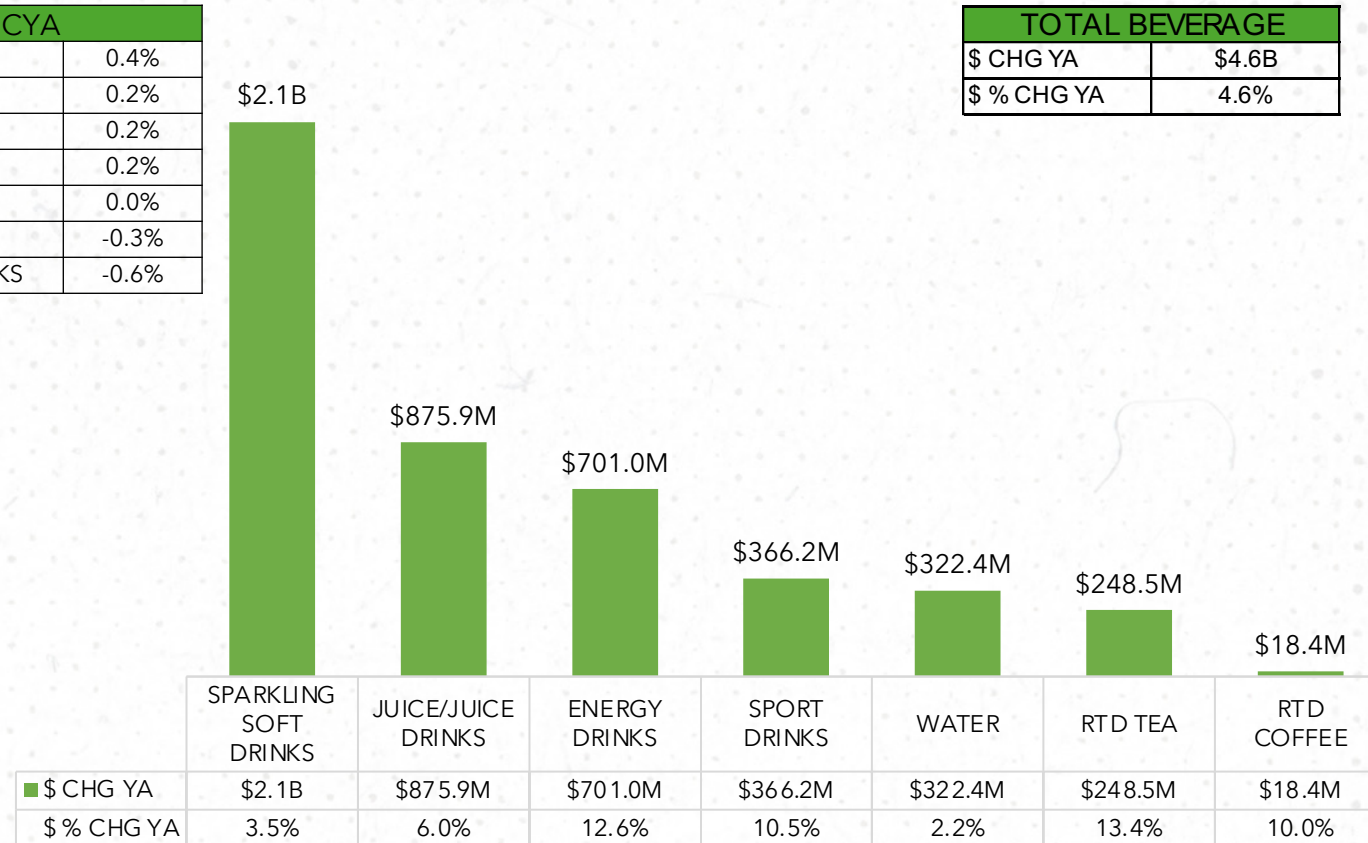
- In 2024, the LATAM market for non-alcoholic ready-to-drink beverages generated \$104.3 billion in retail sales.

## TOTAL NON-ALC BEVERAGE BY CATEGORY



\$ SHARE CYA	
ENERGY DRINKS	0.4%
SPORT DRINKS	0.2%
JUICE/JUICE DRINKS	0.2%
RTD TEA	0.2%
RTD COFFEE	0.0%
WATER	-0.3%
SPARKLING SOFT DRINKS	-0.6%

## TOTAL NON-ALC BEVERAGE BY CATEGORY



# BRAND PERFORMANCE

TOTAL LATAM ALL CHANNELS, LATEST 3-MONTHS

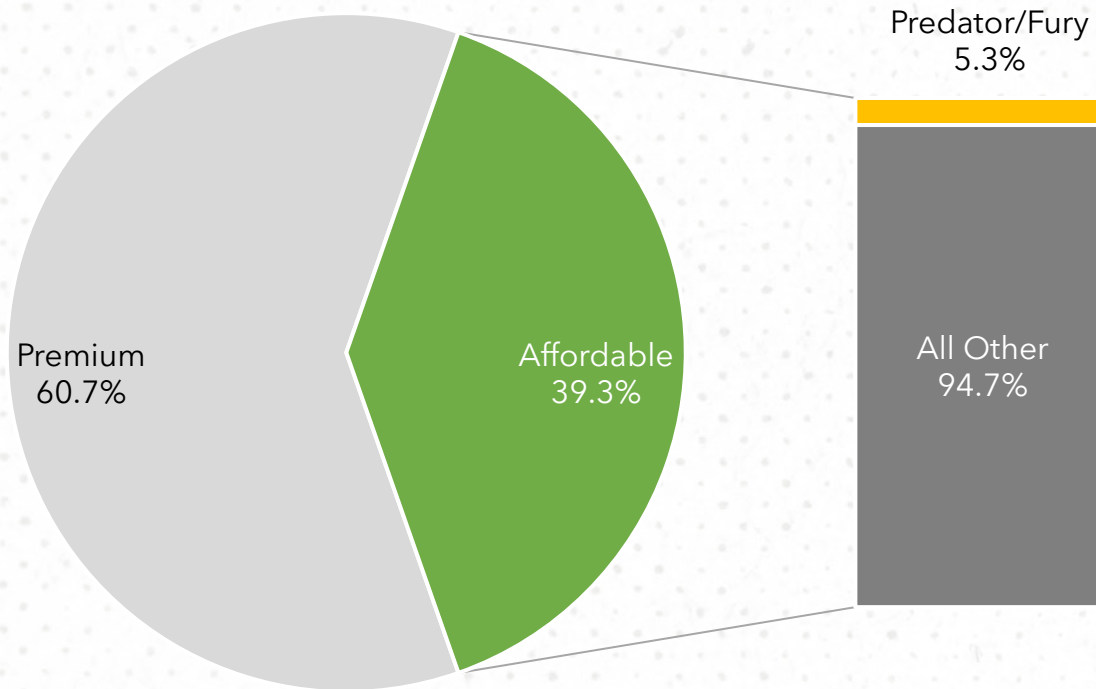


	\$ USD	\$ % Chg YA	Unit Cases	Unit Cases % Chg YA	\$ Shr	\$ Shr Chg YA
<b>TOTAL ENERGY</b>	<b>\$815,632,026</b>	<b>22.4%</b>	<b>50,739,784</b>	<b>8.6%</b>	<b>100.0</b>	<b>0.0</b>
MEC	\$311,632,144	30.3%	15,191,498	9.6%	38.2	2.3
MONSTER	\$293,361,417	31.3%	13,624,360	9.1%	36.0	2.4
PREDATOR/FURY	\$16,293,713	20.2%	1,460,394	17.8%	2.0	0.0
REIGN	\$1,977,014	-12.1%	106,744	-12.4%	0.2	-0.1
RED BULL	\$162,333,404	14.7%	4,347,082	5.7%	19.9	-1.3
VOLT	\$48,423,025	30.0%	4,249,313	26.3%	5.9	0.3
RAPTOR	\$44,842,952	6.3%	4,864,220	4.7%	5.5	-0.8
AMPER	\$39,261,409	15.6%	3,548,754	11.0%	4.8	-0.3
VIVE 100	\$34,142,423	-3.8%	3,737,639	-1.0%	4.2	-1.1
SPEED	\$27,581,649	202.2%	1,059,354	-8.8%	3.4	2.0
A-RUSH	\$18,342,629	21.2%	749,540	19.2%	2.2	0.0
BALY	\$16,775,824	72.3%	2,202,005	59.0%	2.1	0.6
SPEED MAX	\$16,089,252	0.4%	1,964,593	-6.7%	2.0	-0.4
AMP	\$13,057,921	-2.0%	1,655,981	-3.7%	1.6	-0.4
SCORE	\$12,873,947	31.2%	845,298	28.8%	1.6	0.1
TNT	\$10,666,073	-3.2%	527,804	-2.4%	1.3	-0.3
ALL OTHER	\$59,609,375	13.2%	5,796,702	4.3%	7.3	-0.6

