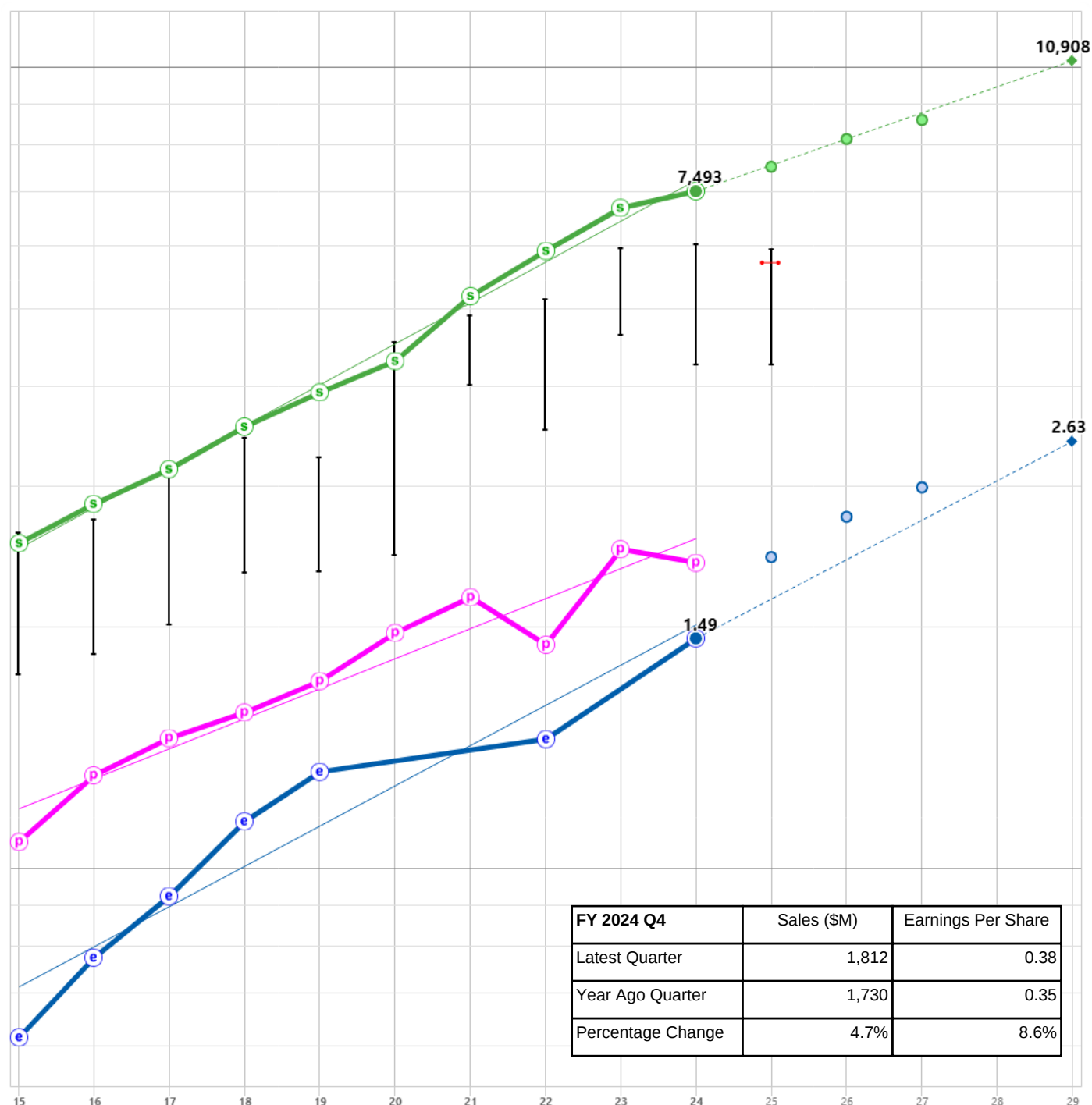


## Stock Selection Guide

|                                        |                  |       |              |                           |                 |               |               |
|----------------------------------------|------------------|-------|--------------|---------------------------|-----------------|---------------|---------------|
| Company                                | Monster Beverage |       |              |                           | Date            | 04/11/25      |               |
| Prepared by                            | DETLOFF          |       |              |                           | Data taken from | BI Stock Data |               |
| Where traded                           | NAS              |       | Industry     | Beverages - Non-Alcoholic |                 |               |               |
| Capitalization --- Outstanding Amounts |                  |       | Reference    |                           |                 |               |               |
| Preferred (\$M)                        |                  |       | 0.0          |                           | % Insiders      |               | % Institution |
| Common (M Shares)                      |                  |       | 980.7        |                           | 0.4             |               | 49.8          |
| Debt (\$M)                             |                  | 374.0 | % to Tot Cap |                           | 5.9             | % Pot Dil     |               |
|                                        |                  |       |              |                           |                 | 0.8           |               |

Symbol: MNST

### 1 VISUAL ANALYSIS of Sales, Earnings, and Price



|                                   |       |                                                |       |
|-----------------------------------|-------|------------------------------------------------|-------|
| (1) Historical Sales Growth       | 12.5% | (3) Historical Earnings Per Share Growth       | 12.3% |
| (2) Estimated Future Sales Growth | 7.8%  | (4) Estimated Future Earnings Per Share Growth | 12.0% |

## 2 EVALUATING Management

Monster Beverage

|                           | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | Last 5 Year Avg. |
|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------------|
| % Pre-tax Profit on Sales | 32.7% | 35.4% | 35.7% | 34.0% | 33.7% | 35.4% | 32.5% | 24.9% | 29.0% | 26.6% | 29.7%            |
| % Earned on Equity        | 12.4% | 19.8% | 21.3% | 24.6% | 26.5% | 30.1% | 21.8% | 17.1% | 20.4% | 25.1% | 22.9%            |
