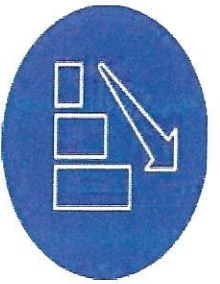




7-ELEVEN

FOAMOSC



YTD Energy Cat

Zone Comparison - Total Energy - Year to Date Ending 08-05-2018

YTD													
		\$ Sales	\$ Chg vs YA	% Chg vs YA	Same Store \$ % Chg vs YA	\$ Share	\$ Share Chg vs YA	Unit Sales	U Chg vs YA	U % Chg vs YA	Same Store U % Chg vs YA	U Share	U Share Chg vs YA
Total 7-Eleven		\$398,285,528	\$35,742,028	9.9%	8.3%	100.00	0.00	165,414,320	17,066,730	11.5%	9.9%	100.00	0.00
FLORIDA		\$43,004,260	\$5,873,447	15.8%	12.4%	100.00	0.00	17,462,538	2,681,372	18.1%	14.6%	100.00	0.00
GREATER LA		\$51,874,628	\$7,137,794	16.0%	14.0%	100.00	0.00	21,516,169	2,708,162	14.4%	12.5%	100.00	0.00
HEARTLAND		\$56,005,108	\$4,547,389	8.8%	7.0%	100.00	0.00	23,402,480	2,371,272	11.3%	9.4%	100.00	0.00
LIBERTY		\$35,167,269	\$1,638,823	4.9%	4.3%	100.00	0.00	14,220,436	1,004,689	7.6%	7.0%	100.00	0.00
LONE STAR		\$37,335,471	\$2,498,541	7.2%	4.8%	100.00	0.00	14,924,422	1,368,954	10.1%	7.7%	100.00	0.00
NORTH ATLANTIC		\$25,853,881	\$1,468,723	6.0%	4.9%	100.00	0.00	9,948,826	854,084	9.4%	8.3%	100.00	0.00
NORTH PACIFIC		\$47,836,045	\$3,163,781	7.1%	6.2%	100.00	0.00	21,520,034	1,576,977	7.9%	7.1%	100.00	0.00
PATRIOT		\$31,797,678	\$2,952,423	10.2%	8.5%	100.00	0.00	12,958,548	1,413,301	12.2%	10.4%	100.00	0.00
PENNJERSEY		\$20,765,896	\$1,649,224	8.6%	7.5%	100.00	0.00	8,256,224	854,779	11.5%	10.4%	100.00	0.00
SOUTH WEST		\$38,307,008	\$3,711,905	10.7%	9.7%	100.00	0.00	16,875,510	1,623,176	10.6%	9.6%	100.00	0.00

- YTD GLA is the largest Zone in Total Energy Drink \$ & Unit Sales
- GLA is +1.8% YTD in Energy Cat \$ Sales. 1% below TUS results.
- GLA is +4% YTD in Energy Cat Unit Sales. 1.9% below TUS results



