

## **Monster Beverage Corporation**

# **2024 Investor Meeting Takeaways**

Maintain Rating: BUY | PO: 65.00 USD | Price: 58.17 USD

## **Gross margins, Price increases & Innovation**

Yesterday we attended Monster Beverage's (MNST) Investor Meeting at the NASDAQ MarketSite where management discussed: 1) Q4 and 2024 gross margin dynamics, 2) provided an update on pricing and 3) introduced 2024 innovation slate. We maintain our Buy rating and \$65 PO that is still based on 32.5x our 2025 EPSe which is a premium to both the large cap beverage group and other consume staple growth companies.

## Q4 and 2024 gross margin considerations

MNST now expects 4Q23 gross margins to be similar to 3Q23 gross margins and as a result we lower our 4Q23 forecast from 53.8% to 53.4%. MNST has two production facilities (Phoenix, AZ & Norwalk CA) that are now operational and as a result is experiencing incremental fixed cost. Separately, MNST announced that it expects to incur an impairment charge related to non-amortizing intangibles that were acquired as part of the Canarchy acquisition for 4Q. On the topic of 2024 gross margins, we sensed that MNST sounded optimistic it can grow margins given lower costs for aluminum and freight and efficiencies from the two company owned production facilities.

## No U.S. price increase at the moment

On the topic of following competitor Red Bull and its decision to raise prices in the U.S. MNST noted that it continues to evaluate the opportunity and it takes 60 to 90 days to implement a price increase. MNST is more cautious when it comes to raising prices for international markets given that retailers are pushing back against price increases and threatening to discontinue products. MNST has raised prices below the rate of inflation over the years and as a result is not too concerned.

## 2024 U.S. Innovation Pipeline

2024 will see continued expansion of Ultra, Juice, Java, Rehab, Reserve, Reign and Reign Storm lines as well as the launch of Nasty Beast Hard Tea. MNST is also focused on initiating a turnaround for recently acquired Bang. Year over year retail sale declines for Bang have improved since MNST acquired the brand and the company plans on improving performance by reducing the number of SKUs to 12 and leveraging the U.S. KO distribution system. MNST believes that Bang will source mkt. share from other performance energy drinks (Celsius & C4) which is incremental share for the company.

Fatimates (Des) (IIS\$)	2021A	2022A	2023E	2024E	2025E
Estimates (Dec) (US\$)	202 IA	2022A	2023E	2024E	2025E
EPS	1.29	1.12	1.53	1.75	2.00
GAAP EPS	1.29	1.12	1.55	1.75	2.00
EPS Change (YoY)	9.3%	-13.2%	36.6%	14.4%	14.3%
Consensus EPS (Bloomberg)			1.56	1.83	2.07
DPS	0	0	0	0	0
Valuation (Dec)					
P/E	45.1x	51.9x	38.0x	33.2x	29.1x
GAAP P/E	45.1x	51.9x	37.5x	33.2x	29.1x
EV / EBITDA*	32.4x	36.3x	28.9x	25.3x	22.9x
Free Cash Flow Yield*	1.8%	1.1%	1.7%	2.9%	3.2%
* For full definitions of <i>IQ</i> method <sup>SM</sup> measures, see page 5.					

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Refer to important disclosures on page 6 to 8. Analyst Certification on page 4. Price
Objective Basis/Risk on page 4.

Timestamp: 17 January 2024 07:12AM EST

#### 17 January 2024

#### Equity

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#### **Stock Data**

58.17 USD Price Price Objective 65.00 USD Date Established 15-Dec-2023 Investment Opinion B-1-9 52-Week Range 47.13 USD - 60.47 USD Mrkt Val (mn) / Shares Out 61,666 USD / 1,060.1 Free Float 72.2% Average Daily Value (mn) 293.73 USD BofA Ticker / Exchange MNST / NAS Bloomberg / Reuters MNST US / MNST.OO ROE (2023E) 21.5% Net Dbt to Eqty (Dec-2022A) -18.6% ESGMeter™ Medium

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to "BofA ESGMeter Methodology".