| % Debt To Capital         | 0.0%  | 0.0%  | 0.0%  | 0.0%  | 0.0%  | 0.0%  | 0.0%  | 0.0%  | 0.0%  | 5.9%  | 1.2%             |

## 3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

**CURRENT PRICE** 58.15 (04/11/25)

**52-WEEK HIGH** 60.34

**52-WEEK LOW** 43.32

|                                           | A     | B           | C         | D                    | E                                         | F         | G           | H            |
|-------------------------------------------|-------|-------------|-----------|----------------------|-------------------------------------------|-----------|-------------|--------------|
| Year                                      | Price |             | Earnings  | Price Earnings Ratio |                                           | Dividend  | % Payout    | % High Yield |
|                                           | High  | Low         | Per Share | High A / C           | Low B / C                                 | Per Share | F / C * 100 | F / B * 100  |
| 2020                                      | 46.3  | 25.0        | 1.32      | 35.1                 | 19.0                                      | 0.00      | 0.0         | 0.0          |
| 2021                                      | 49.9  | 40.8        | 1.29      | 38.9                 | 31.8                                      | 0.00      | 0.0         | 0.0          |
| 2022                                      | 52.3  | 35.9        | 1.12      | 46.9                 | 32.2                                      | 0.00      | 0.0         | 0.0          |
| 2023                                      | 60.5  | 47.1        | 1.54      | 39.3                 | 30.6                                      | 0.00      | 0.0         | 0.0          |
| 2024                                      | 61.2  | 43.3        | 1.49      | 41.1                 | 29.1                                      | 0.00      | 0.0         | 0.0          |
| <b>AVERAGE</b>                            |       | <b>38.4</b> |           | <b>37.2</b>          | <b>29.1</b>                               |           | <b>0.0</b>  |              |
| CURRENT/TTM                               |       |             | 1.59      | 37.9                 | 27.2                                      | 0.00      | 0.0         |              |
| <b>AVERAGE PRICE EARNINGS RATIO: 33.1</b> |       |             |           |                      | <b>CURRENT PRICE EARNINGS RATIO: 36.6</b> |           |             |              |

