



MONSTER

BEVERAGE CORPORATION

JANUARY 13, 2022



FABIO QUARTARARO
MOTOGP WORLD CHAMPION



CHLOE KIM
X GAMES SNOWBOARD SUPERPIPE GOLD



JOSE VITOR LEME
BACK-TO-BACK PBR WORLD CHAMPION YETI

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 direct and indirect impacts of the human and economic consequences of the COVID-19 pandemic, including the new variants, as well as measures being taken or that may be taken in the future by governments, and consequently, businesses (including the Company and its suppliers, bottlers/distributors, co-packers and other service providers), and the public at large to limit the COVID-19 pandemic; the impact on consumer demand of the resurgence of the COVID-19 pandemic, including new variants, in many of the countries and territories in which we operate resulting in a number of countries, reinstating lockdowns and other restrictions; the impact of vaccine mandates on our business and supply chain, including our ability to recruit and/or retain employees, and disruptions in the business of our co-packers, bottlers/distributors and/or suppliers; fluctuations in growth rates and/or decline in sales of the domestic and international energy drink categories generally, including in the convenience and gas channel (which is our largest channel), and the impact on demand for products resulting from deteriorating economic conditions and/or financial uncertainties due to the COVID-19 pandemic; our ability to recognize benefits from The Coca-Cola Company (TCCC) transaction; our extensive commercial arrangements with TCCC and, as a result, our future performance's substantial dependence on the success of our relationship with TCCC; the impact on our business of trademark and trade dress infringement proceedings brought against us relating to our Reign Total Body Fuel® high performance energy drinks; exposure to significant liabilities due to litigation, legal or regulatory proceedings; intellectual property injunctions; our ability to introduce and increase sales of both existing and new products, and the impact of the COVID-19 pandemic on our innovation plans; 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; adverse publicity surrounding obesity and health concerns related to our products, product safety and quality, water usage, environmental impact and sustainability, human rights, our culture, workforce and labor and workplace laws; changes in demand due to both domestic and international economic conditions; activities and strategies of competitors, including the introduction of new products and competitive pricing and/or marketing of similar products; 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; the effects of retailer and/or bottler/distributor consolidation on our business; our ability to successfully adapt to the changing landscape of advertising, marketing, promotional, sponsorship and endorsement opportunities created by the COVID-19 pandemic; 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 devote less resources to the sale of our products; changes in governmental regulation; the imposition of new and/or increased excise sales and/or other taxes on our products; our ability to adapt to the changing retail landscape with the rapid growth in e-commerce retailers and e-commerce websites; criticism of energy drinks and/or the energy drink market generally; changes in U.S. tax laws as a result of any legislation proposed by the current U.S. presidential administration or U.S. Congress; the impact of proposals to limit or restrict the sale of energy drinks to minors and/or persons below a specified age and/or restrict the venues and/or the size of containers in which energy drinks can be sold; possible recalls of our products and/or the consequences and costs of defective production; our ability to absorb, reduce or pass on to our bottlers/distributors increases in commodity costs, including freight costs; 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, 2020, 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.



STRATEGIC ACQUISITION

Founded in 2015, CANarchy is a disruptive collective of like-minded brewers dedicated to bringing high-quality craft beer and seltzers to drinkers everywhere. The portfolio of craft brands includes offerings from Oskar Blues Brewery, Cigar City Brewing, Squatters Craft Beers, Wasatch Brewery, Deep Ellum Brewing Company and Perrin Brewing Company. CANarchy, a top 5 US craft brewery, provides craft beverages throughout the United States and 20 countries and US territories.



FLAGSHIP PRODUCTS



CANARCHY



ESTIMATED 2021 NET SALES \$134 MILLION

7 MANUFACTURING FACILITIES

ANNUAL BEER CAPACITY 616,000 BARRELS

ANNUAL SELTZER CAPACITY 211,000 BARRELS

566 EMPLOYEES



CANARCHY®
CRAFT BREWERY COLLECTIVE

BEER BRANDS						
BEER CATEGORY	PALE ALE, PILSNER, HARD SELTZER FOCUS	IPA FOCUS	IPA FOCUS	WHEAT BEER, AMBER ALE FOCUS	BLONDE ALE, IPA FOCUS	DARK ALE, IPA FOCUS
DISTRIBUTION	NATIONAL	NATIONAL	MTN WEST, MIDWEST	MTN WEST, MIDWEST	SOUTH CENTRAL	MICHIGAN

SELTZER BRANDS				
DISTRIBUTION	NATIONAL	REGIONAL-FLORIDA	REGIONAL-UTAH	REGIONAL-TEXAS



MONSTER ALCOHOL EXPANSION

The CANarchy acquisition marks Monster Beverage Corporation's entry into the alcoholic beverage industry, with a number of high-quality established brands.

CANarchy already operates with the people, distribution network, licenses, alcohol beverage development expertise, manufacturing capability and infrastructure necessary to grow our alcohol business.

We are excited to build and expand upon CANarchy's existing brands with innovative new products.





*The Company published its first Sustainability Report in August 2021**.*

Over 95% of the Company's products are sold in aluminum cans, which are 100% recyclable. Approximately 73% of each can is sourced from recycled beverage containers.

The Company has achieved LEED certification in most U.S. Company owned buildings.

The Company conducted a climate change risk assessment and completed an inventory of its greenhouse gas emissions.

The Company has its own recycling symbol, which has been added to all new products and will be integrated into existing products globally on a rolling basis.





In 2021, the Company responded to the CDP questionnaires on Water Security and Climate Change, which reported on the Company's Scope 1 and Scope 2 emissions from its U.S. operations.



American Fruits and Flavors, a wholly owned subsidiary, earned a Ecovadis Silver Medal, ranking in the top 30% of companies assessed.



In the KnowTheChain food & beverage rankings, the Company now ranks 23 out of 43, showing significant improvement since 2018.



The Company has established an Equality, Diversity and Inclusion (EDI) Leadership Advisory Group and regional EDI Councils in the Americas, EMEA and APAC.



GLOBAL PHILANTHROPIC SUPPORT

2021 HIGHLIGHTS



COVID-19 PANDEMIC

To aid in the effort for global vaccinations, MECares supported Team Rubicon, which provides medical aid to underdeveloped countries, to slow and stop the spread of Covid-19 to those in most need.



U.S. TROOPS AND ALLIED FORCES

MECares continued to support military responses around the globe in 2021. Support was given to troops deployed to assist with national disasters, civil unrest, the U.S. Presidential Inauguration, and the Afghanistan withdrawal. Through the USO, MECares provides ongoing support to troops stationed around the globe. MECares also supports charities who give educational scholarships to veterans, their spouses, and children through a few key charities.



SOCIAL RESPONSIBILITIES

MECares works with our own athlete ambassadors to support their causes.

DONATED OVER 2.75 MILLION PRODUCTS TO FIRST RESPONDERS, NATURAL DISASTER AREAS AND PANDEMIC RELIEF GLOBALLY

GLOBAL PHILANTHROPIC SUPPORT 2021 HIGHLIGHTS



GLOBAL EXPANSION

MECares EMEA was formed to support our global philanthropic expansion, in the United Kingdom, Europe, the Middle East and Africa.

CARING FOR OUR OWN

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

MECares SUPPORTS NUMEROUS CHARITIES UNDER OUR PLATFORMS:

Military-Active Duty, Injured & Retired

1st Responders

Our Athletes & Their Charities

Education

Social Responsibilities

EMPLOYEE MATCH PROGRAM

MECares matches employee monetary donations to their favorite charity up to a maximum amount.

VOLUNTEER DAY OFF

Each year, Monster Energy employees are given time off work so they can volunteer at a charity in their community.





SUPPLY CHAIN

In 2021 the Company experienced a number of challenges as a result of unanticipated increases in demand, which adversely impacted sales as well as operating costs and affected the availability of our products on shelves at retailers. The Company has addressed and continues to address the controllable challenges in its supply chain, which remains largely intact.

In 2021 the Company:

- *Experienced shortages in its aluminum can requirements, lack of availability of certain ingredients from time to time, as well as insufficient canning capacity in the United States and in EMEA. In EMEA specifically, there was also a shortage of trucking availability.*
- *Experienced increased import costs for aluminum cans, ingredients, shipping and freight, labor, fuel, and co-packing fees, all of which resulted in increased operating costs.*
- *Continues to implement measures to mitigate such increased costs through pricing actions and reductions in promotions.*



SUPPLY CHAIN

Additional can manufacturing capacity in the United States has been secured for 2022, although the Company will continue to import aluminum cans to supplement its domestic can supply.

Can capacity in EMEA remains challenging and the Company expects to continue to import aluminum cans into EMEA for at least 2022.

Co-packing capacity in the United States and EMEA continues to be challenging. The Company has expanded its network in the US and EMEA to substantially address supply constraints.

The Company's flavor facility in Athy, Ireland is operational and producing certain flavors and blends for the EMEA region and is steadily increasing production. Athy is also investigating the feasibility of a juice plant to produce EMEA's juice product requirements.