Monster Beverage Corporation: January Investor Meeting Preview 12 January 2024

# *iQprofile*<sup>™</sup> Monster Beverage Corporation

iQmethod <sup>™</sup> – Bus Performance*					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025
Return on Capital Employed	22.4%	17.0%	20.8%	22.0%	24.4%
Return on Equity	23.5%	17.5%	21.5%	22.7%	25.2%
Operating Margin	32.4%	25.1%	28.0%	29.4%	30.1%
Free Cash Flow	1,112	699	1,075	1,771	1,964
<i>iQ</i> method <sup>™</sup> – <b>Quality of Earnings*</b>					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025
Cash Realization Ratio	0.8x	0.7x	1.0x	1.0x	1.0
Asset Replacement Ratio	0.9x	3.1x	7.8x	1.3x	1.3:
Tax Rate	23.5%	24.2%	22.0%	23.5%	23.59
Net Debt-to-Equity Ratio	-20.2%	-18.6%	-22.3%	-19.7%	-19.19
Interest Cover	NA	NM	NA	NA	N/
Income Statement Data (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025
Sales	5,541	6,311	7,167	7,826	8,47
% Change	20.1%	13.9%	13.6%	9.2%	8.39
Gross Profit	3,109	3,175	3,802	4,285	4,70
% Change	13.0%	2.1%	19.8%	12.7%	9.89
EBITDA	1,848	1,646	2,071	2,359	2,613
% Change	7.3%	-10.9%	25.8%	13.9%	10.79
Net Interest & Other Income	4	(13)	69	60	60
Net Income (Adjusted) % Change	1,377 8.8%	1,192 -13.5%	1,618 35.8%	1,805 11.5%	1,999 10.79
Free Cash Flow Data (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025
Net Income from Cont Operations (GAAP)	1,377	1,192	1,618	1,805	1,999
Depreciation & Amortization	50	61	65	60	6
Change in Working Capital	(362)	(487)	(157)	(86)	(86
Deferred Taxation Charge	21	58	0	0	-
Other Adjustments, Net	69	64	57	72	7:
Capital Expenditure  Free Cash Flow	(44)	(189)	(509)	(80)	(80
% Change	1,112 -15.5%	699 -37.1%	1,075 53.7%	1,771 64.8%	1,964 10.9%
Share / Issue Repurchase	-1 <b>3.3%</b>	(707)	(673)	(2,000)	(2,000
Cost of Dividends Paid	0	0	0	(2,000)	(2,000
Change in Debt	3	0	(11)	0	
Balance Sheet Data (Dec)					
(US\$ Millions)	2021A	2022A	2023E	2024E	2025
Cash & Equivalents	1,326	1,307	1,789	1,559	1,52
Trade Receivables	897	1,016	1,178	1,287	1,393
Other Current Assets	2,459	2,442	2,437	2,442	2,456
Property, Plant & Equipment	314	517	751	771	79 <sup>-</sup>
Other Non-Current Assets	2,809	3,011	3,272	3,272	3,272
Total Assets	7,805	8,293	9,427	9,330	9,435
Short-Term Debt	0	0	0	0	(
Other Current Liabilities	965	1,002	1,146	1,173	1,20
Long-Term Debt	0	0	0	0	(
Other Non-Current Liabilities	273	266	262	262	262
Total Liabilities	1,238	1,268	1,408	1,435	1,470
Total Equity Total Equity & Liabilities	6,567	7,025 8,293	8,018 9,427	7,895 9,330	7,966 9,435
	7,805				

## **Company Sector**

Food Processors

## **Company Description**

With more than \$6bn in sales, Monster Beverage Corporation (MNST) is a global leader in the energy drink beverage category with 40%+ market share in the US. Around 70% of sales are in the US and the company has two primary operating segments, Monster Energy Drinks and Strategic Brands. In June 2015, MNST closed on its transaction with The Coca-Cola Company (KO owns 19% of MNST), whereby KO became MNST's primary distributor globally.