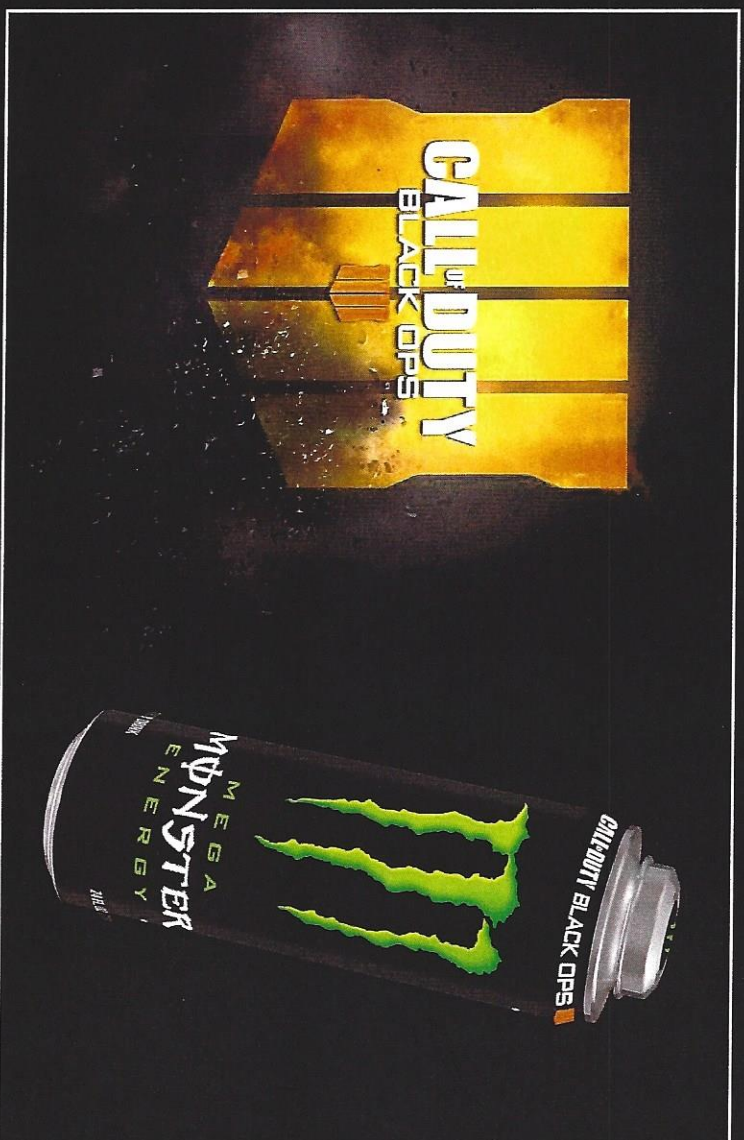
YTD Energy Cat - Markets

Market Comparison - Total Energy - Year to Date Ending 08-05-2018

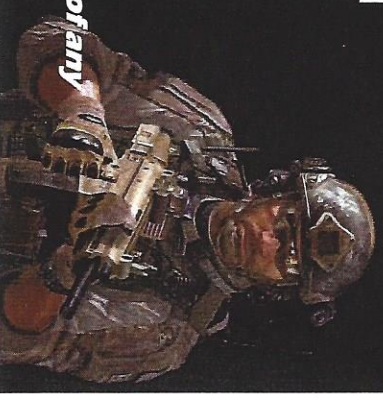
YTD	Zone	\$ Sales	\$ Chg vs YA	% Chg vs YA	\$ Share	\$ Share Chg vs YA	Unit Sales	U Chg vs YA	U % Chg vs YA	U Share	U Share Chg vs YA
Total 7-Eleven		\$398,285,528	\$35,742,028	9.9%	100.00	0.00	165,414,320	17,066,730	11.5%	100.00	0.00
2133 GOLD COAST	GREATER LA	\$5,219,291	\$827,604	13.7%	100.00	0.00	2,181,857	259,235	13.5%	100.00	0.00
2136 CENTRAL LOS ANGELES	GREATER LA	\$4,783,233	\$392,070	8.9%	100.00	0.00	1,941,522	166,883	9.4%	100.00	0.00
2171 INLAND EMPIRE	GREATER LA	\$5,547,147	\$1,070,860	23.9%	100.00	0.00	2,299,686	396,215	20.8%	100.00	0.00
2172 SOUTH COAST	GREATER LA	\$5,694,034	\$728,863	14.7%	100.00	0.00	2,399,124	280,220	13.2%	100.00	0.00
2173 SOUTHERN L.A.	GREATER LA	\$5,329,375	\$572,302	12.0%	100.00	0.00	2,165,691	237,125	12.3%	100.00	0.00
2174 ORANGE COAST	GREATER LA	\$5,314,416	\$846,421	18.9%	100.00	0.00	2,243,943	328,897	17.2%	100.00	0.00
2175 INLAND VALLEY	GREATER LA	\$4,953,432	\$681,245	21.6%	100.00	0.00	2,022,796	316,386	18.5%	100.00	0.00
2176 LA SOUTH BAY	GREATER LA	\$4,787,958	\$498,744	11.6%	100.00	0.00	1,978,574	178,418	9.9%	100.00	0.00
2177 EAST LOS ANGELES	GREATER LA	\$4,708,949	\$827,525	21.3%	100.00	0.00	1,938,095	331,043	20.6%	100.00	0.00
2368 CENTRAL VAL/COASTAL MKT	GREATER LA	\$5,536,795	\$732,564	15.2%	100.00	0.00	2,344,871	229,817	10.9%	100.00	0.00
2188 LA CLS STR BUD	GREATER LA	\$0	(\$38,454)	-100.0%	100.00	0.00	0	-16,087	-100.0%	100.00	0.00

- All 10 GLA Markets are delivering Energy Cat growth YTD
- 9 of 10 GLA Markets are outperforming the TUS in \$ % increase vs. prior.
- 7 of 10 GLA Markets is outperforming the TUS in Unit % Increase vs. prior.