# LATAM AFFORDABLE ENERGY



**LATAM ENERGY DRINKS BY PRICE SEGMENT**  
Value Sales % Mix

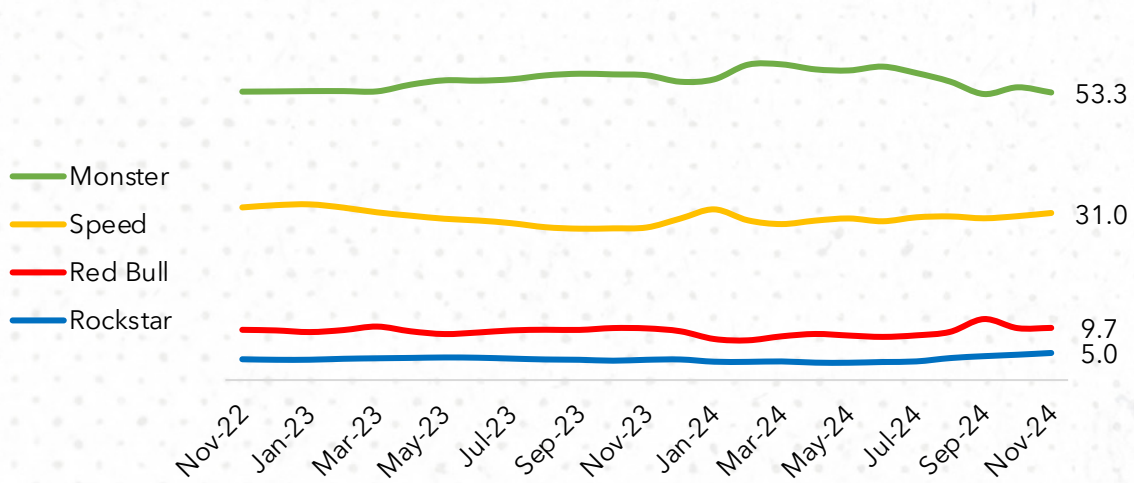


# ENERGY CATEGORY

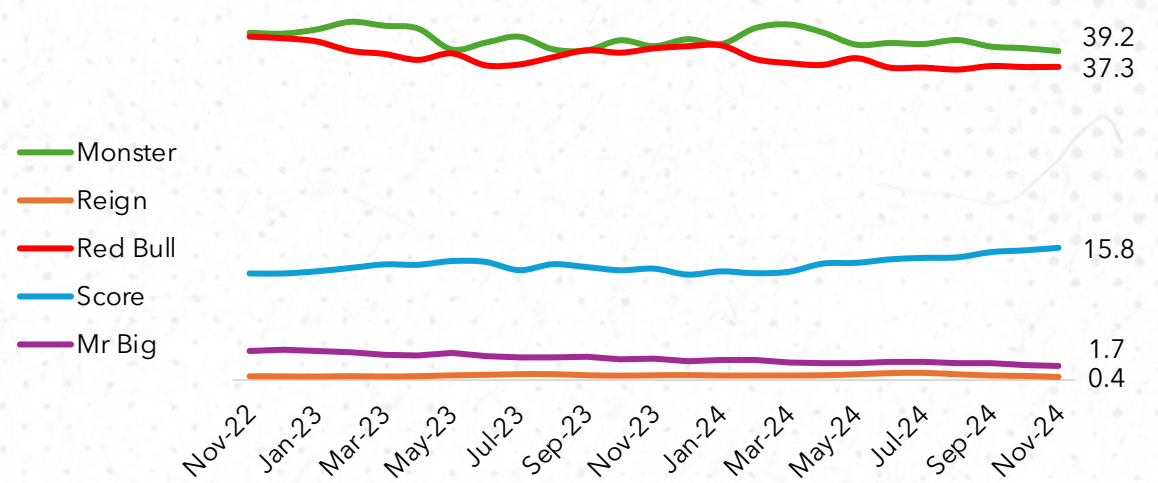
SELECT LATAM MARKETS, VALUE SHARE



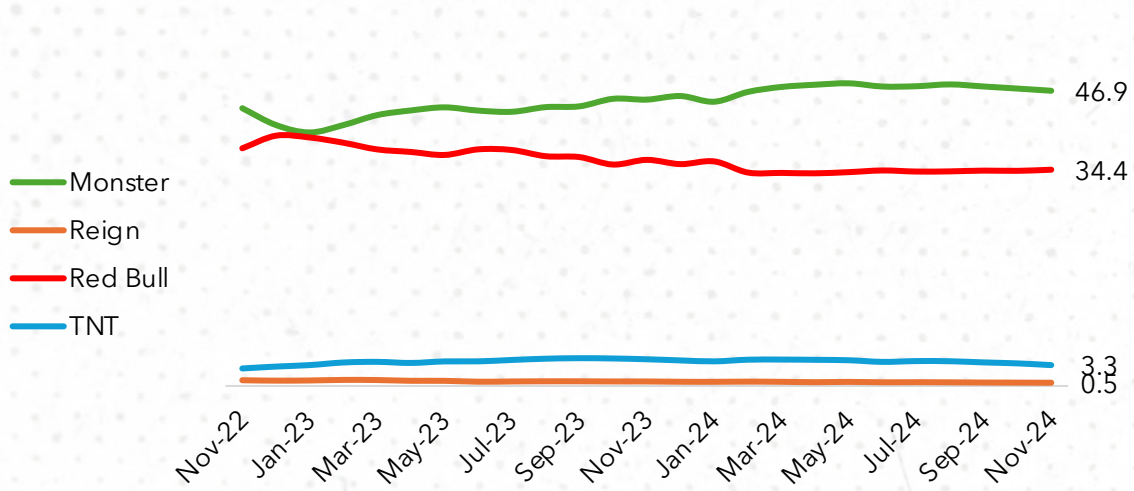
ARGENTINA BY BRAND | Value Share



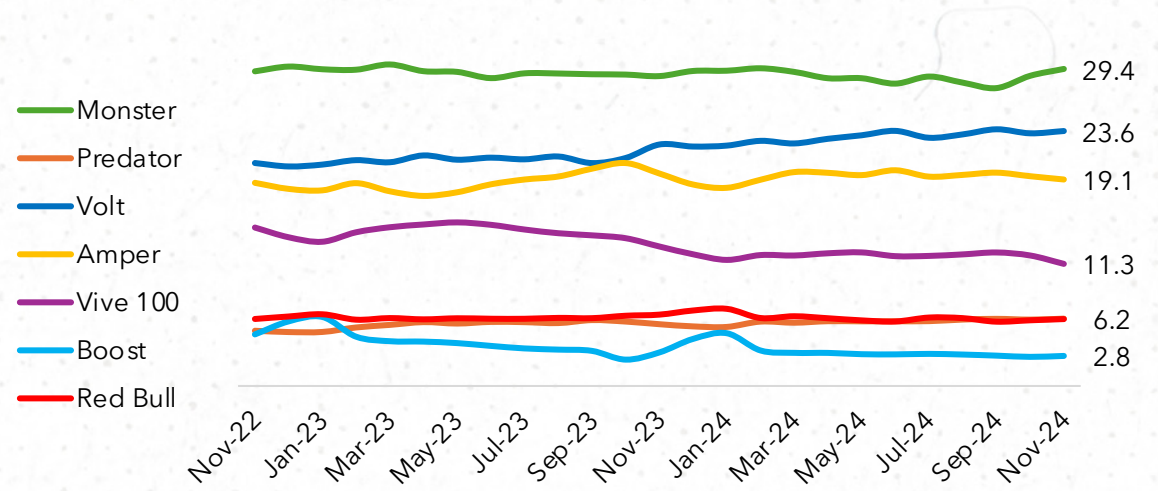
CHILE BY BRAND | Value Share



BRAZIL BY BRAND | Value Share



MEXICO BY BRAND | Value Share



# ***GUY CARLING***

*President of EMEA & OSP*