## 4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

### A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 36.0 X Estimate High Earnings/Share 2.63 = Forecasted High Price \$ 94.7

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 30.0 X Estimate Low Earnings/Share 1.59 = Forecasted Low Price \$ 47.7

(b) Avg. Low Price of Last 5 Years 38.4

(c) Recent Market Low Price 43.3

(d) Price Dividend Will Support  $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.00}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 46.0

### C ZONING using 25%-50%-25%

Forecasted High Price 94.7 Minus Forecasted Low Price 46.0 = 48.7 Range. 25% of Range 12.2

Buy Zone 46.0 to 58.2

Hold Zone 58.2 to 82.5

Sell Zone 82.5 to 94.7

Present Market Price of 58.15 is in the **BUY** Zone

### D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Current Price}}{\text{Current Price} - \text{Low Price}} = \frac{94.7 - 58.15}{58.15 - 46.0} = \frac{36.53}{12.15} = 3.0$  To 1

### E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price} - \text{Current Price}}{\text{Current Price}} = \frac{94.7 - 58.15}{58.15} = 1.6282 \times 100 = 162.82 - 100 = 62.8$  % Appreciation

## 5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

**A**  $\frac{\text{Indicated Annual Dividend}}{\text{Current Price}} = \frac{0.00}{58.15} = 0.0000 = 0.0\%$  Current Yield

### B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{0.0\%}{36.00} = 0.0\%$

### AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{0.0\%}{33.00} = 0.0\%$

### C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 10.2 %  
Average Yield 0.0 %  
Annualized Rate of Return 10.2 %

### COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 8.3 %  
Average Yield 0.0 %  
Annualized Rate of Return 8.3 %

**Notes: MNST 4/12/25**

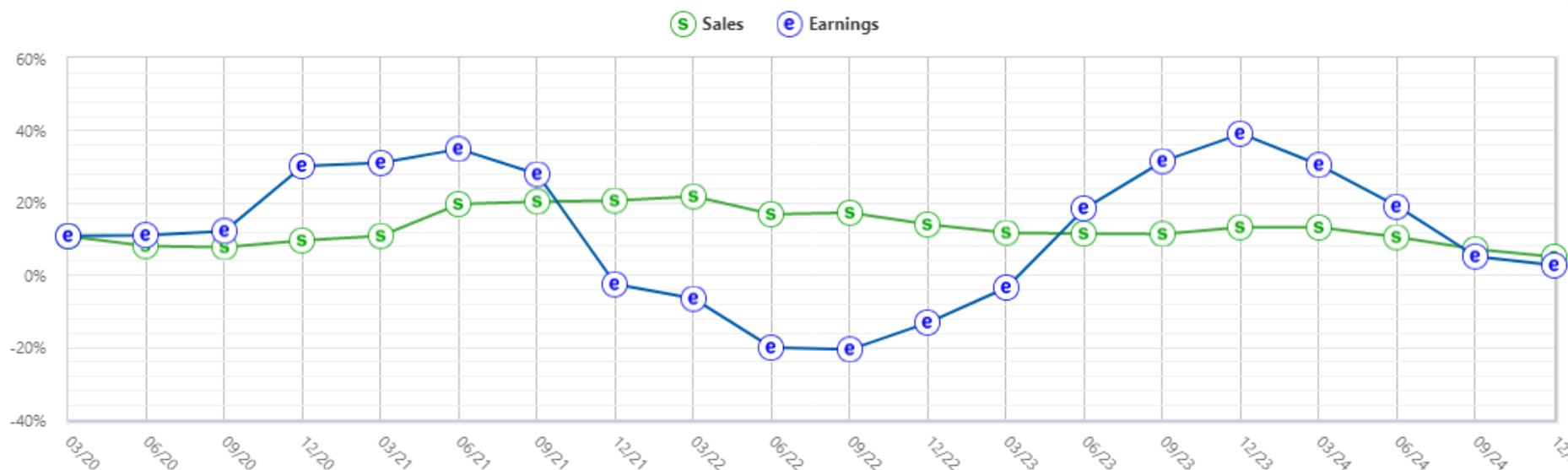
| Date     | Subject                                          | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Type  |
|----------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 04/12/25 | Member Sentiment Judgment<br>Forecast Statistics | Forecast Sales: Median: 7.5 Mean: 7.7 Range: (3.7 - 11.8)<br>Forecast EPS: Median: 11.7 Mean: 11.7 Range: (7.0 - 16.5)<br>Forecast High P/E: Median: 36.5 Mean: 36.6 Range: (31.4 - 40.2)<br>Forecast High EPS: Median: 2.63 Mean: 2.65 Range: (2.09 - 3.20)<br>Forecast Low Price: Median: 42.1 Mean: 41.5 Range: (34.6 - 49.1)<br>Forecast High Price: Median: 95.4 Mean: 96.8 Range: (71.1 - 121.0)<br>Forecast Low P/E: Median: 27.4 Mean: 27.3 Range: (23.0 - 32.0)<br>Forecast Low EPS: Median: 1.59 Mean: 1.57 Range: (1.32 - 1.92)<br>Forecast Payout Rate: Median: 0.0 Mean: 0.0 Range: (0.0 - 0.0)<br>Forecast Total Return: Median: 12.7 Mean: 12.2 Range: (5.2 - 18.9) | Study |