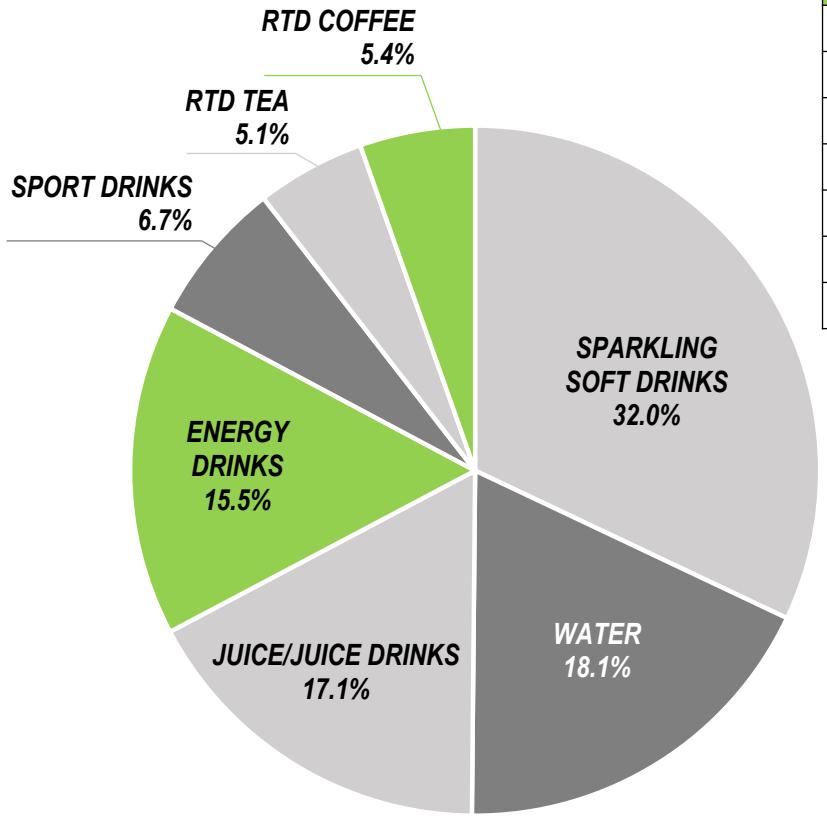
BEVERAGE LANDSCAPE

TOTAL U.S. ALL CHANNELS



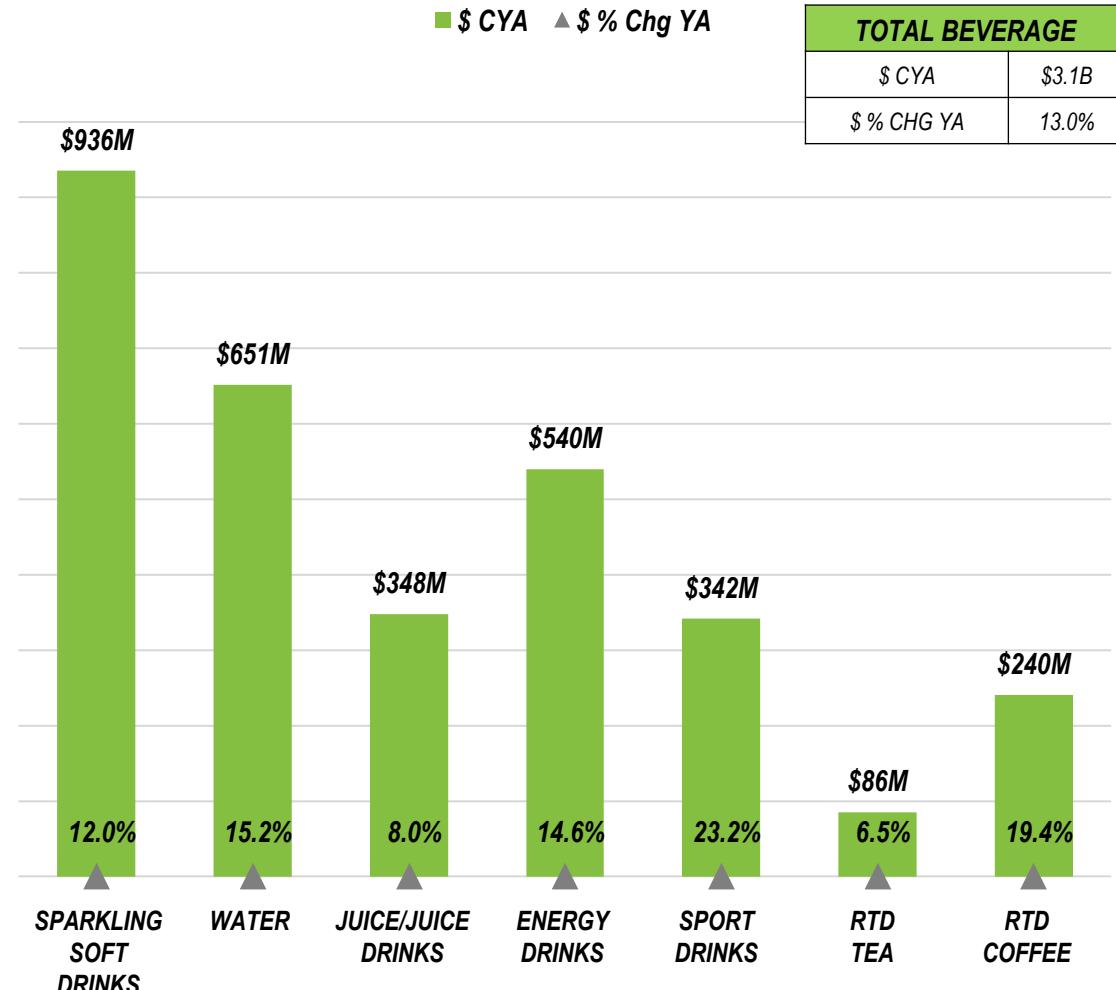
ALL MEASURED CHANNELS SNAPSHOT 13WKS

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY \$ SHARE



\$ SHARE CHG YA	
SPARKLING SOFT DRINKS	-0.3%
WATER	0.3%
JUICE/JUICE DRINKS	-0.8%
ENERGY DRINKS	0.2%
SPORT DRINKS	0.5%
RTD TEA	-0.3%
RTD COFFEE	0.3%

TOTAL NON-ALCOHOLIC BEVERAGE BY CATEGORY



BRAND PERFORMANCE

TOTAL U.S. ALL CHANNELS

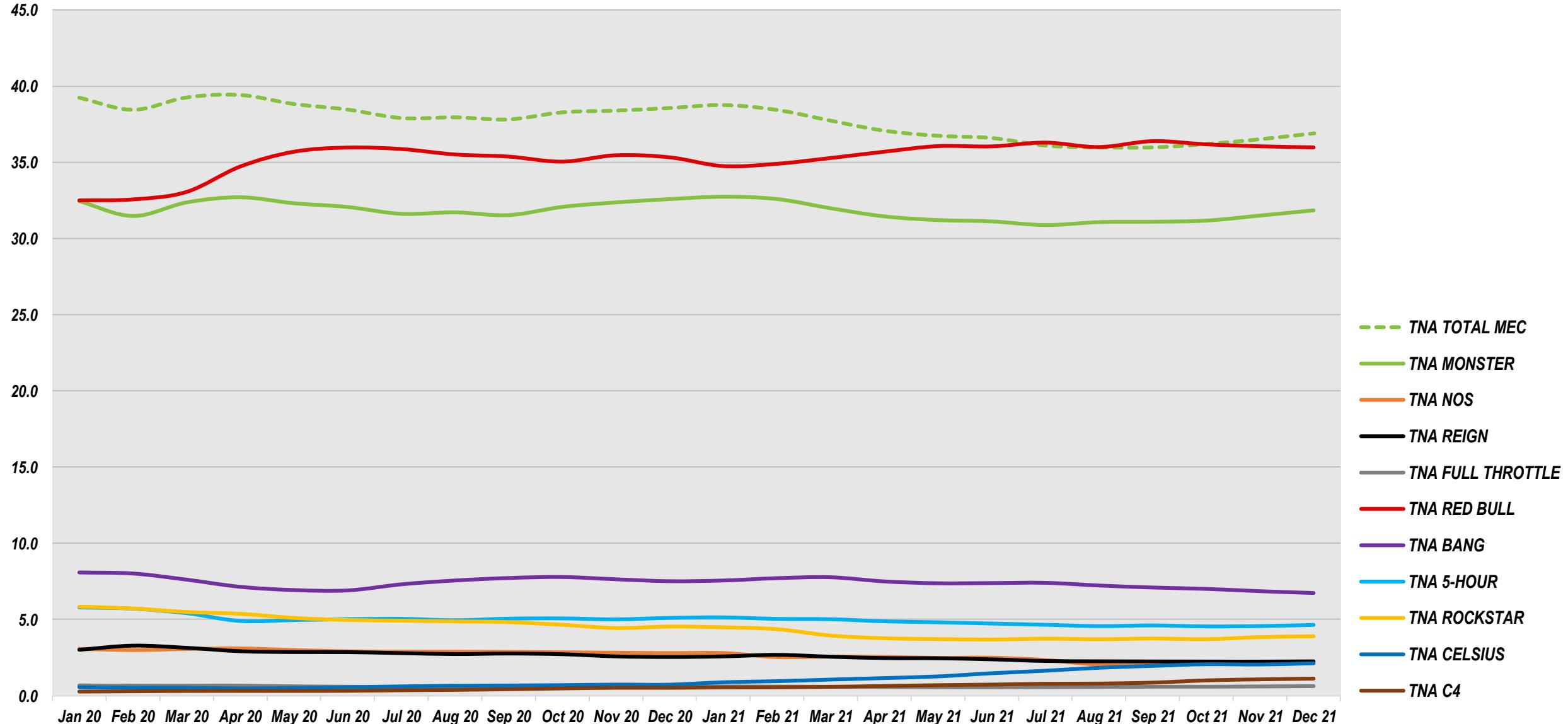


ALL MEASURED CHANNELS SNAPSHOT 13WKS

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
TNA ENERGY	\$4,255,846,009	15.1%	1,470,424,988	11.3%	100.0	0.0
TNA TOTAL MEC	\$1,555,765,446	9.6%	546,877,499	6.1%	36.6	-1.9
TNA MONSTER	\$1,341,655,396	12.2%	465,962,404	9.1%	31.5	-0.8
TNA NOS	\$91,756,953	-12.3%	33,591,452	-15.7%	2.2	-0.7
TNA REIGN	\$95,963,574	-0.9%	37,026,635	-6.6%	2.3	-0.4
TNA FULL THROTTLE	\$26,358,563	16.4%	10,282,988	14.2%	0.6	0.0
TNA RED BULL	\$1,534,780,371	17.7%	471,035,806	16.2%	36.1	0.8
TNA BANG	\$292,386,156	3.4%	113,495,743	-0.7%	6.9	-0.8
TNA 5-HOUR	\$195,688,709	4.3%	46,875,316	3.6%	4.6	-0.5
TNA ROCKSTAR	\$163,020,243	-3.1%	85,051,757	-8.4%	3.8	-0.7
TNA STARBUCKS	\$140,654,223	5.0%	43,210,715	-2.0%	3.3	-0.3
TNA CELSIUS	\$89,084,313	231.5%	36,592,557	215.6%	2.1	1.4
TNA C4	\$45,950,274	140.8%	16,774,909	136.8%	1.1	0.6
TNA MTN DEW	\$41,535,799	295.2%	18,811,298	270.9%	1.0	0.7
TNA ALANI NU	\$40,553,532	647.9%	15,507,933	515.8%	1.0	0.8
TNA COCA-COLA ENERGY	\$2,949,410	-82.1%	1,320,197	-83.6%	0.1	-0.4
A/O	\$153,477,531	26.2%	74,871,256	7.2%	3.6	0.3