Call of Duty + Monster Energy 2018 T3 Marketing Promotion



CONFIDENTIAL: Art work not final. Contact Brand Marketing for approved art work or use of any data.





Call of Duty Global Franchise

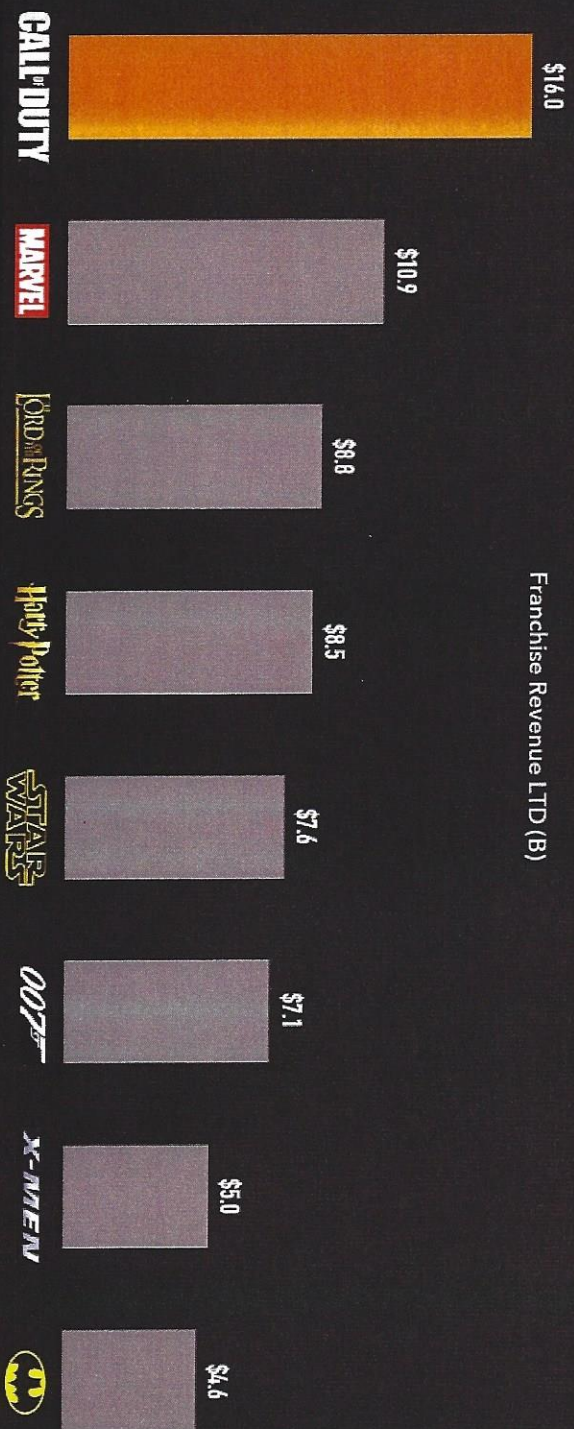


The Call of Duty franchise is larger than top Hollywood brands such as James Bond, the Lord of the Rings, and even Harry Potter.

CALL OF DUTY VS. HOLLYWOOD

THE COD FRANCHISE IS BIGGER THAN ANY BLOCKBUSTER MOVIE FRANCHISE AT THE BOX OFFICE

Franchise Revenue LTD (B)