**Study Audit: MNST 4/12/25**

| Review Advised | Category                | Explanation                                                                                                                                                                                           |
|----------------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ✓              | %Pre-Tax Profit Margins | Caution! A significant down-trend in profit margins may indicate that management is having difficulty controlling costs.<br>Pre-Tax Profit on Sales: 26.6%<br>Pre-Tax Profit on Sales 5 Yr Avg: 29.7% |
| ✓              | Future P/Es             | Do you want to rely upon investors paying more than 30 times earnings for this stock in order for you to make money?<br>Average High P/E Forecast: 36.0                                               |
| ✓              | Future P/Es             | Do you want to estimate the future low PE to exceed the average low?<br>Average Low P/E Forecast: 30.0<br>Average Low P/E: 29.1                                                                       |
| ✓              | SSG Results             | This stock is selling at a higher multiple of earnings than the average that investors have paid for it over the past five years.<br>Relative Value: 110.4%                                           |
| ✓              | SSG Results             | If purchased at the current price, this stock is not likely to double your money over the next five years.<br>Total Return (High P/E): 10.2%<br>Total Return Guideline: 14.9%                         |

## Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data



| Quarterly Data |      |         |                |        |         |         |         |                 | Last 12 Months Data |                |        |         |            |       |         |                |       |
|----------------|------|---------|----------------|--------|---------|---------|---------|-----------------|---------------------|----------------|--------|---------|------------|-------|---------|----------------|-------|
| Period         | EPS  |         | Pre-Tax Profit |        |         | Sales   |         | Income Tax Rate | EPS                 | Pre-Tax Profit |        | Sales   | Income Tax |       | %Change |                |       |
|                | \$   | %Change | \$ Mil         | %Sales | %Change | \$ Mil  | %Change |                 | \$                  | \$ Mil         | %Sales |         | \$ Mil     | %Rate | EPS     | Pre-Tax Profit | Sales |
| 12/24          | 0.38 | 8.6     | 386.1          | 21.3   | -14.2   | 1,812.0 | 4.7     | 29.9            | 1.59                | 1,989.5        | 26.6   | 7,492.7 | 487.5      | 24.5  | 2.6     | -3.8           | 4.9   |
| 09/24          | 0.38 | -11.6   | 474.1          | 25.2   | -18.5   | 1,881.0 | 1.3     | 21.8            | 1.56                | 2,053.5        | 27.7   | 7,410.8 | 444.5      | 21.6  | 5.1     | 2.1            | 7.0   |
| 06/24          | 0.41 | 5.1     | 551.5          | 29.0   | 2.3     | 1,900.6 | 2.5     | 22.9            | 1.61                | 2,161.2        | 29.3   | 7,385.8 | 470.2      | 21.8  | 18.8    | 16.8           | 10.4  |
| 03/24          | 0.42 | 10.5    | 577.7          | 30.4   | 16.1    | 1,899.1 | 11.8    | 23.5            | 1.59                | 2,148.7        | 29.3   | 7,340.2 | 469.3      | 21.8  | 30.3    | 28.1           | 13.1  |
| 12/23          | 0.35 | 22.8    | 450.1          | 26.0   | 14.4    | 1,730.1 | 14.4    | 18.5            | 1.55                | 2,068.5        | 29.0   | 7,140.0 | 434.3      | 21.0  | 39.0    | 31.6           | 13.1  |
| 09/23          | 0.43 | 43.3    | 581.9          | 31.4   | 38.5    | 1,856.0 | 14.3    | 22.2            | 1.49                | 2,011.9        | 29.1   | 6,922.9 | 447.0      | 22.2  | 31.4    | 25.9           | 11.2  |
| 06/23          | 0.39 | 52.9    | 539.0          | 29.1   | 47.2    | 1,855.0 | 12.1    | 23.2            | 1.36                | 1,850.1        | 27.7   | 6,691.1 | 416.0      | 22.5  | 18.3    | 14.2           | 11.3  |

## Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data

| Quarterly Data |      |         |                |        |         |         |         |                 | Last 12 Months Data |                |        |         |            |       |         |                |       |
|----------------|------|---------|----------------|--------|---------|---------|---------|-----------------|---------------------|----------------|--------|---------|------------|-------|---------|----------------|-------|
| Period         | EPS  |         | Pre-Tax Profit |        |         | Sales   |         | Income Tax Rate | EPS                 | Pre-Tax Profit |        | Sales   | Income Tax |       | %Change |                |       |
|                | \$   | %Change | \$ Mil         | %Sales | %Change | \$ Mil  | %Change |                 | \$                  | \$ Mil         | %Sales |         | \$ Mil     | %Rate | EPS     | Pre-Tax Profit | Sales |
| 03/23          | 0.38 | 38.2    | 497.6          | 29.3   | 26.9    | 1,698.9 | 11.9    | 20.1            | 1.22                | 1,677.3        | 25.8   | 6,491.4 | 386.1      | 23.0  | -3.6    | -5.8           | 11.6  |
| 12/22          | 0.29 | -5.0    | 393.5          | 26.0   | -6.1    | 1,512.9 | 6.2     | 23.3            | 1.12                | 1,572.0        | 24.9   | 6,311.1 | 380.9      | 24.2  | -13.2   | -12.7          | 13.9  |
| 09/22          | 0.30 | -4.8    | 420.1          | 25.9   | -5.0    | 1,624.3 | 15.2    | 23.3            | 1.13                | 1,597.4        | 25.7   | 6,223.2 | 387.0      | 24.2  | -20.7   | -10.4          | 17.1  |
| 06/22          | 0.26 | -32.0   | 366.2          | 22.1   | -30.5   | 1,655.3 | 13.2    | 25.4            | 1.15                | 1,619.5        | 27.0   | 6,009.4 | 394.3      | 24.3  | -20.2   | -9.8           | 16.7  |
| 03/22          | 0.28 | -6.8    | 392.2          | 25.8   | -5.1    | 1,518.6 | 22.1    | 25.0            | 1.27                | 1,780.2        | 30.6   | 5,816.1 | 424.6      | 23.9  | -6.6    | 6.4            | 21.7  |
| 12/21          | 0.30 | -31.8   | 419.0          | 29.4   | 4.5     | 1,425.0 | 19.1    | 23.3            | 1.29                | 1,801.4        | 32.5   | 5,541.4 | 424.1      | 23.5  | -2.7    | 10.8           | 20.5  |
| 09/21          | 0.32 | -3.1    | 442.2          | 31.3   | -2.6    | 1,410.6 | 13.2    | 23.7            | 1.43                | 1,783.2        | 33.6   | 5,312.6 | 236.9      | 13.3  | 27.8    | 15.3           | 20.2  |
| 06/21          | 0.38 | 27.1    | 526.8          | 36.0   | 29.9    | 1,461.9 | 33.6    | 23.4            | 1.44                | 1,795.1        | 34.9   | 5,148.4 | 237.1      | 13.2  | 34.7    | 20.4           | 19.5  |
| 03/21          | 0.30 | 13.5    | 413.4          | 33.2   | 13.0    | 1,243.8 | 17.1    | 23.8            | 1.36                | 1,673.7        | 35.0   | 4,780.4 | 220.5      | 13.2  | 30.9    | 14.0           | 10.7  |
| 12/20          | 0.44 | 87.2    | 400.8          | 33.5   | 24.8    | 1,196.3 | 17.6    | -17.7           | 1.32                | 1,626.2        | 35.4   | 4,598.6 | 214.4      | 13.2  | 30.0    | 14.8           | 9.5   |
