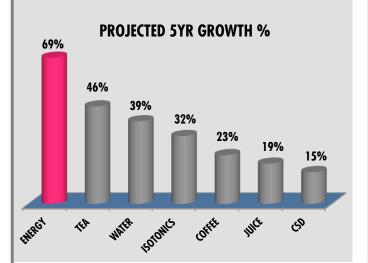
RED BULL VISIBILITY CAN GROW YOUR ENTIRE ENERGY CATEGORY!



ENERGY IS ESSENTIAL!

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



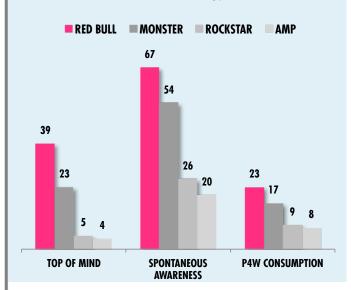
SIGNPOST BRANDING WORKS

• 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!



Data source: *FDMC Mintel Projections 2010 - 2015 (*Bottled Water & Isotonics are FDMx).**TNS Sorensen Shopper Insights. ***T&A, 2010