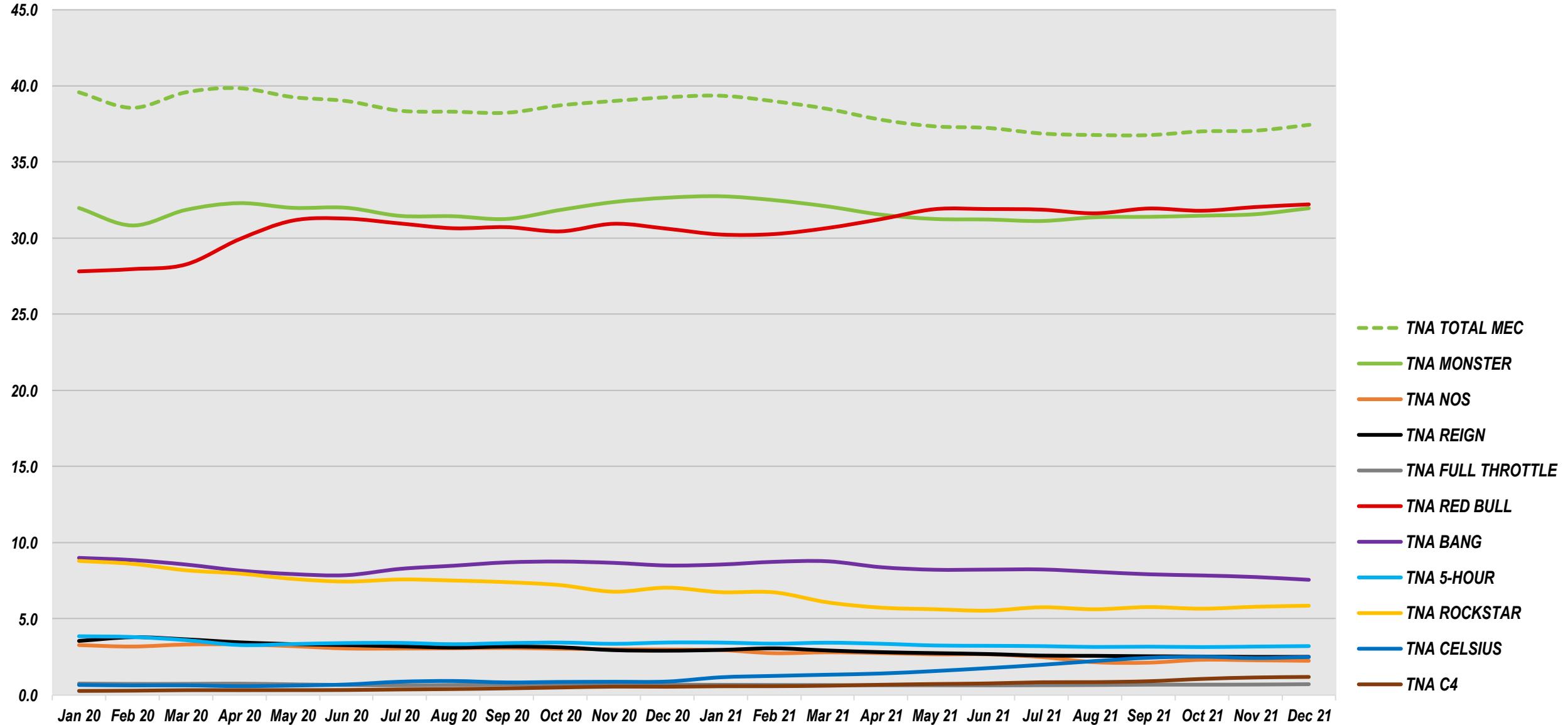
ENERGY CATEGORY

TOTAL U.S. DOLLAR SHARE – ALL MEASURED CHANNELS



ENERGY CATEGORY

TOTAL U.S. UNIT SHARE – ALL MEASURED CHANNELS



BRAND PERFORMANCE

TOTAL U.S. CONVENIENCE



TOTAL U.S. CONVENIENCE SNAPSHOT 13WKS

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
TNA ENERGY	\$2,783,413,708	10.9%	1,006,588,634	7.5%	100.0	0.0
TNA TOTAL MEC	\$1,020,536,527	6.3%	388,308,333	3.6%	36.7	-1.6
TNA MONSTER	\$864,608,611	8.6%	327,416,372	6.2%	31.1	-0.7
TNA NOS	\$67,732,559	-15.1%	26,058,693	-18.3%	2.4	-0.7
TNA REIGN	\$66,364,137	1.3%	25,663,567	-4.1%	2.4	-0.2
TNA FULL THROTTLE	\$21,803,635	16.4%	9,157,124	14.1%	0.8	0.0
TNA RED BULL	\$1,038,451,271	14.1%	337,227,967	12.7%	37.3	1.0
TNA BANG	\$200,018,636	2.7%	77,526,520	0.0%	7.2	-0.6
TNA 5-HOUR	\$125,429,247	4.8%	36,363,388	4.6%	4.5	-0.3
TNA ROCKSTAR	\$107,969,727	-6.8%	52,459,467	-10.6%	3.9	-0.7
TNA STARBUCKS	\$93,935,043	1.4%	27,500,332	-7.2%	3.4	-0.3
TNA CELSIUS	\$37,199,156	229.4%	15,321,055	210.5%	1.3	0.9
TNA C4	\$34,917,464	157.1%	12,360,304	153.7%	1.3	0.7
TNA MTN DEW	\$29,172,070	210.0%	12,452,685	181.9%	1.0	0.7
TNA ALANI NU	\$6,099,397	2803.6%	2,221,770	2892.3%	0.2	0.2
TNA COCA-COLA ENERGY	\$1,608,414	-80.4%	696,733	-80.8%	0.1	-0.3
A/O	\$88,076,757	18.7%	44,150,082	0.9%	3.2	0.2

