

WHY RED BULL SUGAR FREE?



MEET CONSUMER NEEDS

- Consumers decide on regular or diet energy drinks before any other decision*

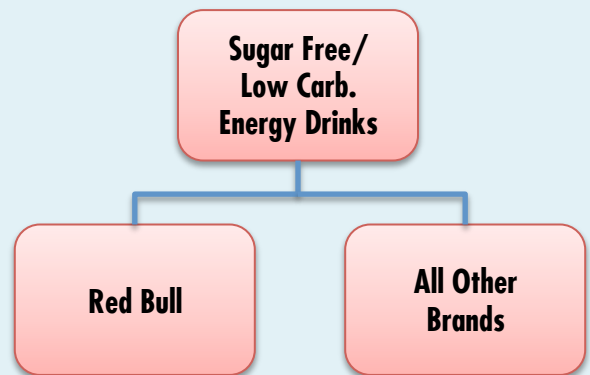


Red Bull Sugar Free helps you appeal to more Energy shoppers!

A DISTINCT CHOICE

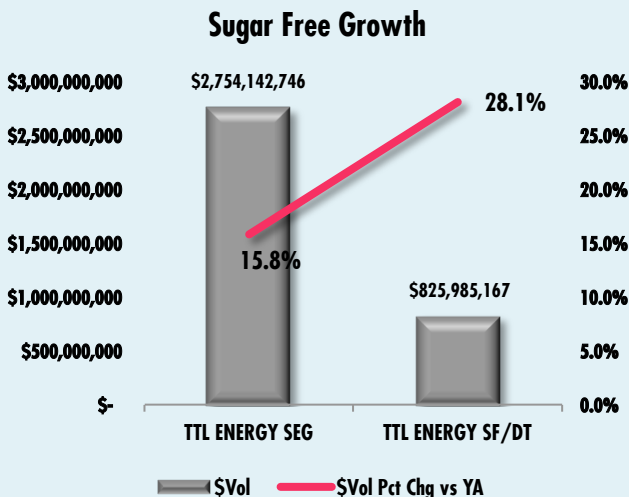
- Energy Shoppers isolate Red Bull from all other brands when buying diet energy drinks*

CONSUMER DECISION TREE



DIET ENERGY IS GROWING

- Sugarfree Energy Drinks outpaced the Regular segment in 2011 +28% nationally**



FEMALE INFLUENCE

- Sugar Free is #1 in top of mind awareness in females!

Top of Mind Awareness Females, 15-39