| 09/20          | 0.33 | 18.2    | 454.0          | 36.4   | 13.9    | 1,246.4 | 9.9     | 23.4            | 1.12                | 1,546.6        | 35.0   | 4,419.6 | 352.1      | 22.8  | 12.1    | 10.0           | 7.6   |
| 06/20          | 0.30 | 11.3    | 405.5          | 37.1   | 6.2     | 1,093.9 | -0.9    | 23.2            | 1.07                | 1,491.1        | 34.6   | 4,306.8 | 345.3      | 23.2  | 10.9    | 10.5           | 7.9   |
| 03/20          | 0.26 | 8.3     | 365.9          | 34.4   | 16.4    | 1,062.1 | 12.3    | 23.8            | 1.04                | 1,467.6        | 34.0   | 4,316.9 | 340.7      | 23.2  | 10.7    | 10.7           | 10.6  |
| 12/19          | 0.24 | 9.3     | 321.2          | 31.6   | 3.3     | 1,017.2 | 10.1    | 20.6            | 1.02                | 1,416.0        | 33.7   | 4,200.8 | 303.9      | 21.5  | 14.7    | 9.5            | 10.3  |
| 09/19          | 0.28 | 14.6    | 398.6          | 35.2   | 16.3    | 1,133.6 | 11.6    | 25.0            | 1.00                | 1,405.6        | 34.2   | 4,107.8 | 310.3      | 22.1  | 17.8    | 12.4           | 11.2  |
| 06/19          | 0.27 | 10.4    | 382.0          | 34.6   | 6.7     | 1,104.0 | 8.7     | 23.4            | 0.96                | 1,349.6        | 33.8   | 3,990.4 | 287.3      | 21.3  | 20.8    | 9.8            | 11.3  |
| 03/19          | 0.24 | 26.3    | 314.2          | 33.2   | 11.5    | 946.0   | 11.2    | 16.8            | 0.94                | 1,325.8        | 34.0   | 3,902.3 | 286.0      | 21.6  | 24.7    | 8.8            | 12.2  |
| 12/18          | 0.22 | 22.9    | 310.9          | 33.6   | 16.1    | 924.2   | 14.1    | 23.1            | 0.89                | 1,293.3        | 34.0   | 3,807.2 | 300.1      | 23.2  | 23.8    | 7.6            | 13.0  |
| 09/18          | 0.24 | 26.3    | 342.6          | 33.7   | 6.6     | 1,016.2 | 11.7    | 21.8            | 0.85                | 1,250.2        | 33.9   | 3,693.3 | 295.6      | 23.6  | 22.5    | 5.9            | 11.5  |
| 06/18          | 0.24 | 23.1    | 358.1          | 35.3   | 3.1     | 1,015.9 | 12.0    | 24.6            | 0.80                | 1,229.0        | 34.3   | 3,586.6 | 321.5      | 26.2  | 19.5    | 7.0            | 12.4  |
| 03/18          | 0.19 | 22.6    | 281.7          | 33.1   | 6.3     | 850.9   | 14.7    | 23.3            | 0.75                | 1,218.4        | 35.0   | 3,477.8 | 353.4      | 29.0  | 21.0    | 11.9           | 11.8  |
| 12/17          | 0.18 | 16.7    | 267.8          | 33.1   | 8.6     | 810.4   | 7.5     | 24.8            | 0.72                | 1,201.6        | 35.7   | 3,369.0 | 377.1      | 31.4  | 19.8    | 11.3           | 10.5  |
| 09/17          | 0.19 | 15.2    | 321.4          | 35.3   | 11.1    | 909.5   | 15.4    | 31.9            | 0.69                | 1,180.5        | 35.6   | 3,312.5 | 385.4      | 32.6  | 23.4    | 11.1           | 12.6  |