BRAND PERFORMANCE

TOTAL U.S. CONVENIENCE

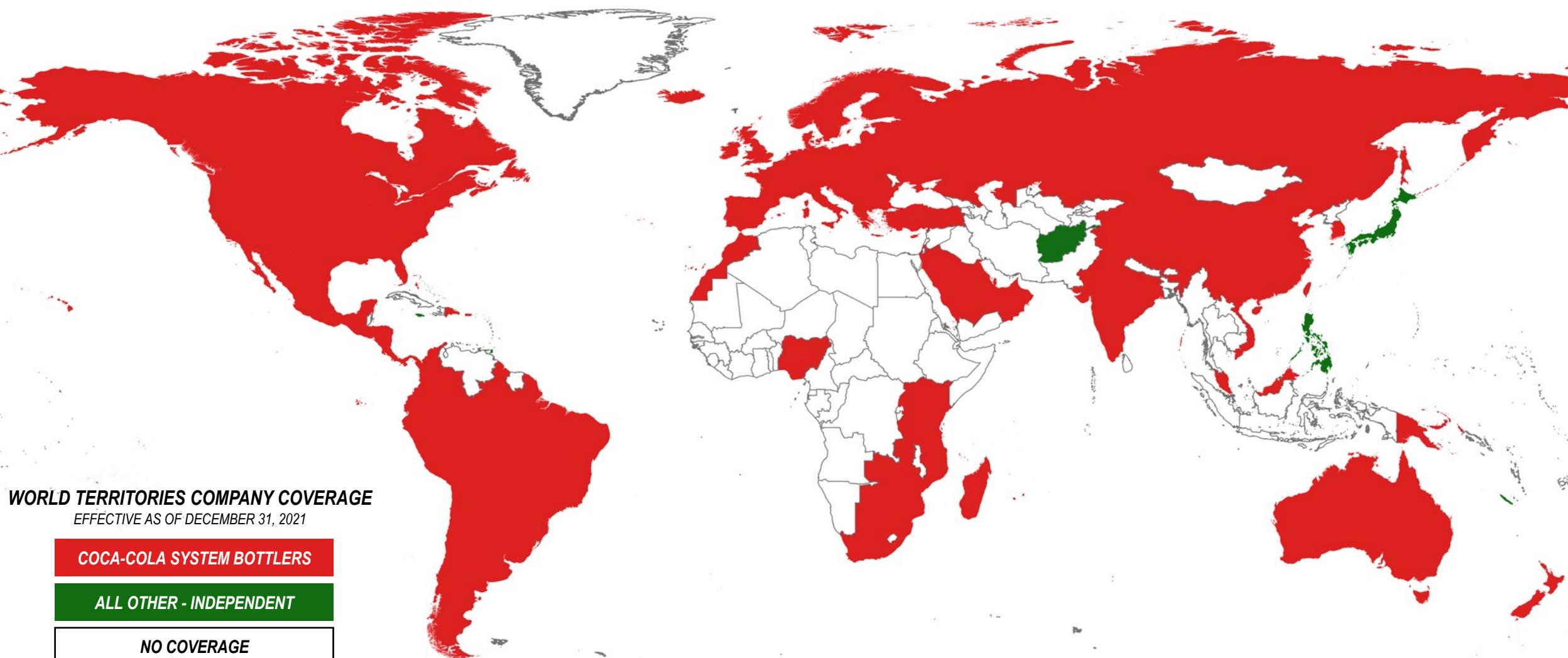


TOTAL U.S. CONVENIENCE SNAPSHOT 5WKS

	\$ VOL	\$ VOL % CHG	U VOL	U VOL % CHG	\$ SHR	\$ SHR CHG
TNA ENERGY	\$1,028,227,674	12.5%	371,576,556	9.1%	100.0	0.0
TNA TOTAL MEC	\$380,516,891	8.4%	144,120,716	4.9%	37.0	-1.4
TNA MONSTER	\$322,519,623	10.5%	121,552,987	7.3%	31.4	-0.6
TNA NOS	\$24,938,077	-13.7%	9,544,896	-17.5%	2.4	-0.7
TNA REIGN	\$24,706,364	6.4%	9,535,775	0.3%	2.4	-0.1
TNA FULL THROTTLE	\$8,342,705	20.9%	3,482,456	18.0%	0.8	0.1
TNA RED BULL	\$382,033,381	15.5%	124,522,551	14.9%	37.2	1.0
TNA BANG	\$72,567,448	2.2%	28,193,024	-0.6%	7.1	-0.7
TNA 5-HOUR	\$46,705,824	6.1%	13,538,585	5.9%	4.5	-0.3
TNA ROCKSTAR	\$40,634,193	-2.8%	19,696,189	-6.7%	4.0	-0.6
TNA STARBUCKS	\$33,374,997	3.2%	9,690,732	-6.0%	3.2	-0.3
TNA CELSIUS	\$14,313,843	239.5%	5,789,459	214.8%	1.4	0.9
TNA C4	\$13,704,823	160.3%	4,860,228	158.2%	1.3	0.8
TNA MTN DEW	\$9,414,265	174.4%	4,029,701	149.2%	0.9	0.5
TNA ALANI NU	\$2,337,474	1937.9%	845,347	1998.1%	0.2	0.2
TNA COCA-COLA ENERGY	\$437,881	-83.4%	201,968	-82.4%	0.0	-0.2
A/O	\$32,186,655	18.6%	16,088,056	1.2%	3.1	0.2

DISTRIBUTION

MONSTER BRAND ENERGY DRINKS



WORLD TERRITORIES COMPANY COVERAGE

EFFECTIVE AS OF DECEMBER 31, 2021

COCA-COLA SYSTEM BOTTLERS

ALL OTHER - INDEPENDENT

NO COVERAGE



DISTRIBUTION

MONSTER IS NOW DISTRIBUTED IN
138 COUNTRIES AND TERRITORIES.

STRATEGIC BRANDS ARE NOW DISTRIBUTED IN
64 COUNTRIES AND TERRITORIES.

REIGN IS NOW DISTRIBUTED IN
21 COUNTRIES AND TERRITORIES WORLDWIDE.

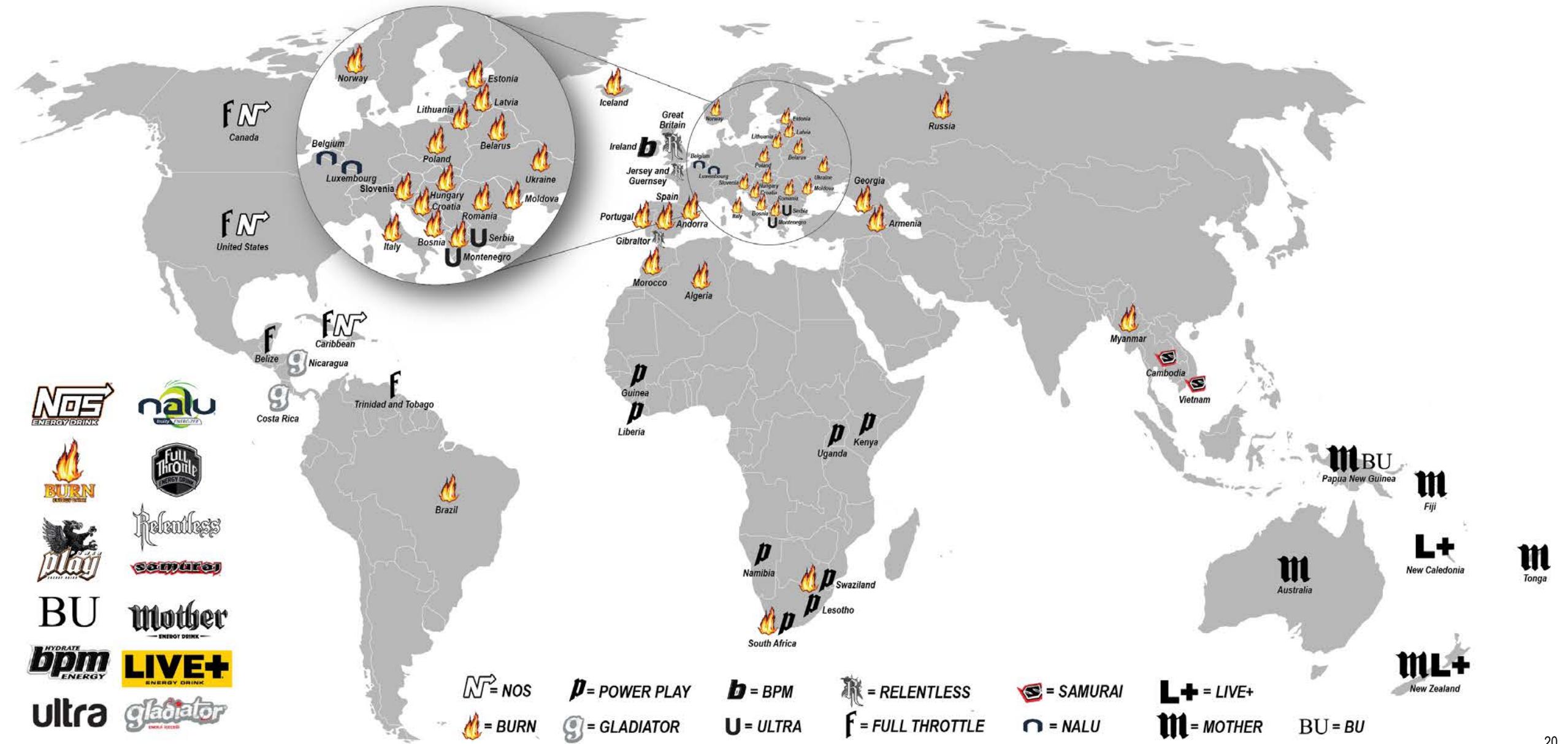
AFFORDABLE ENERGY (PREDATOR & FURY) IS NOW DISTRIBUTED IN
25 COUNTRIES AND TERRITORIES WORLDWIDE.

ONE OR MORE OF THE COMPANY'S ENERGY DRINKS ARE DISTRIBUTED IN
A TOTAL OF 154 COUNTRIES AND TERRITORIES WORLDWIDE.