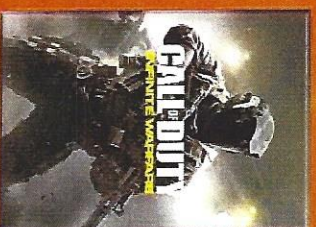
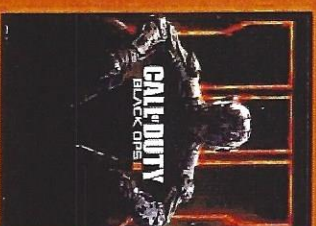
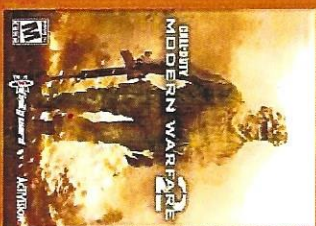
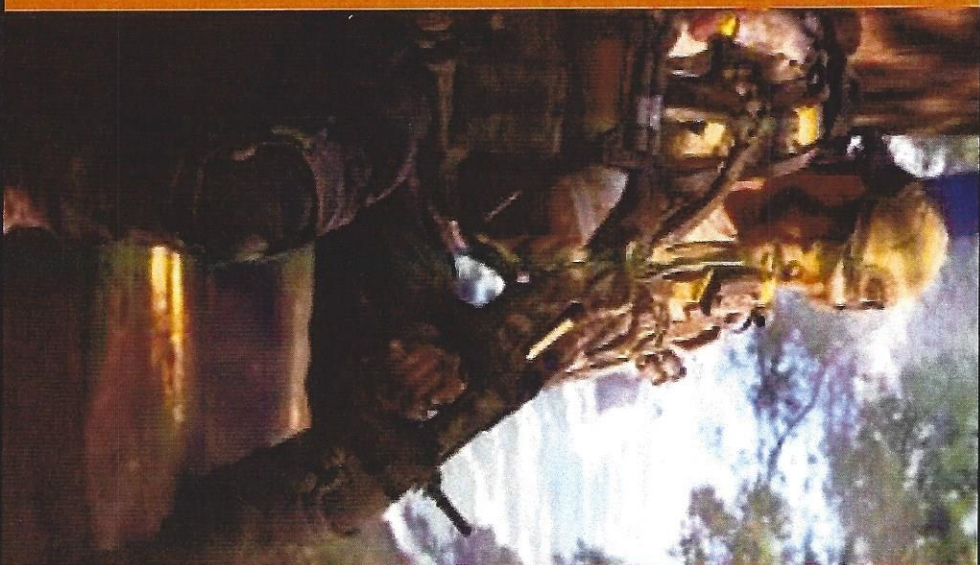


PF1



Call of Duty Perennial Leader

#1 GAMING FRANCHISE
8 YEARS AND COUNTING...





Call of Duty Social Reach

We will leverage Call of Duty's aggregate audience to speak to, and ultimately acquire, new Monster Energy fans...

Call of Duty, Activision & Studio Pages posting for COD

DIGITAL PRESENCE

- ▶ 9,683,241
- ▶ 27,183,184
- ▶ 5,303,616
- ▶ 7,757,609
- ▶ 11,750,000



80,789,042

CALL OF DUTY 61,677,650



43,630,168



16,555,578



12,168,669

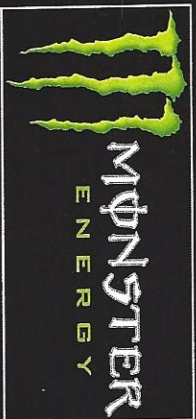




Call of Duty Combined Reach



**Monster Energy social channels combined
with
Call of Duty's social footprint...**



32MM+



62MM+

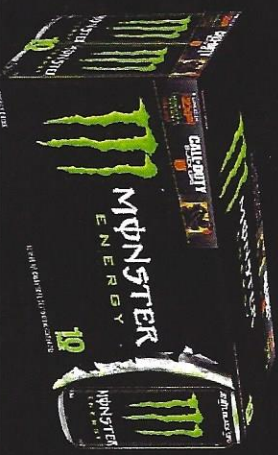
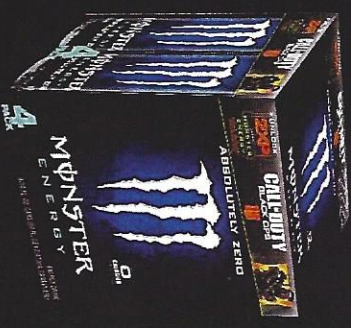
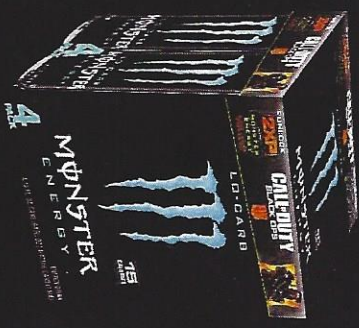
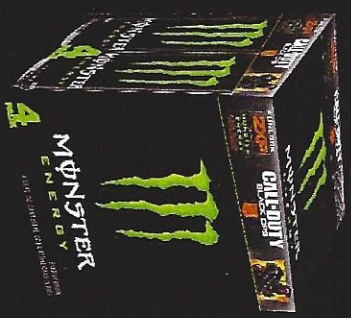
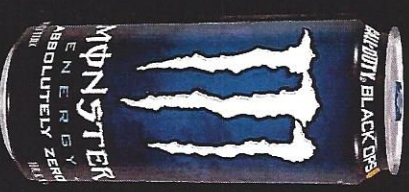


