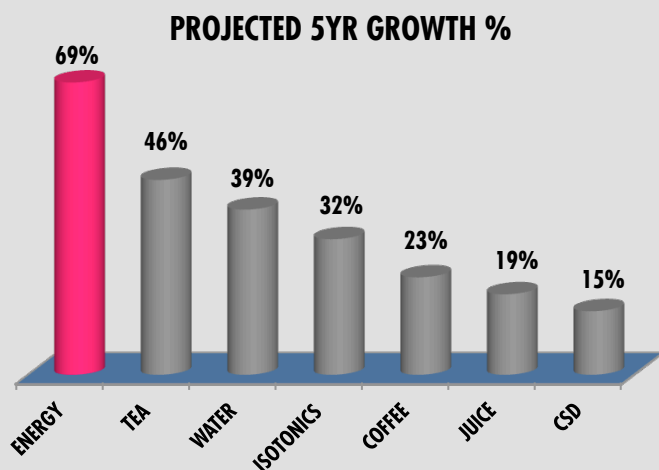


RED BULL VISIBILITY CAN GROW YOUR ENTIRE ENERGY CATEGORY!



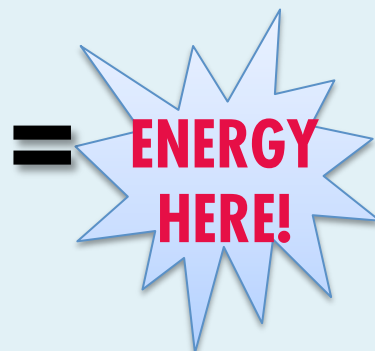
ENERGY IS ESSENTIAL!

- Energy's projection is +65% in 5 Years*
- Red Bull projection is +100% in 8 Years!*



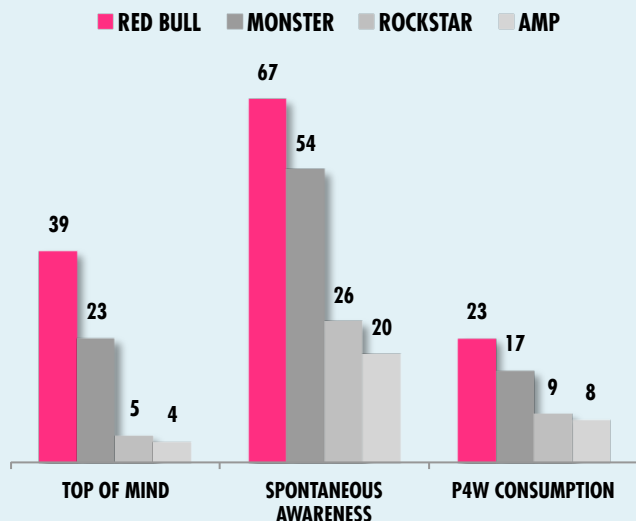
SIGNPOST BRANDING WORKS

- Signpost brands provide a clear starting point for shopping the category**



THE BRAND YOU SHOULD CHOOSE

- Red Bull is the most recognizable, top of mind, and consumed Energy Brand***



STRIKEZONE DRIVES PENETRATION

- Red Bull visibility drives awareness & growth for Energy!