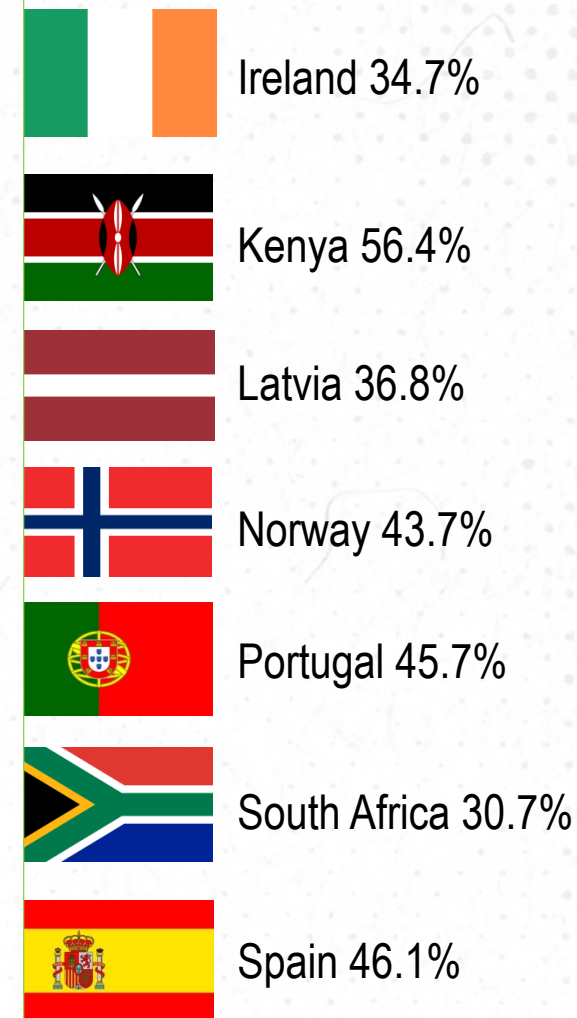
- 79 Markets
- 19 Bottlers



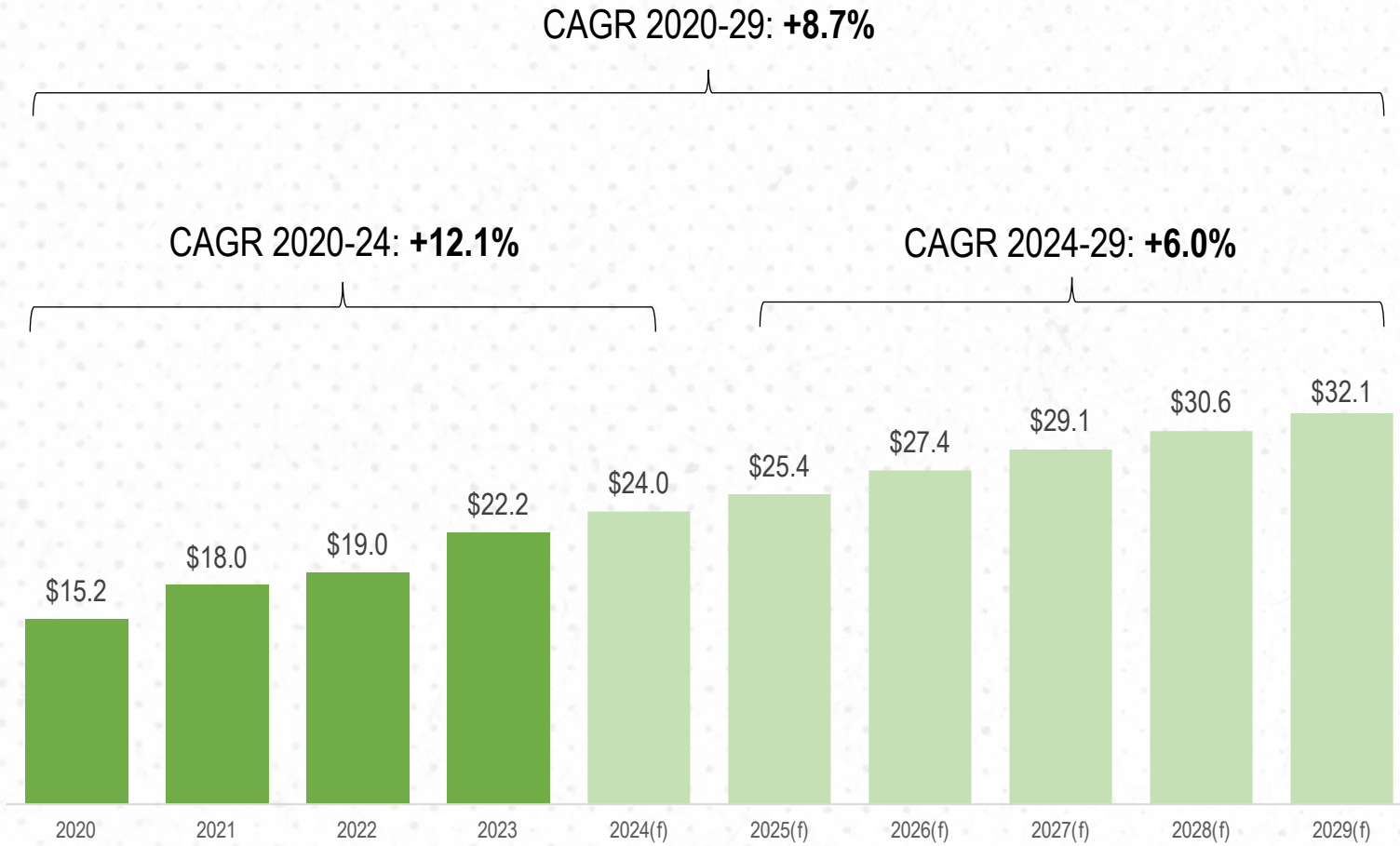
### 12 Brand Families



### Markets with MEC Share Leadership

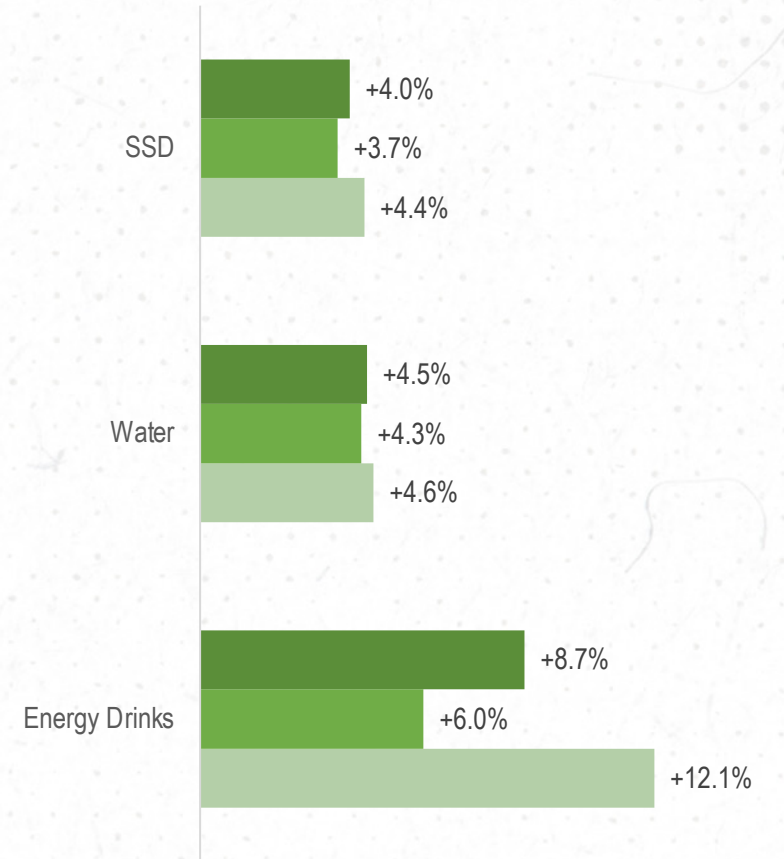


# EMEA & OSP ENERGY CATEGORY



## ENERGY DRINKS BN USD

## PERFORMANCE BY CATEGORY

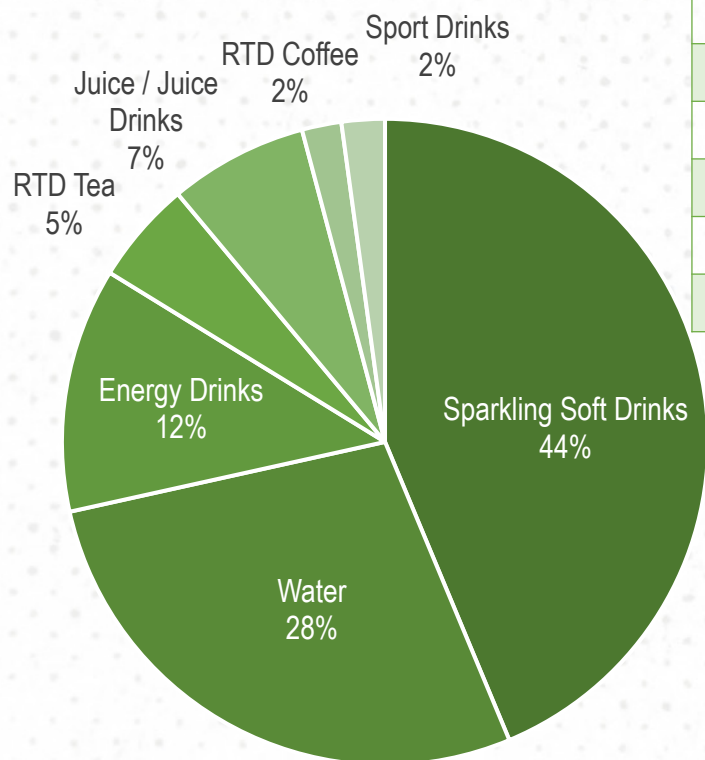


■ \$ CAGR 2020-29 ■ \$ CAGR 2024-29 ■ \$ CAGR 2020-24



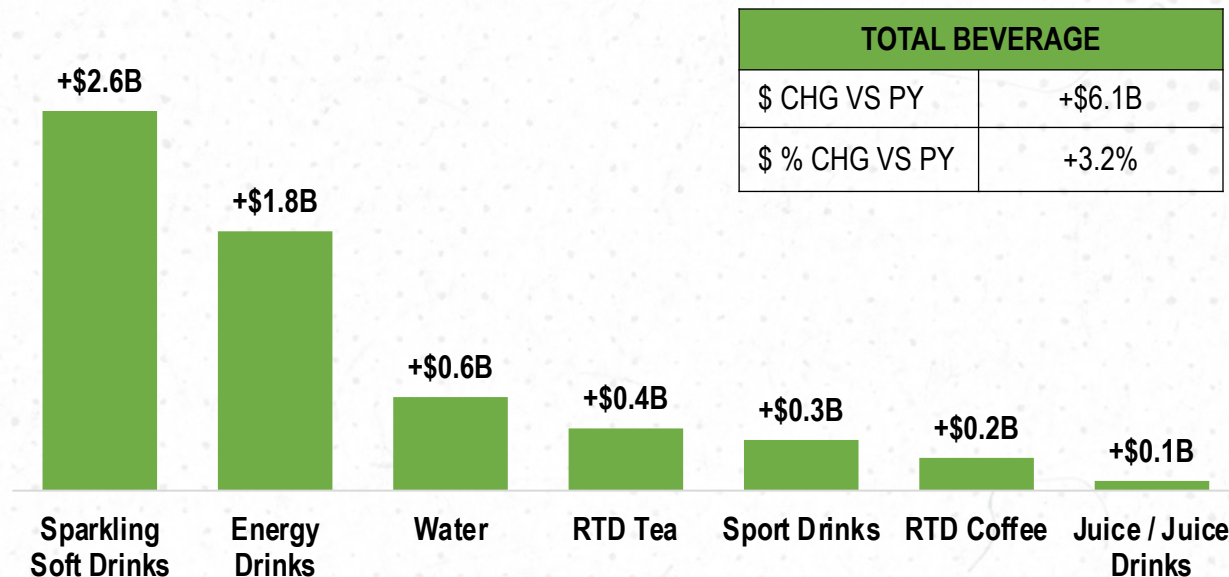
## NON-ALCOHOLIC BEVERAGES SNAPSHOT 2024

**TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY**  
**\$ SHARE**



\$ SHARE CHANGE VS PRIOR YEAR	
Sparkling Soft Drinks	0.0%
Water	-0.5%
Energy Drinks	+0.5%
RTD Tea	+0.1%
Juice / Juice Drinks	-0.2%
RTD Coffee	+0.1%
Sport Drinks	+0.1%

**TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY**



TOTAL BEVERAGE	
\$ CHG VS PY	+\$6.1B
\$ % CHG VS PY	+3.2%

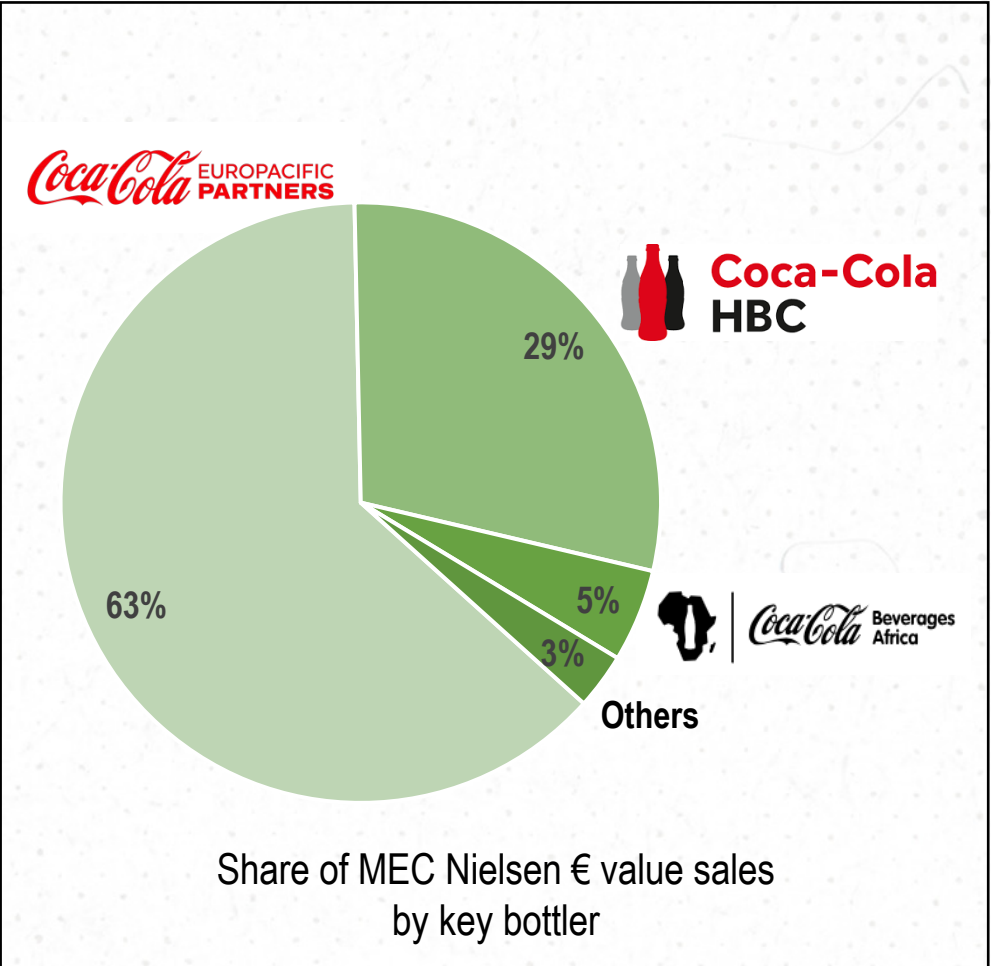
	Sparkling Soft Drinks	Energy Drinks	Water	RTD Tea	Sport Drinks	RTD Coffee	Juice / Juice Drinks
\$ CHG VS PY	+\$2.6B	+\$1.8B	+\$0.6B	+\$0.4B	+\$0.3B	+\$0.2B	+\$0.1B
\$ % CHG VS PY	+3.1%	+7.9%	+1.2%	+4.4%	+8.8%	+6.1%	+0.5%

GlobalData (formerly known as Canadian) - Category is Energy Drinks, EMEA, Oceania and South Pacific, Annual Data last published Oct. 2024  
SSD: Sparkling Soft Drinks

# CATEGORY AND MEC NIELSEN EMEA & OSP



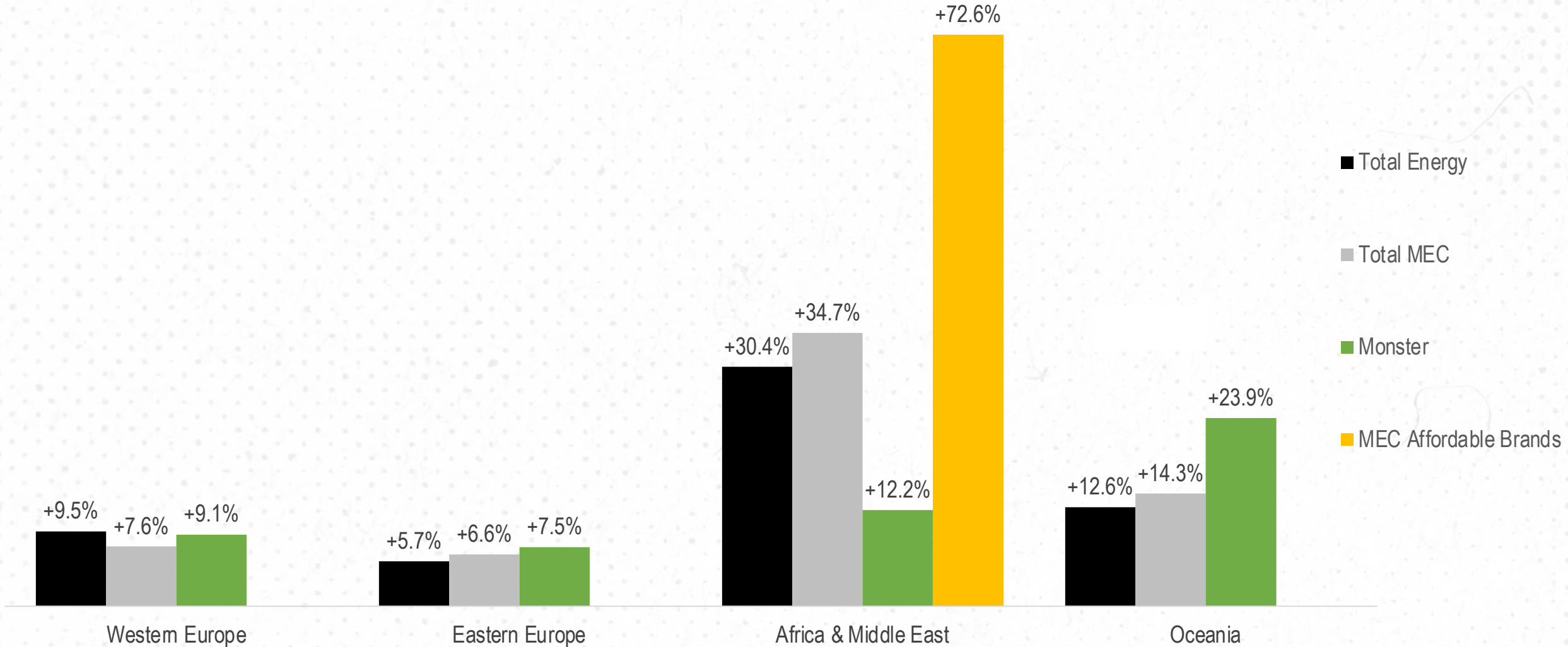
Last 12 Months	Energy Category	MEC	Monster	Strategic & Affordable Brands
Value Sales (€)	€15.1bn	€3.55bn	€2.8bn	€743m
Value Sales vs Prior Year (€)	+€1.7bn	+€456m	+€301m	+€167m
Value Sales vs Prior Year (%)	+12.9%	+14.7%	+12.1%	+29.0%



Most Recent Data Available:  
 Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 12 Month periods ending in October 2024 – December 2024