Program Announced to...

94MM+



Call of Duty Product Packaging



WIN.

Call of Duty Customer Marketing

7Eleven Exclusive:

Starting in October, 7Eleven will be running an exclusive program with Monster Energy to ensure purchase in exchange for Call of Duty custom content. Each time consumers purchase TWO 16/15.5oz. Monster Energy cans & scan their 7Eleven App, fans will receive content codes via 7Eleven bounce back emails.

First Purchase of 2 cans...



Calling
Card

In Game Call of Duty Calling card allows the gamer to customize their Call of Duty gaming profile.& this calling card is exclusive to 7Eleven

Additional Purchases of 2 cans... *Unlimited*



2XP

Call of Duty 2XP code allows the user 15 minutes of high experience access in the game.

WIN.





7ELEVEN - Activity Report

PACKAGE	DATE RANGE	PROMO
MST16oz & Maxx 12oz	11/07/18-01/01/2019	2/\$4.29
Monster 24oz & Import	11/07/18-01/01/2019	\$3.49ea
Java/Esspresso/Caffe'	11/07/18-01/01/2019	2/\$5
Muscle Monster	11/07/18-01/01/2019	2/\$5
NOS/FT 16oz	11/07/18-01/01/2019	3/\$3.50
NOS 24oz	11/07/18-01/01/2019	\$2.99ea
MST 4pk	11/07/18-01/01/2019	\$6.99ea
MST16oz & Maxx 12oz	N.CA/OR/S.WA Mkts	2/\$4
Mutant 20oz	DISCONTINUED	DC'd

ACTION ITEMS
1. CONFIRM all 7E POP Kits are merchandised in store
2. SELL IN Monster Case Stacker w/Call of Duty Header
3. PLACE Caffe' & Espresso BOGO cling on vault door
4. MAINTAIN Pacific Punch 16oz distribution
5. ENSURE NOS/FT Portfolios are available
6. CONTINUE to place Espresso/Caffe SKU's
7. CONTINUE to place HYDRO 750ML portfolio

KEY COMPETITIVE ACTIVITY: ROCKSTAR 16oz @ 3/\$4

VISUALS

POP included in 7E Merch Kits

2/\$4.29

Any 15.5 oz./16 oz. Monster®



- Buy any two 15.5 oz./16 oz. Monster®
- Scan your 7E event app.
- Get on in-game calling card.
- Print who's on 24x points



MONSTER ENERGY®



MIX & MATCH

2/\$5

Discount valid on in-store display



MONSTER ENERGY® 4-PACK \$6.99

7E REWARDS



NOS® & FULL THROTTLE 2/\$3.50

7E REWARDS

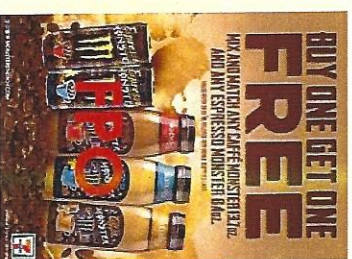
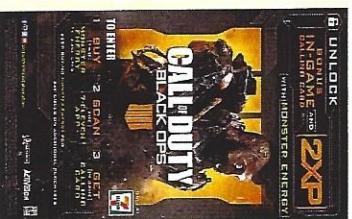


+300 BONUS POINTS WHEN YOU BUY 24 FL. OZ. HYDRO 750ML



+300 BONUS POINTS WHEN YOU BUY 24 FL. OZ.