#### **Investment Rationale**

We rate MNST shares at Buy. In our view, MNST offers superior growth to competitors and should see accelerating topline and margin growth. The company grew sales and profits nearly 10% in the 2009 financial crisis, showcasing the resiliency of the business model. In addition, MNST maintains a pristine balance sheet with strong FCF that we expect to funnel into share repurchases over the next several years.

#### **Stock Data**

Average Daily Volume

5,049,525

## **Quarterly Earnings Estimates**

	2022	2023
Q1	0.27A	0.38A
Q2	0.26A	0.39A
Q3	0.30A	0.41A
04	0.29A	0.36E



## Price objective basis & risk

### **Monster Beverage Corporation (MNST)**

Our \$65 price objective is based on 32.5x our 2025E EPS estimate. At 32.5x, we value MNST shares at a premium to both the large-cap beverage group trading and to other consumer staples growth companies. We believe the premium multiple is warranted, given its faster relative growth and favorable margin structure.

Downside risks: 1) maturing category that could be losing share, 2) limited impact from new product launches 3) slower than expected benefit from international expansion, 4) a rotation from defensive names back into value names 5) greater than expected impact from COVID-19 global headwinds 6) negative currency movements.

## **Analyst Certification**

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#### **US - Consumables Coverage Cluster**

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	BellRing Brands Inc	BRBR	BRBR US	Bryan D. Spillane
	Celsius Holdings Inc	CELH	CELH US	Jonathan Keypour
	Coca-Cola Europacific Partners plc	CCEP	CCEP US	Bryan D. Spillane
	Colgate-Palmolive Company	CL	CL US	Bryan D. Spillane
	Constellation Brands	STZ	STZ US	Bryan D. Spillane
	Coty Inc.	COTY	COTY US	Anna Lizzul
	e.l.f. Beauty	ELF	ELF US	Anna Lizzul
	Freshpet, Inc.	FRPT	FRPT US	Bryan D. Spillane
	Kenvue Inc.	KVUE	KVUE US	Anna Lizzul
	Keurig Dr Pepper	KDP	KDP US	Bryan D. Spillane
	Kraft Heinz Company	KHC	KHC US	Bryan D. Spillane
	Lamb Weston Holdings Inc	LW	LW US	Peter T. Galbo, CFA
	McCormick & Co.	MKC	MKC US	Peter T. Galbo, CFA
	Mondelez International	MDLZ	MDLZ US	Bryan D. Spillane
	Monster Beverage Corporation	MNST	MNST US	Peter T. Galbo, CFA
	PepsiCo	PEP	PEP US	Bryan D. Spillane
	Philip Morris International	PM	PM US	Lisa K. Lewandowski
	Pilgrim's Pride Corp.	PPC	PPC US	Peter T. Galbo, CFA
	The Coca Cola Company	КО	KO US	Bryan D. Spillane
	The Procter & Gamble Company	PG	PG US	Bryan D. Spillane
NEUTRAL				
	Altria Group	MO	MO US	Lisa K. Lewandowski
	Church & Dwight	CHD	CHD US	Anna Lizzul
	Clorox	CLX	CLX US	Anna Lizzul
	Conagra Brands, Inc.	CAG	CAG US	Peter T. Galbo, CFA
	Estee Lauder Companies Inc.	EL	EL US	Bryan D. Spillane
	General Mills	GIS	GIS US	Bryan D. Spillane
	JM Smucker Company	SJM	SJM US	Peter T. Galbo, CFA
	Kellanova	K	K US	Peter T. Galbo, CFA
	Molson Coors Beverage Company	TAP	TAP US	Bryan D. Spillane
	The Duckhorn Portfolio, Inc.	NAPA	NAPA US	Peter T. Galbo, CFA
	The Hershey Company	HSY	HSY US	Bryan D. Spillane
	Utz Brands	UTZ	UTZ US	Peter T. Galbo, CFA
	WK Kellogg Co	KLG	KLG US	Peter T. Galbo, CFA
UNDERPERFORM				
	Brown-Forman Corporation	BFB	BF/B US	Bryan D. Spillane
	Campbell Soup Company	CPB	CPB US	Peter T. Galbo, CFA
	Canopy Growth	YWEED	WEED CN	Lisa K. Lewandowski
	•			