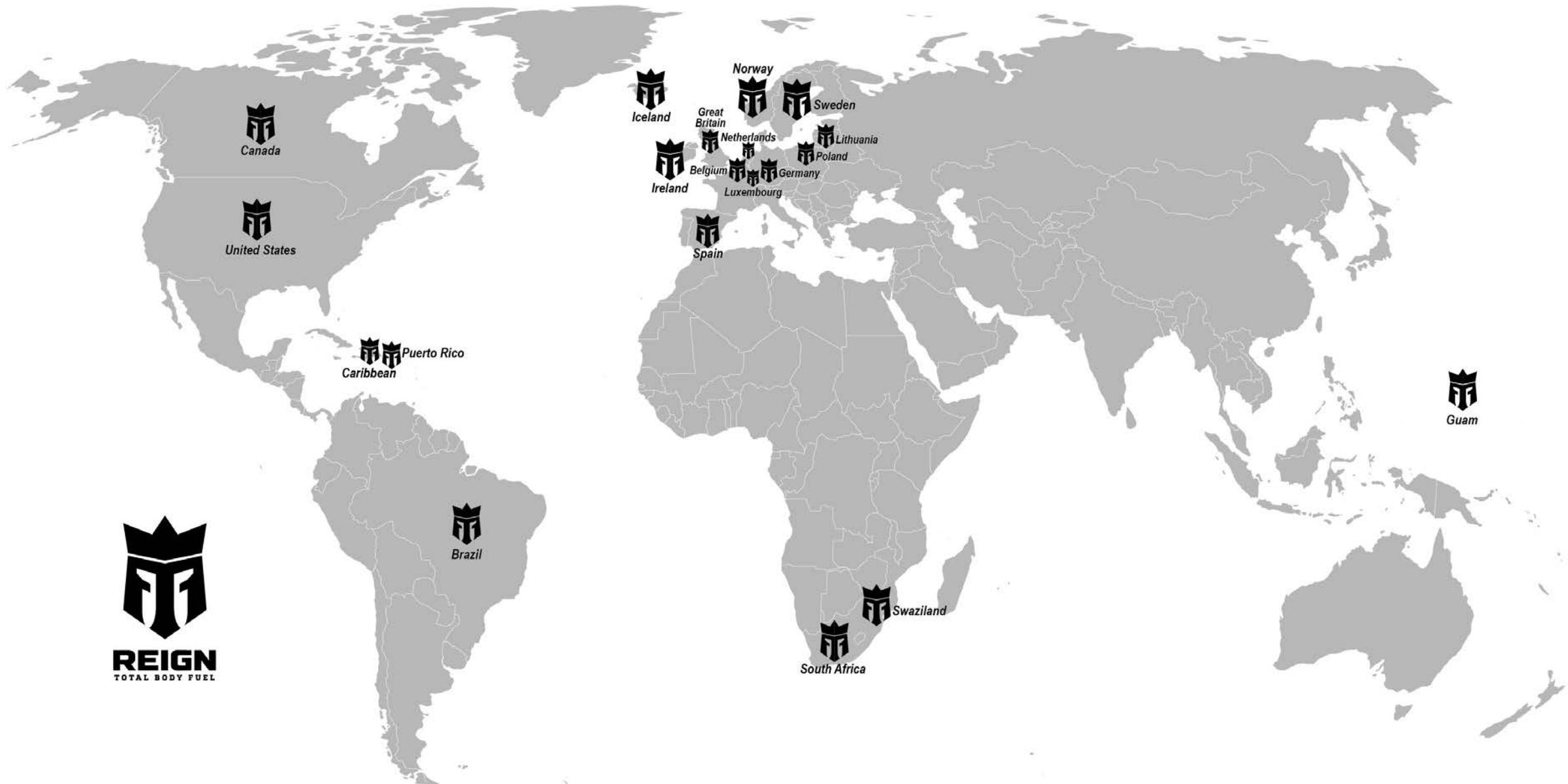
STRATEGIC BRANDS *EXISTING MARKETS*



EXISTING MARKETS



REIGN EXISTING MARKETS



AFFORDABLE ENERGY

EXISTING MARKETS



EXPANSION MARKETS

TARGETED LAUNCHES



EMEA

AUSTRIA (REIGN)
BELARUS (PREDATOR)
BELGIUM (REIGN)
CROATIA (PREDATOR)
EGYPT (MONSTER & PREDATOR)
ESTONIA (REIGN)
FINLAND (REIGN)
GHANA (PREDATOR)
LATVIA (REIGN)
LITHUANIA (REIGN)
NETHERLANDS (REIGN)
POLAND (REIGN)
ROMANIA (PREDATOR)
RUSSIA (PREDATOR & REIGN)
SAUDI ARABIA (PREDATOR)
SOUTH AFRICA (REIGN)
SWITZERLAND (REIGN)
UAE (PREDATOR)
UKRAINE (PREDATOR)

APAC

AZERBAIJAN (PREDATOR)
CAMBODIA (PREDATOR)
CHINA (PREDATOR)
INDIA (PREDATOR)
IRAQ (PREDATOR)
KAZAKHSTAN (PREDATOR)
MALAYSIA (PREDATOR)
MYANMAR (PREDATOR)
PAKISTAN (PREDATOR)
SRI LANKA (MONSTER)
THAILAND (PREDATOR)
TURKEY (PREDATOR)

LATAM

BELIZE (MONSTER & PREDATOR)
BOLIVIA (FURY)
CHILE (REIGN)
COLOMBIA (FURY)
COSTA RICA (FURY)
ECUADOR (FURY)
GUATEMALA (FURY)
GUYANA (PREDATOR)
NICARAGUA (FURY)
PANAMA (FURY)
PERU (FURY)
SURINAME (MONSTER & PREDATOR)
VENEZUELA (MONSTER)

CARIBBEAN

ANGUILLA (PREDATOR)
ANTIGUA & BARBUDA (PREDATOR)
BARBADOS (PREDATOR)
DOMINICA (PREDATOR)
GRENADA (PREDATOR)
ST. KITTS (PREDATOR)
ST. VINCENT (PREDATOR)
ST. LUCIA (PREDATOR)

VALUE SHARE GROWTH

SELECT GLOBAL MARKETS



SELECT GLOBAL MARKETS SNAPSHOT YTD

	MONSTER VALUE SHARE LATEST YTD '20	MONSTER VALUE SHARE LATEST YTD '21	PORTFOLIO VALUE SHARE LATEST YTD '20	PORTFOLIO VALUE SHARE LATEST YTD '21	MONSTER VALUE GROWTH	ENERGY CATEGORY VALUE GROWTH
CANADA	35.3%	36.0%	39.5%	41.3%	16.2%	14.0%
FRANCE	26.9%	28.4%	26.9%	28.4%	29.7%	22.5%
GERMANY	15.0%	15.3%	15.5%	15.9%	22.7%	20.1%
GREAT BRITAIN	25.0%	28.9%	28.8%	32.5%	34.0%	16.2%
JAPAN	55.1%	52.8%	55.1%	52.8%	-2.5%	1.7%
MEXICO	28.2%	27.4%	29.4%	30.3%	22.2%	25.7%
POLAND	18.6%	19.1%	21.7%	21.7%	33.5%	29.8%
SOUTH AFRICA	18.6%	20.4%	38.0%	38.3%	33.7%	22.0%
SOUTH KOREA	53.6%	59.2%	53.6%	59.2%	45.1%	31.5%
SPAIN	35.3%	37.2%	42.7%	43.9%	32.2%	25.7%

Most Recent Data Available:

Source: Nielsen GB All Measured Retail Channels YTD thru 12/05/2021; Intage Japan CVS channel YTD thru 11/2021; Nielsen Canada All Channels YTD thru 12/04/2021; Nielsen Germany All Measured Retail Channels excl. Hard Discounters YTD thru 12/05/2021; Nielsen France All Measured Retail Channels YTD thru 12/05/2021; Nielsen Spain All Measured Retail Channels YTD thru 12/05/2021; Nielsen Korea All Channels YTD thru 11/30/2021; Nielsen Mexico All Channels YTD thru 11/30/2021; Nielsen South Africa All Measured Retail Channels YTD thru 11/28/2021; Nielsen Poland All Measured Retail Channels YTD thru 10/31/2021

UPDATES ON CHINA



REINFORCING BRAND FOUNDATIONS

CONSOLIDATING THE PRODUCT PORTFOLIO



BUILDING AVAILABILITY OF DIFFERENTIATED FLAVORS



COMMUNICATING ABOUT PRODUCT FUNCTIONALITY

INCREASING LOCAL RELEVANCE BY LEVERAGING KEY OPINION LEADERS



PRODUCT & LIFESTYLE COMMUNICATION ON
SOCIAL, DIGITAL AND POSM

SUMMER ON PACK PROMOTION ACHIEVED HIGHEST
REDEMPTION RATES EVER

IMPROVING IN-STORE VISIBILITY



FIRMING UP EXECUTION IN CVS AND HYPERS



STEP-CHANGING VISIBILITY IN PETROL

MAJOR SPONSORSHIPS

2021



BELLATOR



WINTER



SUMMER

TOP AMBASSADORS

2021



TIGER WOODS
GOLF LEGEND



LEWIS HAMILTON
7X FORMULA 1 CHAMPION



VALENTINO ROSSI
9X MOTOGP CHAMPION



ROB GRONKOWSKI
4X SUPERBOWL CHAMPION



CHLOE KIM
OLYMPIC AND X GAMES
SNOWBOARD CHAMPION



BRITTANY FORCE
NHRA TOP FUEL CHAMPION



NYJAH HUSTON
STREET SKATE LEGEND



KURT BUSCH
NASCAR AND DAYTONA 500 CHAMPION



JAMIE ANDERSON
WINNINGEST FEMALE X GAMES ATHLETE



KEN BLOCK
VIRAL VIDEO PHENOMENON

CHAMPIONS

2021



FABIO QUARTARARO
MOTOGP WORLD CHAMPION



CHLOE KIM
X GAMES SNOWBOARD
SUPERPIPE CHAMPION



DYLAN FERRANDIS
MOTOCROSS 450 CHAMPION



BAJA 1000 MOTORCYCLE
PRO CLASS CHAMPIONS



GRIFFIN COLAPINTO
U.S. OPEN OF SURFING CHAMPION



JAMIE ANDERSON
X GAMES SLOPESTYLE CHAMPION



JOSE VITOR LEME
BACK-TO-BACK PBR CHAMPION



MAXIME RENAUD
WORLD MOTOCROSS MX2 CHAMPION



TY GIBBS
ARCA CHAMPION AND
XFINITY ROOKIE OF THE YEAR

MMA CHAMPIONS

2021



SERGIO PETTIS
BANTAMWEIGHT CHAMPION



KAMARU USMAN
WELTERWEIGHT CHAMPION



VALENTINA SHEVCHENKO
WOMAN'S FLYWEIGHT CHAMPION



ROSE NAMAJUNAS
STRAWWEIGHT CHAMPION



BRANDON MORENO
FLYWEIGHT CHAMPION



PRIMARY SPONSOR

UFC
BELLATOR



FIRST DRIVER IN FORMULA 1 HISTORY TO REACH 100 WINS

LEWIS HAMILTON



HAMILTON HOLDS THE RECORD FOR THE MOST F1 RACE WINS AT 103. TIED WITH MICHAEL SCHUMACHER FOR THE MOST F1 CHAMPIONSHIPS - 7



GREEN SWEEP

MONSTER SWEEPS THE CHAMPIONSHIP PODIUM

FRANCESCO BAGNAIA
2ND PLACE, WORLD CHAMPION



FABIO QUARTARARO
WORLD CHAMPION



FABIO QUARTARARO
MONSTER ENERGY FACTORY YAMAHA MOTOGP TEAM



JOAN MIR
3RD PLACE, WORLD CHAMPION



E-SPORTS

2021



TOP TOURNAMENTS



VIRTUAL EVENTS IN 2021

INFLUENTIAL STREAMERS



SKYRROZ
4.2M+ FOLLOWERS



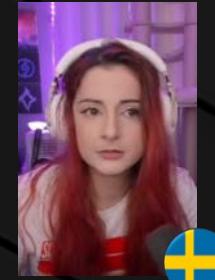
JERICHO
3.3M+ FOLLOWERS



POW3R
4M+ FOLLOWERS



TEEP
1.4M+ FOLLOWERS



ANNIEFUCHSIA
500K+ FOLLOWERS

TOP TEAMS

110 TOURNAMENT FINALS APPEARANCES WITH 73 WINS



EVIL GENIUSES



NATUS VINCERE



FNATIC



TEAM LIQUID





TOP ARTISTS



BUN B



ANTHRAX



POST MALONE



COLE SWINDEL



POPPY



BENNY THE BUTCHER



ILLENIUM



FEID



TRAVIS BARKER



TOP FESTIVALS



BREAKAWAY

ONE
MUSICFEST



Sneaker Con



Rolling Loud

KNOT FEST

POW!
WOW!



