Stock Selection Guide

Company	Monster Beverage		Date	04/16/25
Prepared by	SIMMS		Data taken from	BI Stock Data
Where traded	NAS	Industry	Beverages - Non-Alcoholic	

Capitalization --- Outstanding Amounts   Reference _____

			% Insiders	% Institution
Preferred ($M)		0.0		
Common (M Shares)		980.7	0.4	49.8
Debt ($M)	374.0	% to Tot Cap 5.9 %	Pot Dil	0.8

Symbol: MNST

1 VISUAL ANALYSIS of Sales, Earnings, and Price

9,654

7,493

2.40

1.49

FY 2024 Q4	Sales ($M)	Earnings Per Share
Latest Quarter	1,812	0.38
Year Ago Quarter	1,730	0.35
Percentage Change	4.7%	8.6%
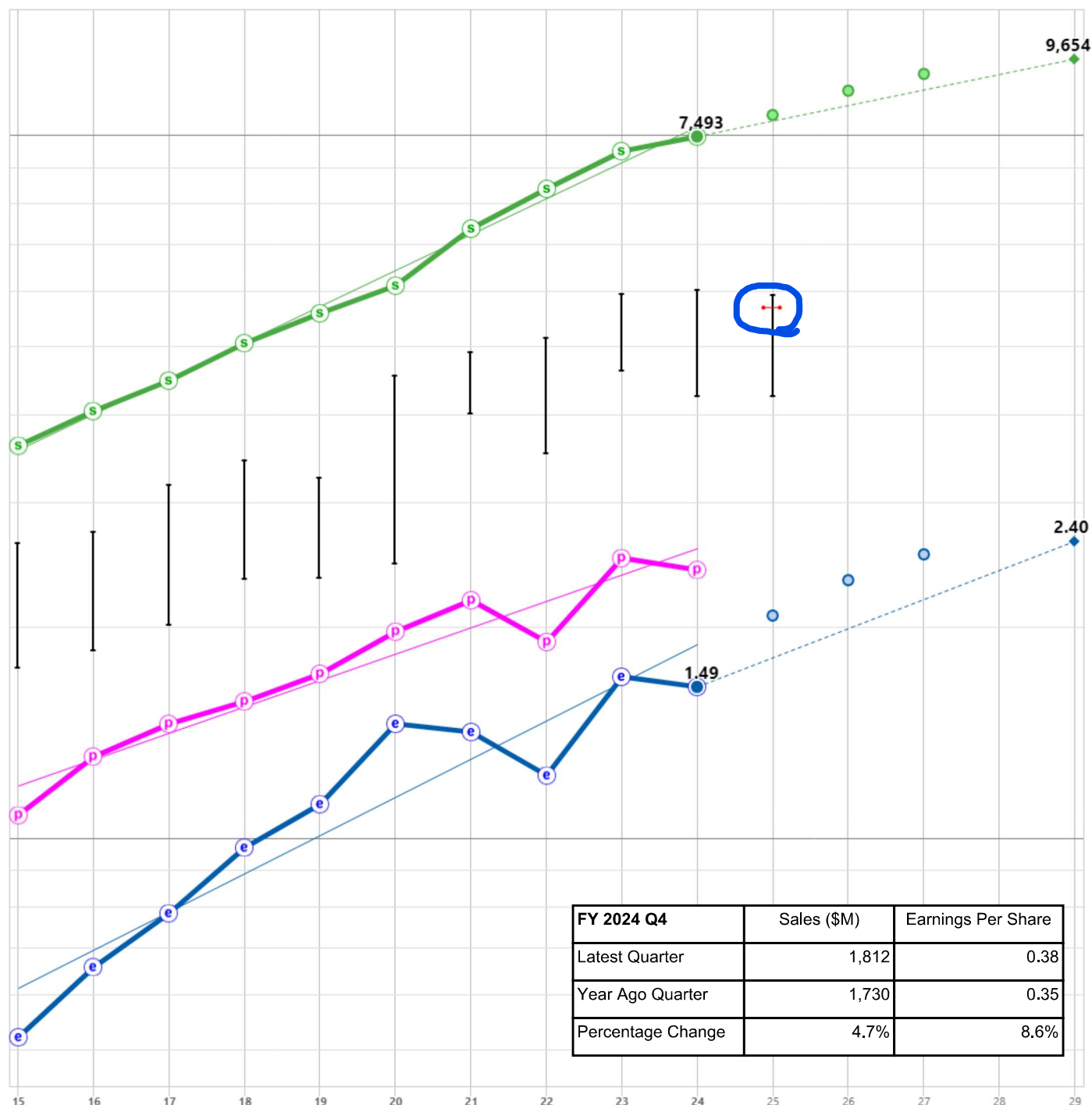
(1) Historical Sales Growth	12.5%	(3) Historical Earnings Per Share Growth	13.3%
(2) Estimated Future Sales Growth	5.2%	(4) Estimated Future Earnings Per Share Growth	10.0%

	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 57.95 (04/16/25)   **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
AVERAGE		38.4		40.2	28.5		0.0	
CURRENT/TTM			1.59	37.9	27.2	0.00	0.0	
AVERAGE PRICE EARNINGS RATIO: 34.4				CURRENT PRICE EARNINGS RATIO: 36.4				

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   34.4   X Estimate High Earnings/Share   2.40   =   Forecasted High Price $ 82.6

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E   28.5   X Estimate Low Earnings/Share   1.59   =   Forecasted Low Price $ 45.3

(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 $ 45.3

C ZONING   using 25%-50%-25%

Forecasted High Price   82.6   Minus Forecasted Low Price   45.3   =   37.3   Range.   25% of Range   9.3

Buy Zone   45.3   to   54.6

Hold Zone   54.6   to   73.2

Sell Zone   73.2   to   82.6

Present Market Price of   57.95   is in the   **HOLD**   Zone

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

$\frac{\text{High Price} \quad 82.6}{\text{Current Price} \quad 57.95}$ $\frac{\text{Minus Current Price} \quad 57.95}{\text{Minus Low Price} \quad 45.3}$ = $\frac{24.61}{12.65}$ = 1.9   To 1

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

$\frac{\text{High Price} \quad 82.6}{\text{Current Price} \quad 57.95}$ = 1.4247   X   100   =   142.47   -   100   =   42.5   % 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 $\frac{\text{Indicated Annual Dividend} \quad 0.00}{\text{Current Price} \quad 57.95}$ = 0.0000 = 0.0 %   Current Yield

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

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}}$ = $\frac{0.0\%}{34.40}$ = 0.0 % $\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}}$ = $\frac{0.0\%}{31.45}$ = 0.0 %

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E   **COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E**

Annualized Appreciation   7.3 %   Annualized Appreciation   5.4 %

Average Yield   0.0 %   Average Yield   0.0 %

Annualized Rate of Return   7.3 %   Annualized Rate of Return   5.4 %