# REGIONAL PERFORMANCE

LAST 13 WEEKS NIELSEN € VALUE  
GROWTH VS PRIOR YEAR EMEA & OSP



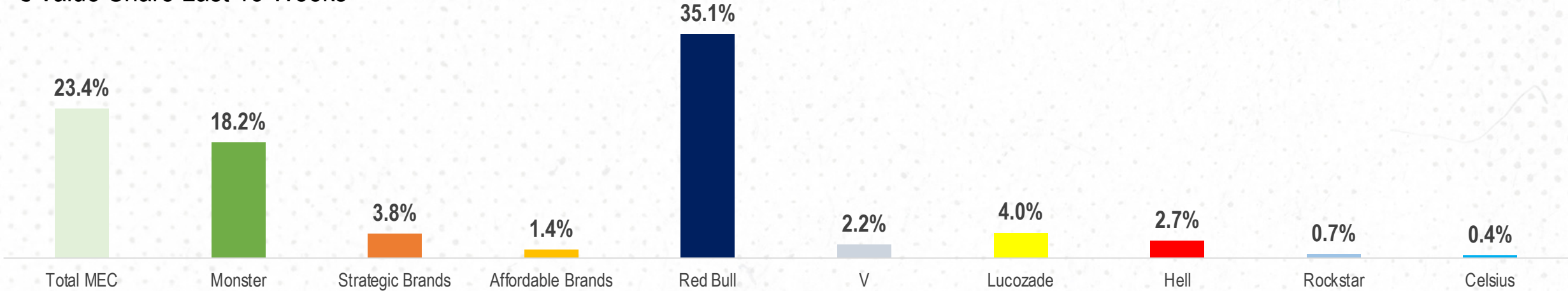
Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – December 2024

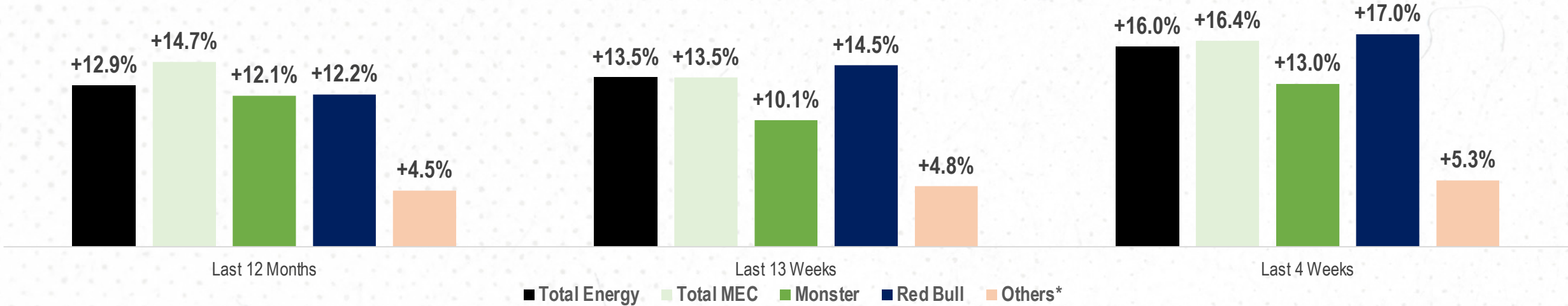
# COMPETITIVE OVERVIEW *EMEA & OSP*



€ Value Share Last 13 Weeks



€ Value Sales vs Prior Year %



Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – December 2024

\*Others: V, Lucozade, Hell, Rockstar, Celsius combined

# COMPETITIVE OVERVIEW

EMEA & OSP NIELSEN LAST 13 WEEKS



	Value Sales (€)			Unit Sales			Value Share (€)	
	This Year	Change vs Prior Year	% Change vs Prior Year	This Year	Change vs Prior Year	% Change vs Prior Year	This Year	Share Change vs Prior Year (percentage points)
<b>Total Energy</b>	<b>3,940,935</b>	<b>470,121</b>	<b>13.5%</b>	<b>3,344,777</b>	<b>286,812</b>	<b>9.4%</b>		
Total MEC	923,951	109,866	13.5%	650,808	64,859	11.1%	23.4%	0.0%
Monster	715,783	65,562	10.1%	399,638	21,496	5.7%	18.2%	-0.6%
Strategic Brands	151,512	24,018	18.8%	131,118	22,961	21.2%	3.8%	0.2%
Affordable Brands	53,608	21,674	67.9%	118,482	21,779	22.5%	1.4%	0.4%
Red Bull	1,385,199	175,126	14.5%	747,004	73,196	10.9%	35.1%	0.3%
V	85,041	6,745	8.6%	33,312	1,813	5.8%	2.2%	-0.1%
Lucozade	156,445	4,590	3.0%	89,704	-5,343	-5.6%	4.0%	-0.4%
Hell	107,187	5,827	5.7%	134,124	1,284	1.0%	2.7%	-0.2%
Rockstar	26,850	-4,477	-14.3%	17,937	-3,479	-16.2%	0.7%	-0.2%
Celsius	15,670	5,359	52.0%	8,655	3,066	54.9%	0.4%	0.1%

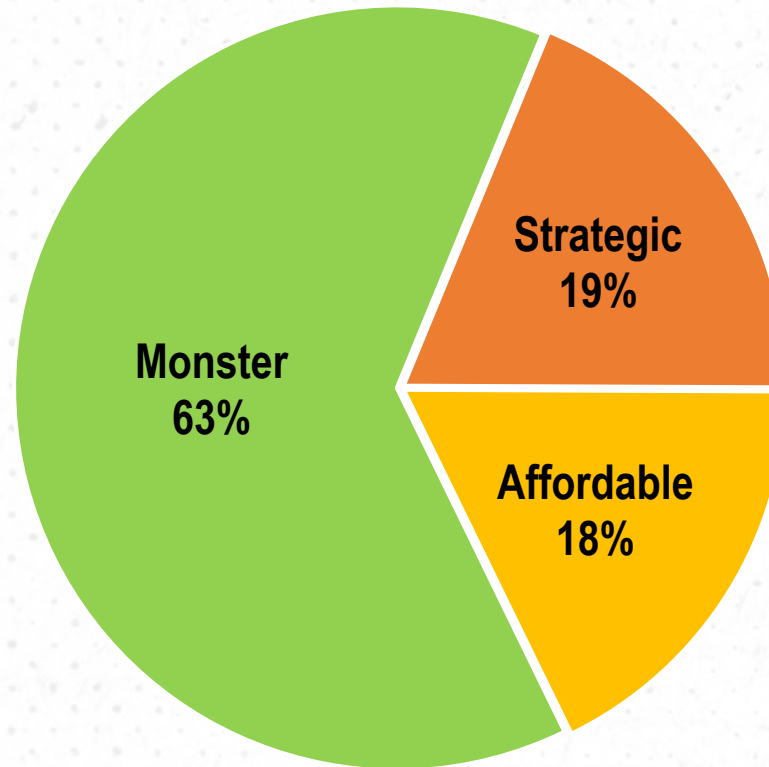
Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – December 2024

# MEC BRAND PORTFOLIO EMEA & OSP



Nielsen Unit Sales, Last 12 Months



## Monster

### 'Core'



### 'Ultra'



### 'Juiced'



### 'Additions'



## Strategic Brands



## Affordable Brands



Most Recent Data Available:

Source: Circana Australia to 12/28/2024; Nielsen data (various EMEA countries) 12 Month periods ending in October 2024 – December 2024

# WESTERN EUROPE



## MONSTER IN THE FMCG TOP 10 BRANDS (WESTERN EUROPE)

Ranking	Value €	Brand	Value (€M)	Value Growth %
1		Coca Cola	8,410	+2.2%
2		Red Bull	3,335	+12.5%
3		Kinder (Ferrero)	2,911	+9.9%
4		Cadbury	2,613	+8.4%
5		Dr. Oetker	2,049	+1.0%
6		Lindt	1,977	+8.8%
7		Pepsi	1,824	+2.5%
8		Haribo	1,774	+8.7%
9		Monster	1,758	+11.0%
10		Heinz	1,559	+0.4%

- MEC 26.7% € Value Share in Western Europe
- MEC No.1 Value Share in Spain, Portugal and Norway
- Driving Share from Multi-Channel Availability and Retail Space Gains



Burger King, Germany



Energy Zone, Grocery, France



Shell, Netherlands

- Monster ahead of Heinz, Pampers, Heineken, Fanta
- Monster closing gap to Pepsi, growing 4x faster

Most Recent Data Available:

Source: Nielsen data 13 week periods ending in October 2024 – December 2024

# GREAT BRITAIN

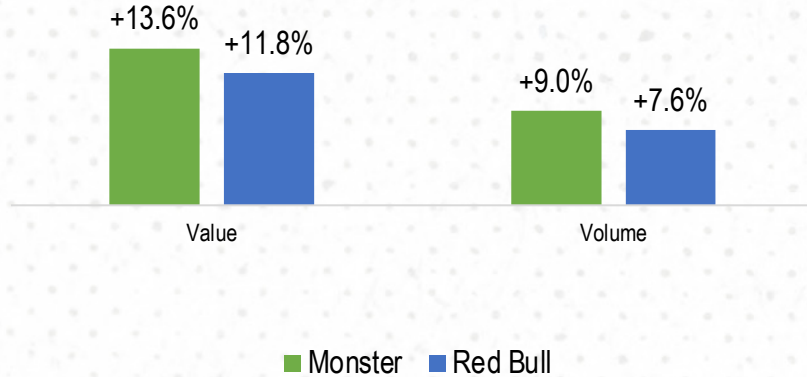


- MEC 34.4% £ Value Share in Great Britain

## Fastest Growing Food & Drink Brand 2024

Monster was the largest contributor to food and drink value and volume growth according to The Grocer & NIQ "Top Products Survey 2024" **+£103.6m**