SOCIAL 2021

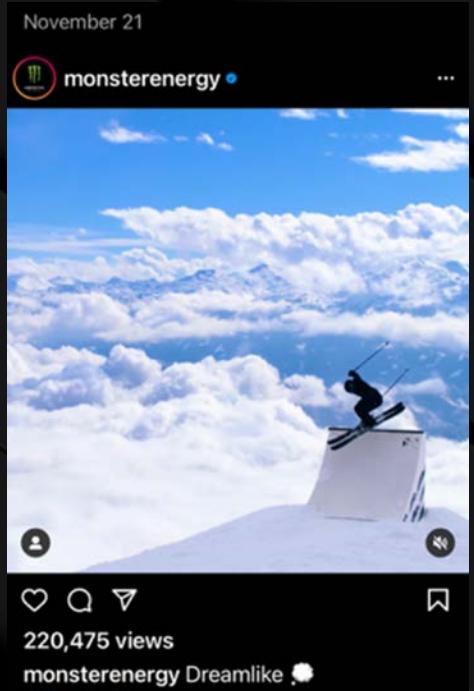


KEY HIGHLIGHTS

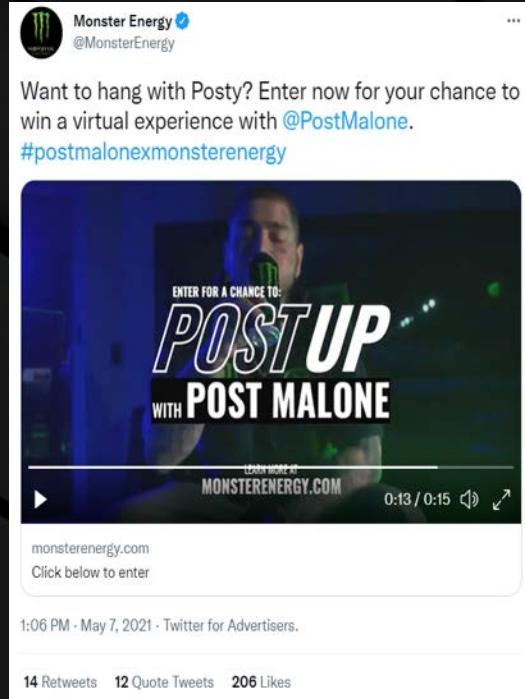
2B+ TOTAL IMPRESSIONS

212MM+ VIDEO VIEWS

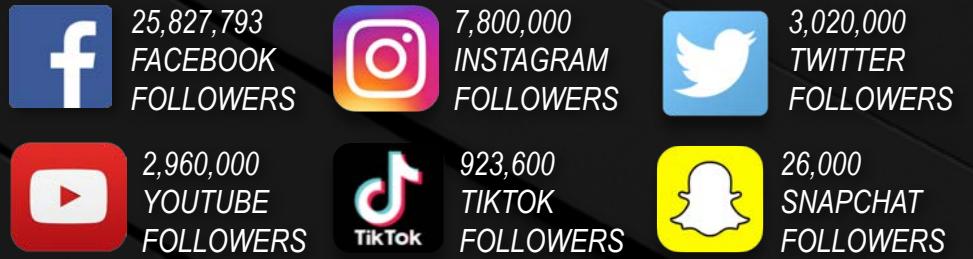
INCREASED FACEBOOK AND INSTAGRAM IMPRESSIONS YOY BY 85%



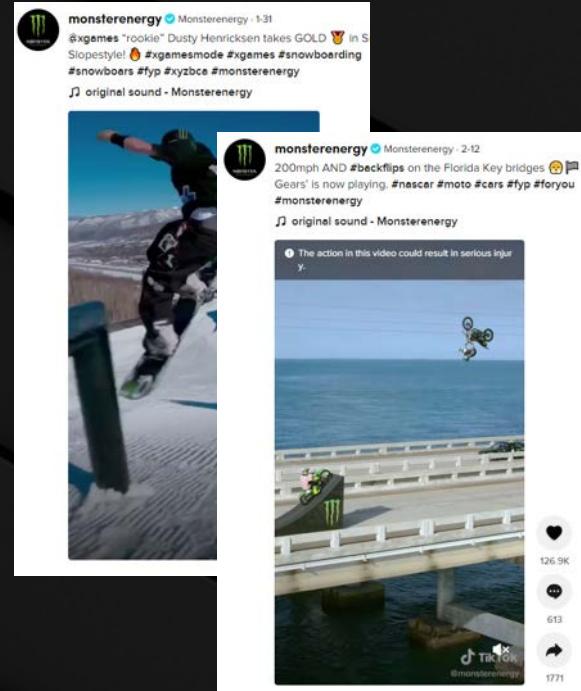
MONSTER ENERGY ON INSTAGRAM



POST MALONE ON TWITTER
297% INCREASE IN CONVERSATION



APEX LEGENDS ON SNAPCHAT
CONSUMER PROMO DROVE 10.8X HIGHER PURCHASE INTENT



ACTION SPORTS ON TIKTOK

RETAIL PROMOTIONS U.S.

2022



2022 U.S. PROGRAMS

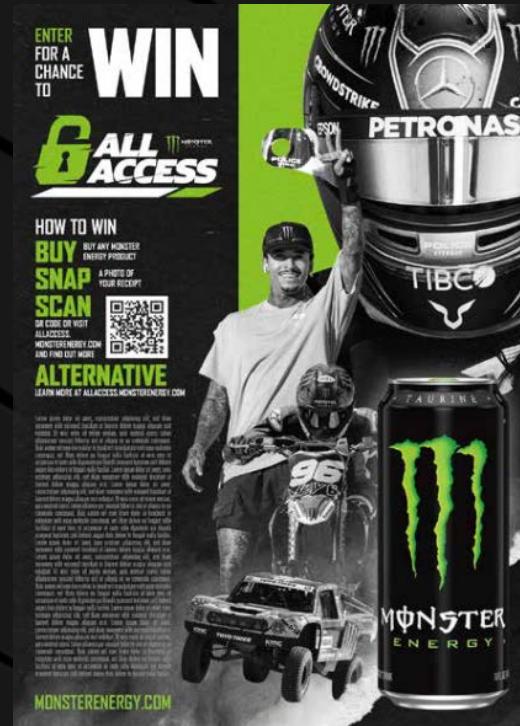
T1

ULTRA MIAMI ART WEEK PROMOTION WITH COI LERAY



T2

ALL ACCESS PASS RETAIL PROMOTION



T3

GAMING RETAIL PROMOTION

PARTNERING WITH TOP
AAA VIDEO GAME TITLE

PROMOTIONAL
MONSTER ENERGY CAN



RETAIL PROMOTIONS EMEA

2022



2022 EMEA PROGRAMS

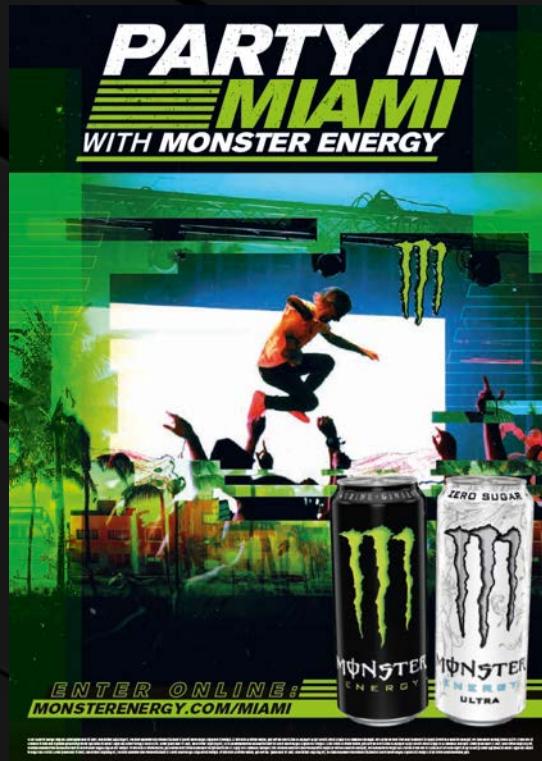
COUNTRIES CAN RUN THREE OR FOUR PROMOTIONS