Custom POP & 7Rewards Coupon



Espresso & Caffe' BOGO Offer

PROGRAM DETAILS

Timing: 09.13.18 thru 01.01.19

Or until budget is exhausted

SKU's: Espresso AND Caffe' Portfolio ONLY
Ensure ALL SKU's are available in

store

POS: Custom Vault Static Cling

Place next to handle

Will ship to Bottlers

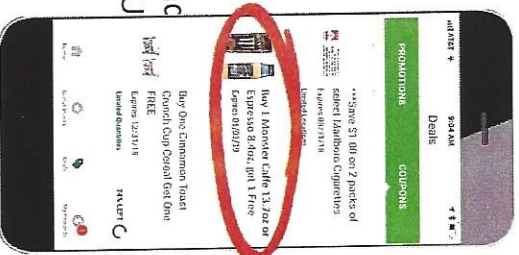
Tracking info to follow

Offer: Buy One (1) Espresso or Caffe' Monster and Get One (1) FREE

via the 7E App – valid to mix and match offer w/ participating SKU

Ask:

CLOSE distribution gaps
PLACE static on vault
SET minimums for orders



App Coupon



MONSTER ENERGY

Offer valid on participating products only. See store for details.

MIX & MATCH 2/\$5

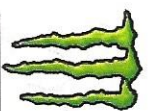
MINIMUM PURCHASE \$5.00. SEE STORE FOR DETAILS.

INSIDE EVERY 7ELEVEN P5 POP KIT

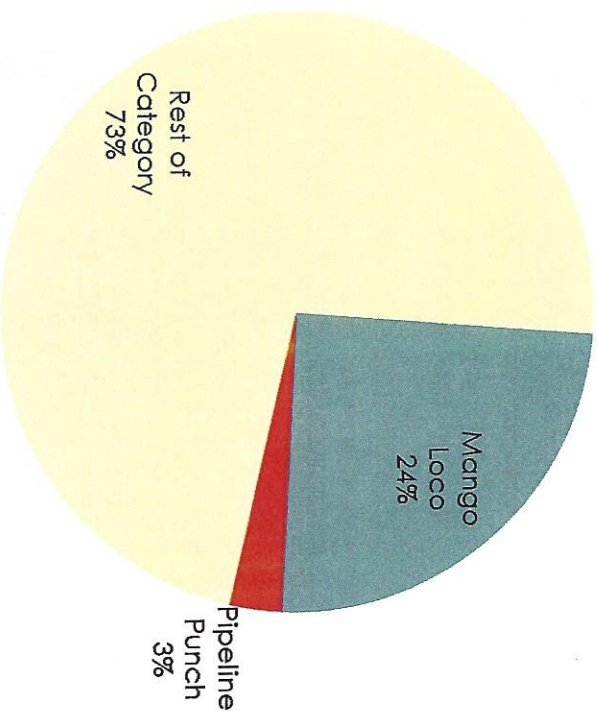
BUY ONE GET ONE FREE

MIX AND MATCH ANY CAFE' MONSTER 13.3oz. AND ANY ESPRESSO MONSTER 8.4oz. VALID WITH DEAL IN 7ELEVEN APP. WHILE SUPPLIES LAST.

Custom Static Cling (5x7)



Juice up your profits with Monster's Pacific Punch



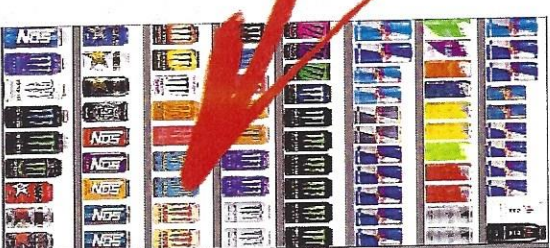
- Mango Loco & Pipeline Punch contributed 27% of Energy category growth
- They combined for +\$38.7M in growth in the latest 13 weeks.

Pacific Punch 16oz

FOD: 09.24.18

Placed in ALL POG's
(Fall/Winter Sets)

Published in August



Product:

Pacific Punch Juice Monster uses a combination of classic Fruit Punch juice flavors: Orange, cherry, pineapple, and apple. Contains 10% real fruit juice.

Flavor Profile:

A Juice-Monster hybrid Fueled with the traditional, all-American fruit punch flavors you grew up with as a kid, plus a Monster and the big bad buzz you know and love.

Calories:

110 Calories per 8oz. serving. 230 per 16oz. can

SRP:

2/\$4.00 line priced with Monster's base line-up.

THANK YOU