Nielsen Full Year 2024 Growth



- Driving Share from Innovation, Retail Space Gains and Multipacks

## 2024 Innovation



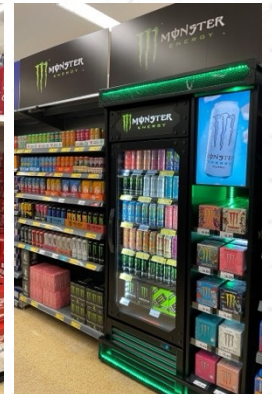
## 2025 Innovation



Convenience, GB



Grocery, GB



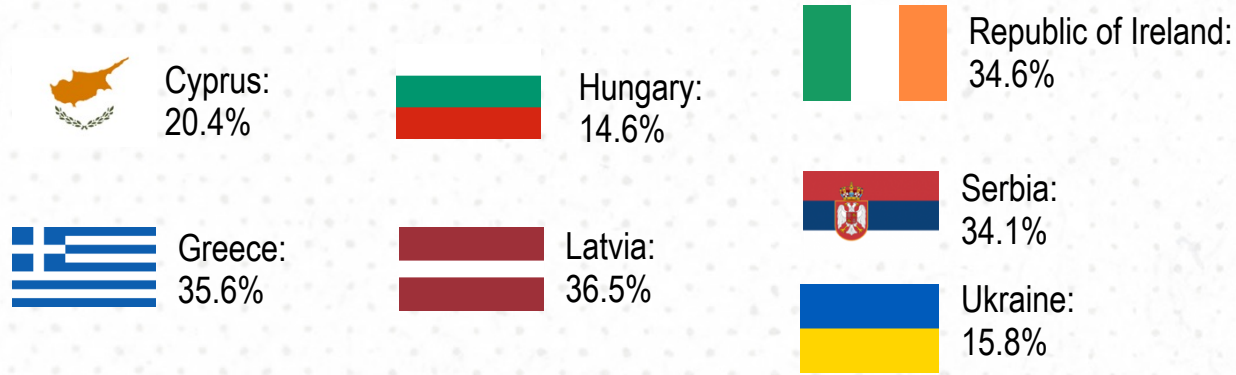
The Grocer & NIQ Top Products Survey:  
Source: Nielsen Great Britain for 52 weeks to 09/07/2024

Most Recent Data Available:  
Source: Nielsen Great Britain to 12/28/24

# EASTERN EUROPE



- 31 Markets in the Region
- MEC now a higher € value share than Red Bull in 7 Markets



## Leverage Local Marketing Assets for Market Relevance



Hockey, Swiss League



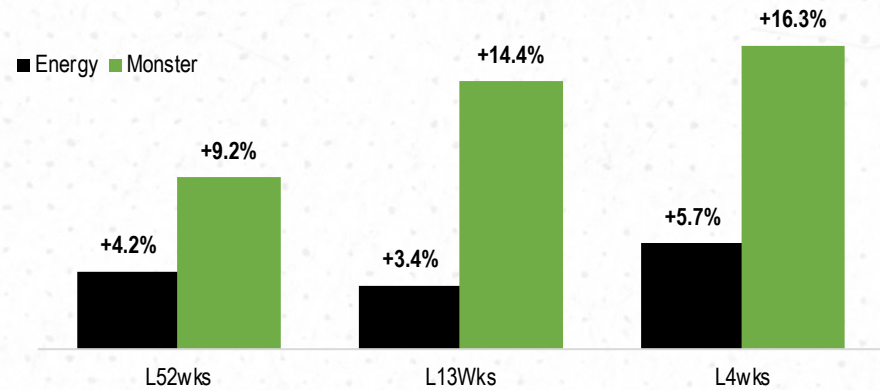
Speedway, Poland



Burn Music Tour - Hungary

## POLAND

€ Value Sales vs Prior Year



# AFRICA AND MIDDLE EAST



## Key Markets – Energy Category € Growth and MEC Share



**South Africa**



**Nigeria**



**Kenya**



**Egypt**

Energy Category Last 13 Weeks €

+10.7%

+79.6%

+24.2%

+142%

MEC € Share

30.1%

27.0%

56.8%

12.5%

#1

#2

#1

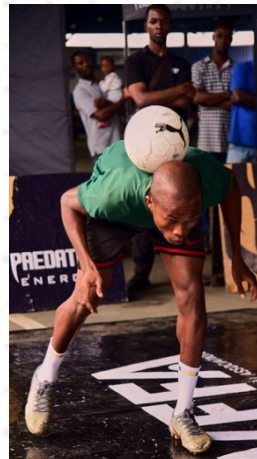
#3

## Affordable Energy

- 64% of Energy Category is Affordable
- 12% of MEC Portfolio Nielsen € value sales is Affordable
- +38.5% Affordable Category Nielsen € value sales growth
- +50.6% MEC Affordable Nielsen € value sales growth



## Predator Football Strategy: Global Asset + Local Ambassadors resonating with Consumers in Africa & Middle East



Most Recent Data Available:

Source: Nielsen data (various EMEA countries) 13 week periods ending in October 2024 – November 2024

MEC = Monster, Predator, Fury, Play, Burn

# OCEANIA & SOUTH PACIFIC



## Monster #1 Contributor to Energy Category Growth in Australia

Brand	Value Growth (\$)	Value Growth % vs Prior Year
	+51.5m	+26%
	+29.3m	+8%
	+20.6m	+6%
	+7.6m	+6%

Monster is driving 38% of total Energy \$ growth

Monster Fastest Growing NARTD\* Brand in Australia

Monster #11 NARTD Brand up from #24 in 2017

## Philippines

- CCEP relaunch of Monster Q4 2023
- Predator Launched Q2 2024

## Indonesia

- 2025 planned launch for Monster and Predator

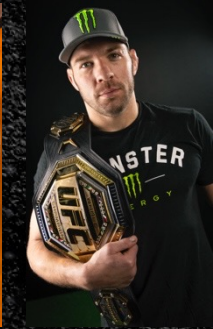


Table: Circana Australia, Total Measured Market, MAT to 12/29/2024 vs YA

NARTD: Non-Alcoholic Ready to Drink

Statements: Circana Australia Grocery Scan Excl. Campbells/Aldi MAT to 08/25/24; statements referring to absolute growth

# BRAND MARKETING EMEA & OSP



Leveraging Global Properties and Adding Regional & National Assets



# INNOVATION – EMEA



**JUICE MONSTER**  
Rio Punch



**BURN**  
Orange Fire



**LANDO NORRIS**  
Zero Sugar



**ULTRA**  
Ruby Red



**RELENTLESS**  
Guava



**NALU**  
Zero Sugar



**RESERVE**  
Peaches N' Creme



**VR46**  
Zero Sugar



**REIGN STORM**  
Mango

**ADDITIONAL INNOVATION UNDER REVIEW**

# ***HILTON SCHLOSBERG***

***Vice Chairman & Co-Chief Executive Officer***

## MEC Business In 20 Markets



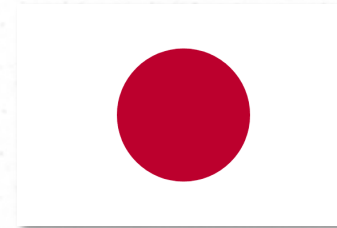
## 4 Brand Families



## 5 Bottler / Distributor Groups



## Markets with MEC Value Share Leadership



Japan: 58.1%



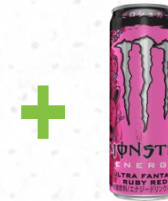
South Korea: 52.7%

## MAINTAINING MARKET LEADERSHIP

### PRODUCT PORTFOLIO



Existing Portfolio



Ultra Fantasy Ruby Red

+ New Juice Flavor

+ New Brand Family

2025 Planned Innovation

### MULTI-CHANNEL AVAILABILITY



Full Shelf In Convenience



Vending Machines



On-Premise With 250mL

### MARKETING PLATFORMS



Action Sports



Music



MotoGP



Gaming

## STEADY GROWTH OF MONSTER

CARBONATED / ± 6 RMB



330mL CAN

### MARKETING PLATFORMS



UFC & Under-The-Cap Campaign



Street Basketball

## LAUNCH OF PREDATOR

NON-CARBONATED / ± 5 RMB



500mL PET



Launched In 17 Provinces In 2024

Planned  
National  
Distribution

### AVAILABILITY, VISIBILITY AND SAMPLING



Gas Station Image Store



General Trade



Factory Convenience

## MONSTER - PREMIUM

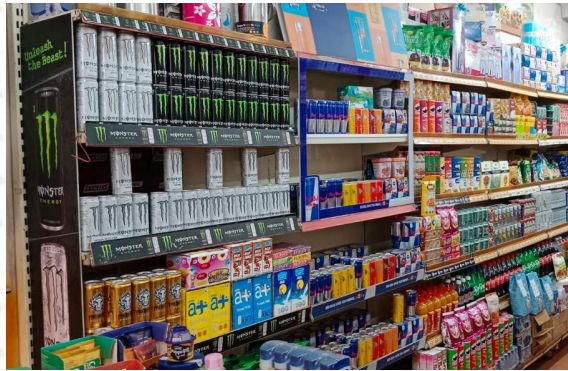
350mL CAN / INR 125



Existing Portfolio



Pipeline Punch  
2025 Innovation



Supermarket

### MARKETING PLATFORMS



Gaming



Motorsports

## PREDATOR - AFFORDABLE

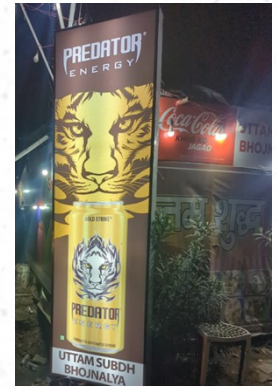
300mL CAN / INR 60



General Trade



Supermarket



Eating & Drinking

### 250mL PET INR 30 / 2025 EXPANSION AFTER DELHI PILOT



General Trade Shelf



Street Cricket League Partnership

***DAN MCHUGH***

*Global Chief Marketing Officer*

# POWER OF THE PORTFOLIO



MONSTER ENERGY



ULTRA



JAVA



NOS



REIGN



REIGN STORM



BANG



BURN



MOTHER



PREDATOR



# 2025 BRAND OBJECTIVES



1. *GROW THE CORE*
2. *ATTRACT NEW CONSUMERS*



**GROW THE CORE**



# PREMIUM PARTNERSHIPS



# KEY RENEWALS



# UFC

- 5 Year Renewal
- Center Octagon Premium Signage
- UFC Logo Rights
- Individual Fighter Partnerships