## **US - Consumables Coverage Cluster**

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
	Canopy Growth	CGC	CGC US	Lisa K. Lewandowski
	Cronos Group	YCRON	CRON CN	Lisa K. Lewandowski
	Cronos Group	CRON	CRON US	Lisa K. Lewandowski
	Dole plc	DOLE	DOLE US	Bryan D. Spillane
	Herbalife Nutrition Ltd	HLF	HLF US	Anna Lizzul
	Hormel Foods Corp.	HRL	HRL US	Peter T. Galbo, CFA
	Kimberly-Clark	KMB	KMB US	Anna Lizzul
	Tyson Foods, Inc.	TSN	TSN US	Peter T. Galbo, CFA
RSTR				
	The Vita Coco Company, Inc.	COCO	COCO US	Bryan D. Spillane

## **IQ**method<sup>™</sup> Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	NOPAT = (EBIT + Interest Income) × (1 — Tax Rate) + Goodwill Amortization	Total Assets – Current Liabilities + ST Debt + Accumulated Goodwill Amortization
Return On Equity	Net Income	Shareholders' Equity
Operating Margin	Operating Profit	Sales
Earnings Growth	Expected 5 Year CAGR From Latest Actual	N/A
Free Cash Flow	Cash Flow From Operations – Total Capex	N/A
Quality of Earnings	Numerator	Denominator
Cash Realization Ratio	Cash Flow From Operations	Net Income
Asset Replacement Ratio	Capex	Depreciation
Tax Rate	Tax Charge	Pre-Tax Income
Net Debt-To-Equity Ratio	Net Debt = Total Debt — Cash & Equivalents	Total Equity
Interest Cover	EBIT	Interest Expense
Valuation Toolkit	Numerator	Denominator
Price / Earnings Ratio	Current Share Price	Diluted Earnings Per Share (Basis As Specified)
Price / Book Value	Current Share Price	Shareholders' Equity / Current Basic Shares
Dividend Yield	Annualised Declared Cash Dividend	Current Share Price
Free Cash Flow Yield	Cash Flow From Operations – Total Capex	Market Cap = Current Share Price × Current Basic Shares
Enterprise Value / Sales	EV = Current Share Price × Current Shares + Minority Equity + Net Debt +	Sales
·	Other LT Liabilities	
EV / EBITDA	Enterprise Value	Basic EBIT + Depreciation + Amortization

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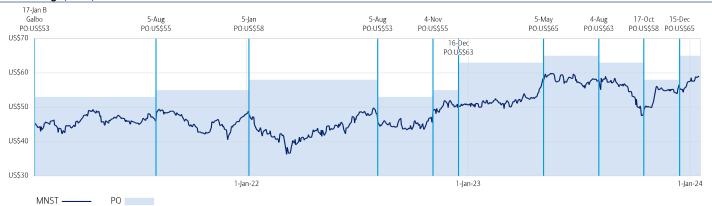
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## **Important Disclosures**

#### Monster Beverage (MNST) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

#### Equity Investment Rating Distribution: Food Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	33	49.25%	Buy	16	48.48%
Hold	17	25.37%	Hold	10	58.82%
Sell	17	25.37%	Sell	8	47.06%

#### Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

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# Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster<sup>R2</sup>

Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Indernerform	N/A	> 20%

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