

MONSTER ENERGY MEANS BUSINESS.

GET IT RIGHT WITH GREEN AND WHITE

FUEL SALES AND PROFITS BY DELIVERING THE #1 SELLING REGULAR AND DIET ENERGY DRINKS YOUR CUSTOMERS CRAVE: MONSTER ORIGINAL AND ZERO ULTRA.

ENERGY CATEGORY SHOPPERS

- As household penetration for energy drinks continues to grow, so does its range of consumers.
- Age: 43% are 18 - 45yrs and 35% are 42 - 58 yrs
- Household income more likely to skew low to mid level (up to \$125K)
- Gender more likely to skew male, however energy drinks continue to grow in popularity among females especially with more zero/low calorie and flavor options

THE ENERGY CATEGORY CONTINUES TO DOMINATE & GROW

- Accounts for nearly 36% of total non-alcoholic drink sales in US convenience store channel (compared to carbonated soft drinks at 25% and water at 12.7%). For every dollar spent on non-alcoholic drinks, \$0.36 is spent on energy drinks.
- Energy drink sales reached an estimated \$18B in 2022, and are forecasted to reach \$24B annually in 2026.

WHERE SHOULD YOU START? WITH THE TOP PRODUCTS, OF COURSE!

Monster Original 16oz and Zero Ultra 16oz account for 29% of ALL Monster Energy sales!

Leader of the Pack - Monster Energy Original 16oz:

- 16oz can is the #1 selling energy drink in unit volume in the US
- 22.7M cans sold every day (16oz can)
- Monster Energy Original has a unique taste making it a trailblazer product that grows in popularity year over year

#1 Diet Energy Drink: Monster Energy Zero Ultra 16oz:

- +13.9% dollar sales growth over prior year (16oz can)
- With zero sugar and only 10 calories, Zero Ultra meets consumers needs for a "better-for-you" energy drink
- Lighter tasting, less sweet, sparkling citrus refreshment



SOURCE 1. Source: Mintel "Energy Drinks - US" / Nielsen 52 wk Total AMC 12/31/22. 2. Nielsen Total US Conv, latest 52 weeks - ending 4/1/23.