T1

**UFC RETAIL PROMO
& CONTENT**



**PARTY IN MIAMI
RETAIL PROMO**



T2

**ALL ACCESS PROMO
& CONTENT**



T3

**GAMING RETAIL
PROMOTION**

PARTNERING WITH TOP
AAA VIDEO GAME TITLE

PROMOTIONAL
MONSTER ENERGY CAN

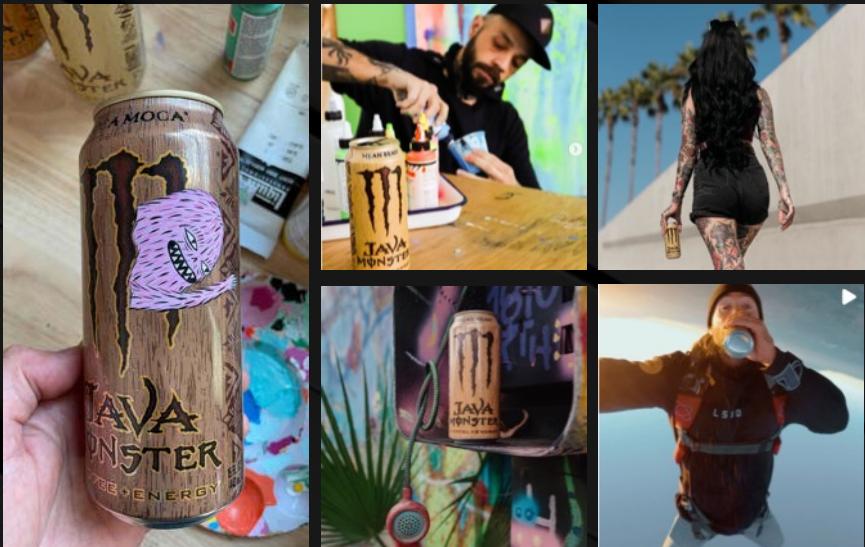
JAVA MONSTER COFFEE WITH ATTITUDE



NATIONAL DIGITAL CAMPAIGN PRODUCT & LIFESTYLE



SAMPLING TRUCK TOUR



BRAND AMBASSADORS



EVENT ACTIVATIONS
OUTSIDE LANDS



CONSUMER PROMOTIONS

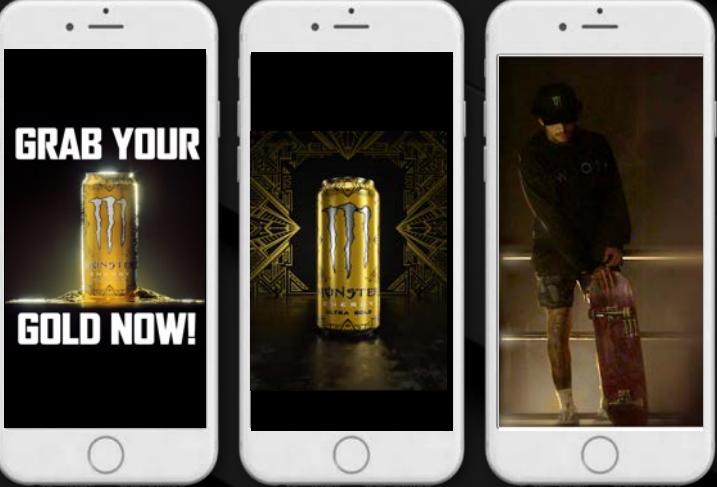
ULTRA FULL FLAVOR – ZERO SUGAR



NATIONAL PROMOTIONS



OFFICIAL ENERGY DRINK OF THE
2021 NOBULL CROSSFIT GAMES



ULTRA GOLD
82.7 MILLION REACH, 521 MILLION IMPRESSIONS



STAND BY YOUR CAN
39.5 MILLION REACH, 130.4 MILLION IMPRESSIONS

DIGITAL PROGRAMS



FURTHER JUICE INTEGRATION
INTO MAIN FEED



SOCIAL MEDIA



FULL DIGITAL MEDIA LAUNCH CAMIGN

2022 INNOVATION AUSSIE STYLE LEMONADE

HYDRO HARD-CHARGING HYDRATION



NATIONAL DIGITAL CAMPAIGN
TIGER WOODS

NO BULL CrossFit GAMES

2022 SPONSORSHIP



7-ELEVEN
OFFICIAL RETAIL PARTNER OF THE
AVP 2021 SEASON!
MONSTER ENERGY DRINK



NATIONAL EVENT PLATFORMS



CONSUMER PROMOTIONS



SPORTS AND FIELD MARKETING



REHAB MONSTER *REFRESH + RECOVER + REVIVE*



REFRESHED REHAB
LINEUP & INNOVATION



REGIONALLY TARGETED
DIGITAL CAMPAIGN



67.5M
IMPRESSIONS

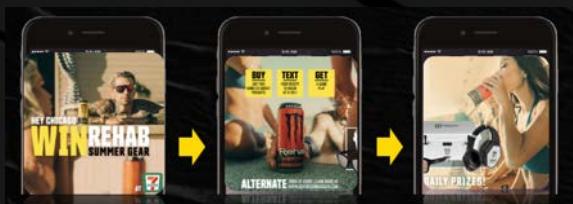


EXCEEDED CAMPAIGN
CTR & VCR
BENCHMARKS

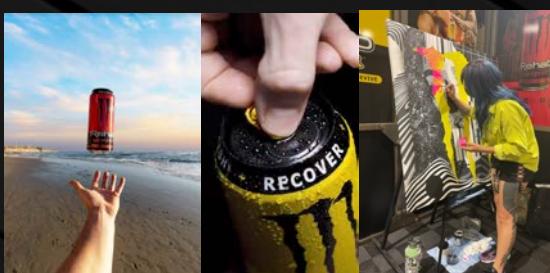
AWARENESS & TRIAL DRIVING
DIGITAL CAMPAIGN
PERFORMANCE



EVENT ACTIVATION



BOTTLER, RETAIL & ECOMMERCE
PROGRAMMING



PARTNER CONTENT



2022 INNOVATION
REHAB WATERMELON



FULLY SUPPORTED LAUNCH AND
DIGITAL CAMPAIGN

REIGN TOTAL BODY FUEL



REGIONAL, NATIONAL & GLOBAL PARTNERSHIPS



BRAND AMBASSADORS, ATHLETES AND FIELD SAMPLING TEAMS

2021 RESULTS: +900K SAMPLES DISTRIBUTED
+3500 EVENTS & +4400 ACTIVITIES



SOCIAL/DIGITAL MEDIA

2021 RESULTS: 784MM IMPRESSIONS &
313MM TOTAL REACH



NATIONAL CHAIN & CONSUMER PROGRAMMING



REIGN INNOVATION

2021-2022



2021



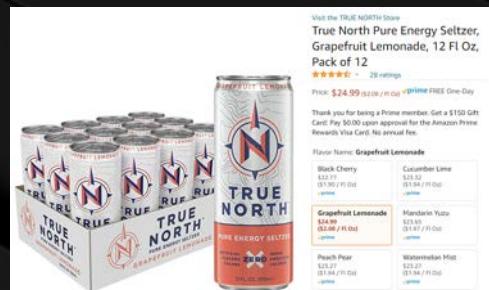
2022

TRUE NORTH

PURE ENERGY SELTZER



PALLET DISPLAYS AT SPROUTS

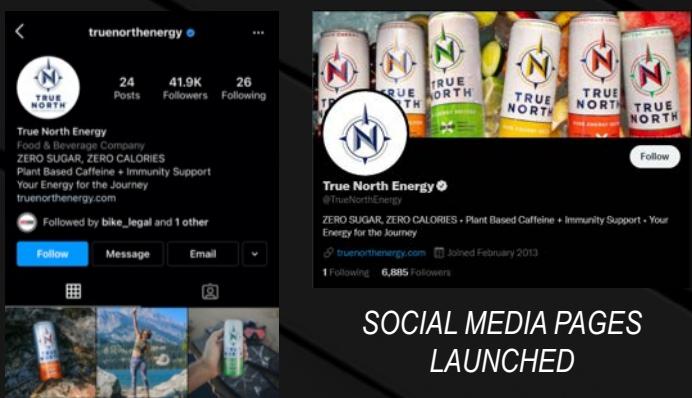


AMAZON
AVAILABILITY

NEW BRAND FAMILY LAUNCHED IN NATURAL
CHANNEL AND E-COMMERCE



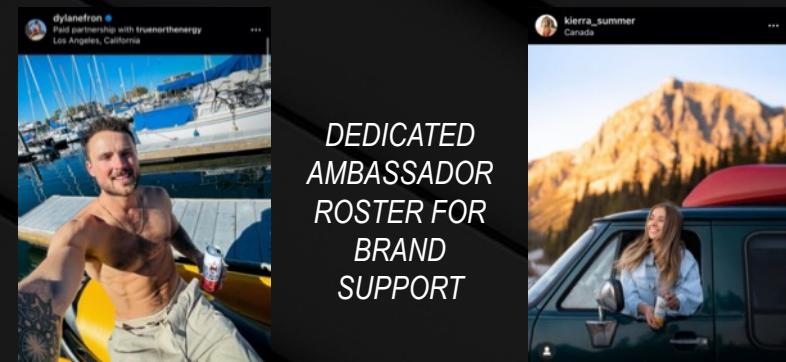
BRAND WEBSITE LAUNCHED



SOCIAL MEDIA PAGES
LAUNCHED

DIGITAL AND SOCIAL MEDIA

TRUE
NORTH™
PURE ENERGY SELTZER



DEDICATED
AMBASSADOR
ROSTER FOR
BRAND
SUPPORT

AMBASSADORS

TRUE NORTH LAUNCH

2021



MONSTER U.S. INNOVATION

2021



MONSTER U.S. INNOVATION

2022



STRATEGIC BRANDS INNOVATION

2021



STRATEGIC BRANDS INNOVATION

2022



AFFORDABLE ENERGY INNOVATION

2021-2022



FURTHER EXPANSION OF FLAVORS AND VARIOUS COUNTRIES IN 2022





HIGH PERFORMANCE ENERGY ROOTED IN AUTO-CULTURE



Google Ads

TREMOR
VIDEO

ADCOLONY

TXG



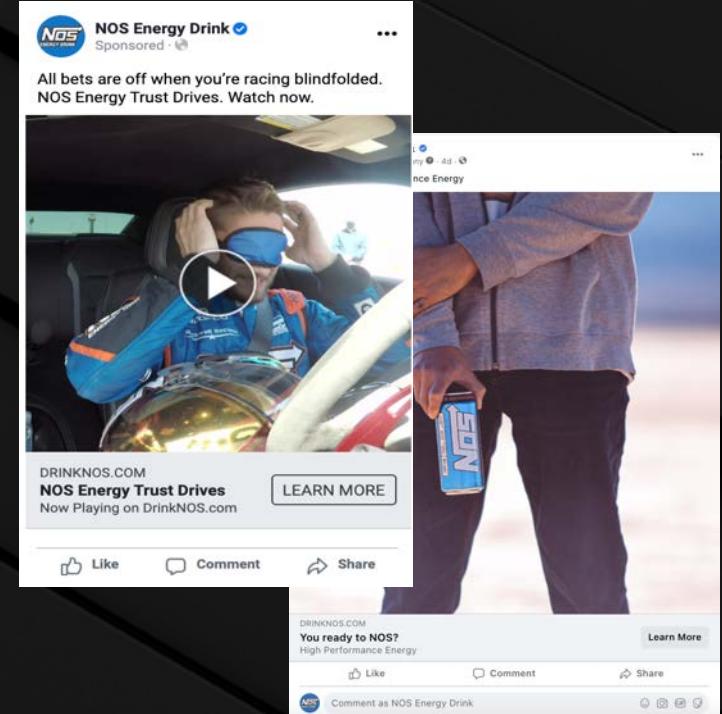
NATIONAL DIGITAL MEDIA
DELIVERED OVER 536M IMPRESSIONS



FORMULA DRIFT® // NASCAR



ATHLETES & PARTNERS