- 2025 Renewal
- Winter Games & Summer Games (2)
- X Games Logo Rights
- Premier Signage



# THE ORIGINAL INFLUENCERS



**KEN BLOCK**

RALLYCROSS CHAMPION / ENTREPRENEUR



**VALENTINO ROSSI**

9X MOTOGP CHAMPION



**ROB DYRDEK**

TV HOST / ENTREPRENEUR

# BRAND AMBASSADORS



**ICE CUBE**  
MUSIC & LIFESTYLE ICON



**TIGER WOODS**  
GOLF LEGEND



**CHLOE KIM**  
OLYMPIC AND X GAMES  
SNOWBOARD CHAMPION



**LANDO NORRIS**  
F1 MCLAREN DRIVER



**RAYSSA LEAL**  
SKATE PRODIGY



**NYJAH HUSTON**  
STREET SKATE LEGEND



**TY GIBBS**  
NASCAR DRIVER



**BRITTANY FORCE**  
2X NHRA TOP FUEL CHAMPION



**ROB GRONKOWSKI**  
4X SUPERBOWL CHAMPION



**AYUMU HIRANO**  
OLYMPIC GOLD MEDALIST

# 2024 MONSTER CHAMPIONS



**JON JONES**  
2024 UFC Heavyweight Champion



**CHLOE KIM**  
2024 X Games Superpipe Gold Medalist



**HAIKEN DEEGAN**  
Supercross Champion 250 Class



**MICHAEL DUNLOP**  
Isle of Man TT Champion



**NYJAH HUSTON**  
Paris Olympic Bronze Medalist



**GABRIEL MEDINA**  
Surf Paris Olympic Bronze Medalist



**ALEX PEREIRA**  
UFC Light Heavyweight Champion



**VALENTINA SHEVCHENKO**  
UFC Flyweight Champion

## McLaren Team Wins 2024 Constructor Championship



# RETAIL EXECUTION – UNITED STATES



## INNOVATION



MIAMI

## LOYALTY PROGRAMS



CHICAGO

## GAMING



LOS ANGELES

# RETAIL EXECUTION – INTERNATIONAL



UFC



BRAZIL

F1



SWEDEN

MOTOGP



SPAIN

# RETAIL EXECUTION – STRATEGIC BRANDS



NOS



UNITED STATES

BURN



EUROPE

MOTHER



AUSTRALIA

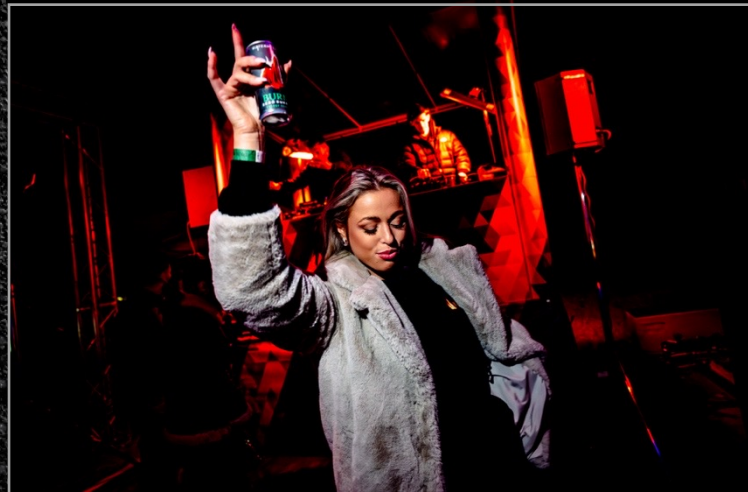
# MARKETING – STRATEGIC BRANDS



NOS



BURN



MOTHER



MOTORSPORTS

MUSIC

AUSTRALIAN DNA

# RETAIL EXECUTION – AFFORDABLE ENERGY



## PREDATOR / FURY



CHINA



HONDURAS



EGYPT

# AFFORDABLE ENERGY



## FULL FLAVORS AND PACKAGING PORTFOLIO



# MARKETING – AFFORDABLE ENERGY



CHINA



OFFICIAL ENERGY DRINKS PARTNER

GLOBAL ASSET  
CHELSEA FOOTBALL CLUB



STREET CRICKET  
INDIA – 2024



SOCCER PITCH BRANDING  
MEXICO – 2024



IN STORE ACTIVATION  
CHINA – 2024



CONSUMER PROMOTION  
NIGERIA – FALL 2024

# ATTRACT NEW CONSUMERS



f i t y  
MONSTERENERGY.COM

MONSTER  
ENERGY

# NEW CONSUMERS



*Diverse Targets /  
Demographics*

# GAMING



## TEAMS



TEAM LIQUID  
112M Followers



GEN.G  
1.01M Followers



TORONTO ULTRA  
3.9M Followers



ATLANTA FAZE  
3.08M Followers



BOSTON BREACH  
6.6M Followers

## EVENTS



294M+ Hours Watched  
350K Attendees



45M+ Hours Watched  
55K Attendees



## MAJOR PROPERTIES

CALL OF DUTY



## STREAMERS



@Teep  
1.9M Followers  
USA



@Symfuhny  
8.4M Followers  
USA



@Aydan  
5.8M Followers  
USA



@HusKerrs  
2.0M Followers  
USA



@Jericho  
2.0M Followers  
USA



@SkyrrozTV  
4.9M Followers  
France/Mexico



@Pow3r  
4.7M Followers  
Italy



@AnnieFuchsia  
663K Followers  
Sweden



@ScOut  
11M Followers  
India



@Mortal  
8.6M Followers  
India

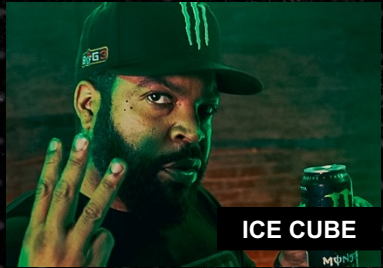


@Missrage  
590K Followers  
Austria

# MUSIC



## TOP ARTISTS



ICE CUBE



FISHER



FRENCH MONTANA



N.O.R.E



SCOWL



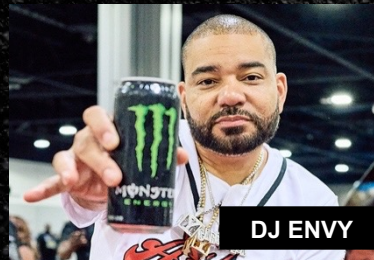
BUN B



ANTHRAX



SUICIDAL TENDENCIES



DJ ENVY

## TOP TOURS & FESTIVALS



# GREEN DAY

## THE SAVIORS TOUR

48 STOP WORLD TOUR



# SOCIAL



## KEY HIGHLIGHTS

- 44.5 Million Social Followers
- 1.9 Billion Paid Social Impressions
- Viral Athlete/Ambassador Content

 **9.4M**  
Instagram Followers  
+8% Growth

 **3.4M**  
YouTube Subscribers  
+7% Growth

 **3.6M**  
TikTok Followers  
+24% Growth

 **25.1M**  
Facebook Followers

 **49k**  
Twitch Subscribers

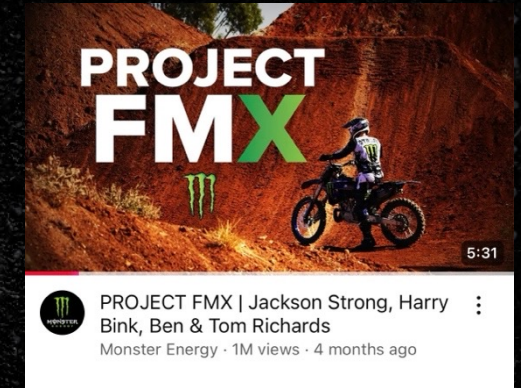
 **2.9M**  
X Followers

 **77k**  
Snapchat Followers

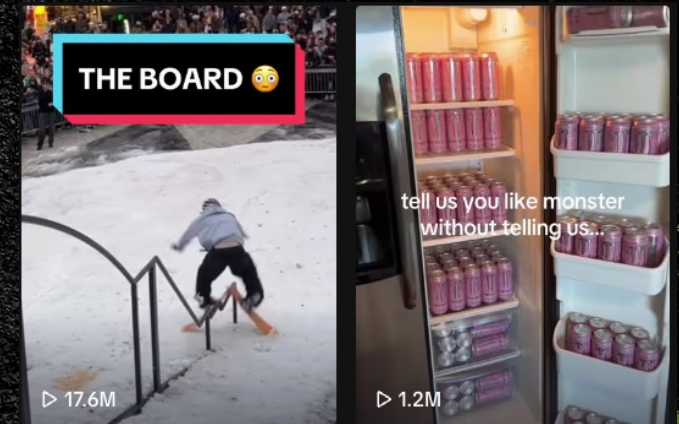
 **43K**  
Threads Followers



MONSTER ENERGY ON INSTAGRAM



LONG-FORM CONTENT ON YOUTUBE



TIKTOK

# NEW CONSUMERS - BRAND PERSONALITIES



KAI CENAT x A.M.P.



