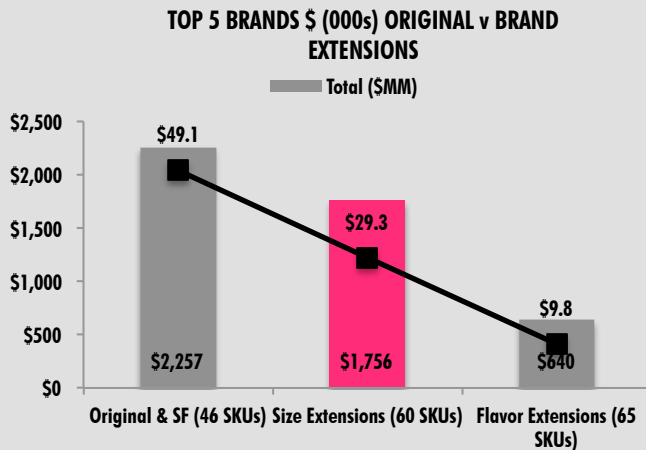


WHY FOUR SIZE VARIANTS FROM RED BULL?



IN ENERGY, SIZE MATTERS

- In Energy, size variants are 3x more effective than flavor extensions!*



WHERE ELSE IS SIZE IMPORTANT?

- Choosing a coffee size is choosing an energy level, it's the same type of choice!



SIZES DRIVE INCREMENTALITY

- Within the top 10 Energy SKUs in convenience, there are 5 size variants**

	Energy SKUs	\$/MM ACV	% ACV
1	MONSTER 16Z	\$3,296	97
2	RED BULL 12Z	\$3,130	89
3	RED BULL 8.4Z	\$2,652	96
4	RED BULL 16Z	\$2,401	84
5	MONSTER 23.5Z	\$1,376	71
6	RED BULL 20Z	\$1,303	62
7	MONSTER LO CARB 16Z	\$1,242	91
8	RED BULL SF/DT 12Z	\$1,100	76
9	RKSTR 16Z	\$1,008	80
10	MONSTER ABS ZERO 16Z	\$951	74

RED BULL FIRST CLASS SET

- Grow consumer base and incremental sales with a First Class Set!