12 ATHLETES / 220+ EVENTS



INFLUENCER CONTENT & PARTNERSHIPS
GENERATED OVER 66M VIEWS

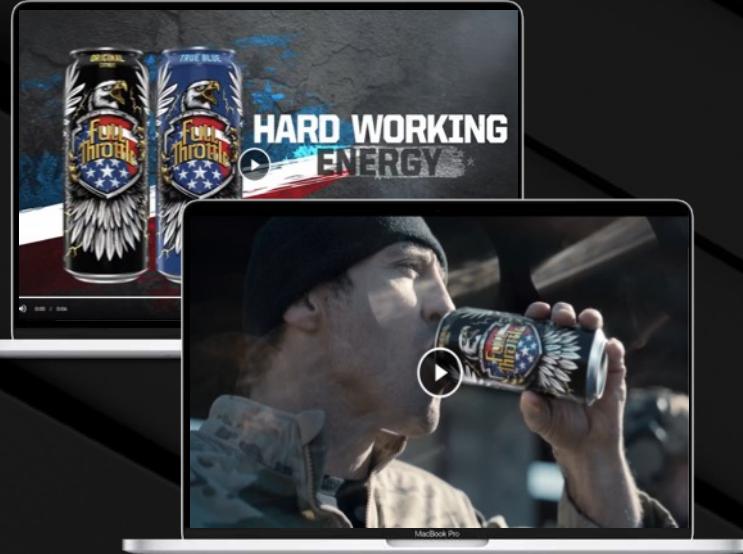


FULL THROTTLE

HARD-WORKING, EASY DRINKING



HARD-WORKING ENERGY FOR THE EVERYDAY WARRIORS



Adventure Rider
RIDE THE WORLD.



NATIONAL & LOCAL DIGITAL MEDIA
DELIVERING 50M IMPRESSIONS



ATHLETES & INFLUENCERS
6 PARTNERS



WHITE REGIONAL OFFERING

RELENTLESS

#WITHOUTLIMITS



UK RAP, GRIME & ELECTRIC MUSIC



CREDIBLE KNOWN UK ARTIST COLLABORATIONS



MAJOR FESTIVALS



SCENE CREDIBLE MEDIA PARTNERSHIPS



GRASS ROOTS 'ENERGY CREW' SUPPORT





DELIVERING ICONIC PARTY MOMENTS VIA



MUSIC

MAINSTREAM POP MUSIC IN COMBINATION
WITH HIP-HOP & EDM.



DANCE

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



STYLE

STYLE TO EXPRESS YOUR PERSONALITY IN
EVERY POSSIBLE WAY.

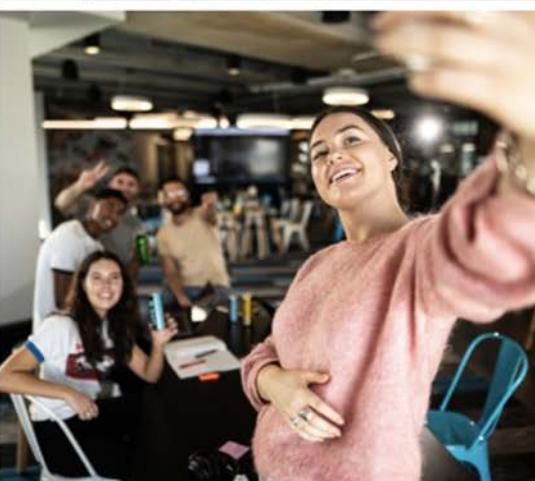
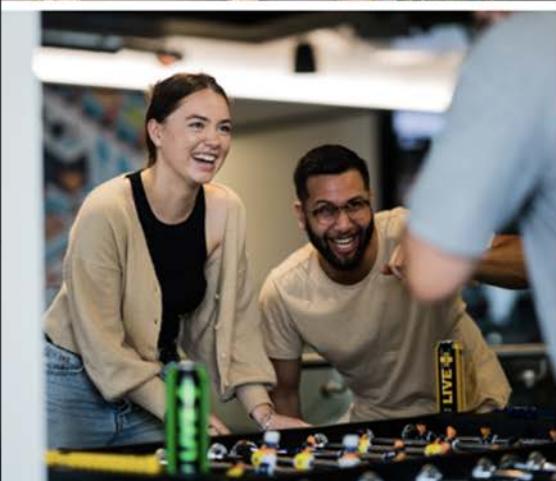


LIVE+ ENERGY

LIVE LARGE



EZ LIFESTYLE & COMEDY



LIVE+
ENERGY DRINK

INNOVATION
PACKAGING REFRESH Q2 2021

MOTHER ENERGY

ALWAYS ON! ENERGY FOR ALL OCCASIONS!



HUMOR, ADVENTURE & MUSIC



Mother
ENERGY DRINK





LOCAL URBAN MUSIC AND STREET CULTURE





FUELS YOUR IMAGINATION



IN-STORE



TARGETED SAMPLING



ABOVE THE LINE



PARTNERSHIPS



DIGITAL



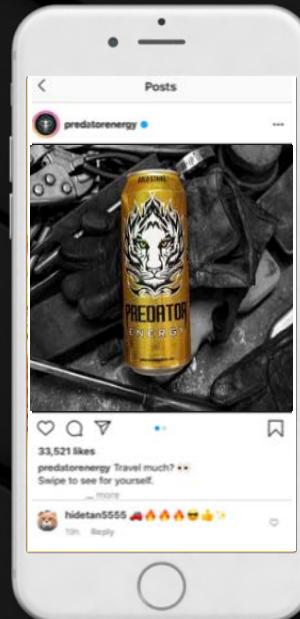
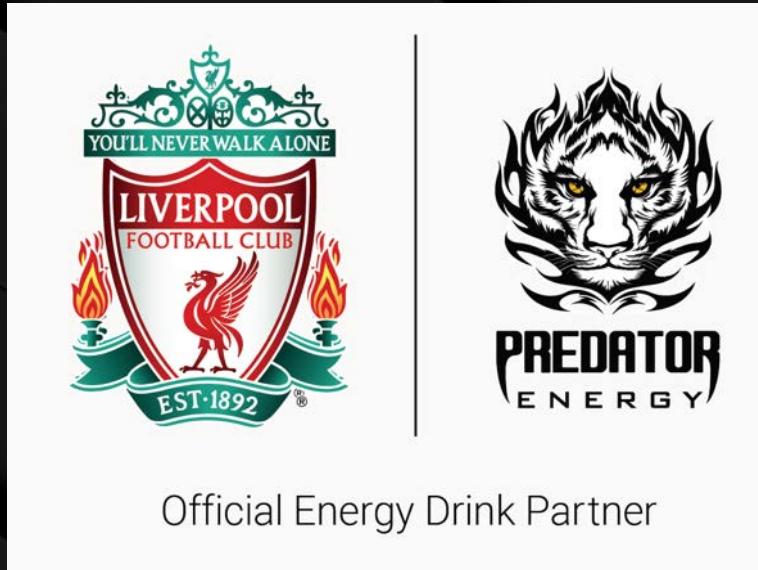
PREDATOR, FURY, PROWLER AFFORDABLE ENERGY



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

INCREMENTAL OPPORTUNITIES IN LATAM, EASTERN EUROPE, AFRICA, MIDDLE EAST AND SOUTHEAST ASIA. A DIFFERENTIATED TARGET CONSUMER FROM PREMIUM ENERGY DRINKERS.

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



GLOBAL ASSET
LIVERPOOL FOOTBALL CLUB

DIGITAL AND SOCIAL MEDIA
PREDATOR



SOLID FINANCIAL RESULTS

29 CONSECUTIVE YEARS OF INCREASED SALES

SINCE THE ACQUISITION OF THE HANSEN BEVERAGE BUSINESS IN 1992.

ACHIEVED \$4.6 BILLION IN NET SALES IN 2020

UP 9.5% OVER NET SALES OF \$4.2 BILLION IN 2019.

ACHIEVED \$1.4 BILLION IN NET INCOME IN 2020

UP 27.2% OVER NET INCOME OF \$1.1 BILLION IN 2019.

ACHIEVED \$2.64 IN DILUTED EARNINGS PER SHARE IN 2020

UP 30.0% OVER DILUTED EARNINGS PER SHARE OF \$2.03 IN 2019.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2021, ACHIEVED \$4.1 BILLION IN NET SALES

UP 21.0% OVER NET SALES OF \$3.4 BILLION FOR THE SAME PERIOD IN 2020.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2021, ACHIEVED \$1.1 BILLION IN NET INCOME

UP 12.6% OVER NET INCOME OF \$937.9 MILLION FOR THE SAME PERIOD IN 2020.

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2021, ACHIEVED \$1.97 IN DILUTED EARNINGS PER SHARE

UP 12.5% OVER DILUTED EARNINGS PER SHARE OF \$1.75 FOR THE SAME PERIOD IN 2020.



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



MONSTER

BEVERAGE CORPORATION

JANUARY 13, 2022



FABIO QUARTARARO
MOTOGP WORLD CHAMPION



CHLOE KIM
X GAMES SNOWBOARD SUPERPIPE GOLD



JOSE VITOR LEME
BACK-TO-BACK PBR WORLD CHAMPION YETI