MADELYN CLINE

**THE POWER OF THE  CLAW**

**AN AMBASSADOR TEAM THAT IS SECOND TO NONE**

**550+ GLOBAL AMBASSADORS  
OVER 670M REACH**

**ONE OF THE  
BEST SPONSOR LINEUPS  
IN CONSUMER PACKAGED GOODS**

**THE MOST  
DIVERSE PORTFOLIO  
OF BRANDS IN ALL OF ENERGY**

**CONSTANT INNOVATION  
TO KEEP UP WITH THE EVER-CHANGING  
DIVERSE CONSUMER BASE**

# ***RODNEY SACKS***

***Chairman & Co-Chief Executive Officer***

## REORGANIZATION

- *Renamed CANarchy Craft Brewery to Monster Brewing Company*
- *Appointed new leadership team*
  - *President, Sales, Marketing, and National Accounts*
- *Streamlined production - two facility closures*
- *Reduced headcount*

# MONSTER BREWING COMPANY



## INNOVATION

- Line Extensions:

**THE BEAST**  
HARD III 6.0%



24oz



- Expansion Into New Categories:

Non-Alcoholic Beer



Cheladas



- Exploring International Opportunities

# MONSTER BREWING COMPANY



## THE BEAST HARD 11% 6.0% MARKETING PILLARS



## NATIONAL MARKETING



MOTORSPORTS | ENDORSERS | DIGITAL

## DALE'S SPONSORSHIPS



## PROGRAMMING



Trimester 1

Trimester 2

Trimester 3

## Enjoy Jai Alai IPA SPONSORSHIPS



## PROGRAMMING



# ***PAUL DECHARY***

***EVP & General Counsel***

# SUSTAINABILITY REPORT



At Monster we aim to use fewer resources in the production and sale of our beverages. We recognize the impact our business can have on the planet, as well as the impact the planet can have on our business.



More than 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.

We are in the process of conducting our first double materiality assessment in preparation for CSRD reporting.

We continue to expand our solar capacity, with **solar and EV charger installation** now completed throughout our Corona, CA headquarter buildings, at AFF in San Fernando, CA and our warehouse in Rialto, CA.

Monster conducted a **water risk assessment** of its direct operations and adopted its first **Water Stewardship Policy**.

We garnered recognition for our **anaerobic digester** located at our AFF San Fernando facility, which was awarded as an outstanding renewable energy project by the nonprofit organization Energy Vision.



American Fruits and Flavors

# GLOBAL PHILANTHROPIC SUPPORT

2024 HIGHLIGHTS



## OUR PILLARS

### MILITARY

(Active Duty, Retired, Ill & Injured)

### FIRST RESPONDERS

### ATHLETES & THEIR CHARITIES

### SOCIAL RESPONSIBILITY

### EDUCATION



## MILITARY SUPPORT

- NFL Star Rob Gronkowski Poland Troops Visit
- Supported Enlisted Aide of the Year Award
- Supported 10th Anniversary Invictus Games Celebration
- Fort Meyer Old Guard Gyms' Rehab

## CHARITABLE SUPPORT

- UCI Anti-Cancer Challenge Walk
- American Red Cross Blood Drives
- MS Fundraiser bike ride

## CARING FOR OUR OWN

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

## HUMANITARIAN AID

Provided Hurricane Relief to employees and the local community in North Carolina, South Carolina, Georgia, and Florida.



# CALIFORNIA WILDFIRE RELIEF



## SUPPORTING OUR COMMUNITY AND FIRST RESPONDERS

Donated over 4,000 cases of energy drinks and Monster Tour Water – and counting.

Provided jackets, thermal clothing, hats, socks and other warm gear to firefighters and displaced fire victims.



***TOM KELLY***

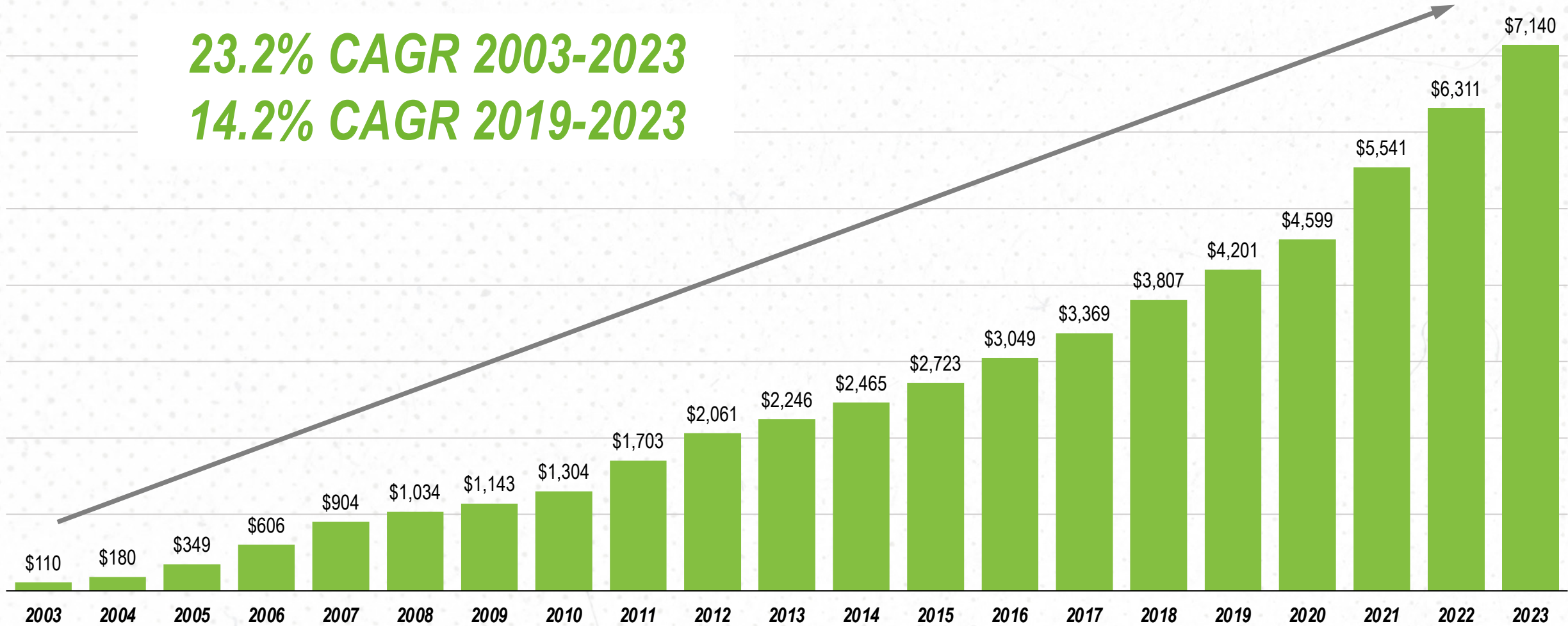
*Chief Financial Officer*

# MONSTER BEVERAGE CORPORATION

REPORTED NET SALES  
(\$ IN MILLIONS)



**23.2% CAGR 2003-2023**  
**14.2% CAGR 2019-2023**



# SOLID FINANCIAL RESULTS



**32 CONSECUTIVE YEARS OF INCREASED SALES**  
**SINCE THE ACQUISITION OF THE HANSEN BEVERAGE**

**ACHIEVED \$7.1 BILLION IN NET SALES IN 2023**  
**UP 13.1% OVER NET SALES OF \$6.3 BILLION IN 2022.**

**ACHIEVED \$1.6 BILLION IN NET INCOME IN 2023**  
**UP 36.9% OVER NET INCOME OF \$1.2 BILLION IN 2022.**

**ACHIEVED \$1.54 IN DILUTED EARNINGS PER SHARE IN 2023**  
**UP 38.0% OVER DILUTED EARNINGS PER SHARE OF \$1.12 IN 2022.**

**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, ACHIEVED \$5.7 BILLION IN NET SALES**  
**UP 5.0% OVER NET SALES OF \$5.4 BILLION FOR THE SAME PERIOD IN 2023.**

**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, ACHIEVED \$1.2 BILLION IN NET INCOME**

**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, ACHIEVED \$1.21 IN DILUTED EARNINGS PER SHARE**

**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024, THE COMPANY REPURCHASED APPROXIMATELY 72.2 MILLION SHARES OF ITS COMMON STOCK AT AN AVERAGE PRICE OF \$52.70 PER SHARE.**



**MONSTER**  
BEVERAGE CORPORATION

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



# MONSTER

BEVERAGE CORPORATION



**CHLOE KIM**

2024 X GAMES SUPERPIPE GOLD MEDALIST



**LANDO NORRIS**

2024 F1 4X GRAND PRIX WINNER



**JON JONES**

2024 UFC HEAVYWEIGHT CHAMPION