| 06/17          | 0.20 | 30.0    | 347.5          | 38.3   | 20.5    | 907.1   | 9.6     | 35.9            | 0.67                | 1,148.5        | 36.0   | 3,190.9 | 380.2      | 33.1  | 24.5    | 8.2            | 9.7   |
| 03/17          | 0.16 | 17.4    | 264.9          | 35.7   | 3.8     | 742.1   | 9.1     | 32.8            | 0.62                | 1,089.3        | 35.0   | 3,111.4 | 361.1      | 33.1  | 4.4     | -4.3           | 12.1  |
| 12/16          | 0.15 | 33.9    | 246.7          | 32.7   | 7.5     | 753.8   | 16.8    | 29.9            | 0.60                | 1,079.7        | 35.4   | 3,049.4 | 366.0      | 33.9  | 27.8    | 21.1           | 12.0  |
| 09/16          | 0.17 | 17.9    | 289.3          | 36.7   | 0.4     | 788.0   | 4.1     | 33.8            | 0.56                | 1,062.4        | 36.1   | 2,941.1 | 385.7      | 36.3  |         |                |       |
| 06/16          | 0.15 | -28.6   | 288.3          | 34.8   | -21.0   | 827.5   | 19.3    | 36.1            | 0.53                | 1,061.2        | 36.5   | 2,909.7 | 400.2      | 37.7  |         |                |       |
| 03/16          | 0.13 | 2,540.0 | 255.3          | 37.5   | 2,781.1 | 680.2   | 8.5     | 35.8            | 0.59                | 1,138.0        | 41.0   | 2,776.0 | 432.6      | 38.0  |         |                |       |
| 12/15          | 0.11 |         | 229.5          | 35.6   |         | 645.4   |         | 39.5            |                     |                |        |         |            |       |         |                |       |
| 09/15          | 0.14 |         | 288.1          | 38.1   |         | 756.6   |         | 39.4            |                     |                |        |         |            |       |         |                |       |

## Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data

| Quarterly Data |      |         |                |        |         |        |         |                 | Last 12 Months Data |                |        |       |            |       |         |                |       |
|----------------|------|---------|----------------|--------|---------|--------|---------|-----------------|---------------------|----------------|--------|-------|------------|-------|---------|----------------|-------|
| Period         | EPS  |         | Pre-Tax Profit |        |         | Sales  |         | Income Tax Rate | EPS                 | Pre-Tax Profit |        | Sales | Income Tax |       | %Change |                |       |
|                | \$   | %Change | \$ Mil         | %Sales | %Change | \$ Mil | %Change |                 | \$                  | \$ Mil         | %Sales |       | \$ Mil     | %Rate | EPS     | Pre-Tax Profit | Sales |
| 06/15          | 0.21 |         | 365.1          | 52.6   |         | 693.7  |         | 37.3            |                     |                |        |       |            |       |         |                |       |
| 03/15          | 0.01 |         | 8.9            | 1.4    |         | 626.8  |         | 50.2            |                     |                |        |       |            |       |         |                |       |