



PROPOSED INVESTMENTS

CASH



COMPLIANCE PAYMENT → 75K
REVENUE INCREASE → EST. 360K

COST OF GOODS



REBATE → EST. 20K
SAMPLE PRODUCT → 135K

VALUE IN KIND



MERCHANDISING POS → N/A
EVENT ENHANCEMENT → 100K

MARKETING SUPPORT



EVENT CAR
ATHLETE ACTIVATIONS
F1 ACTIVATION
EST. 100K

EST. 790K INCREASE FROM ENERGY CATEGORY



CASH & COST OF GOODS





CASH & COST OF GOODS

CASH

EXECUTION BONUS

- \$75K PAID WITHIN 30 DAYS OF CONTRACT EXECUTION

REBATE

- \$5 PER CASE PURCHASED, PAID N30 QUARTLERY

VOLUME BONUS

- \$25,000 PAID AT 10K CASES, ADDITIONAL \$25,000 EACH ADDITIONAL 5K CASES

COST OF GOODS

APPROVED DISTRIBUTORS

- BREAKTHRU BEVERAGE
- RBDC
- SYSCO

PRICING

- \$36/CASE
- 24 8.4 OZ CANS

VENDING

- 3RD PARTY VENDOR SELECTION UP TO SPECTRA

SAMPLE PRODUCT

CITY OF MB EMPLOYEES

- 15K CANS @ \$3 A CAN

CITY OF MB CONSUMERS

- 30K CANS @ \$3 A CAN
- MUTUALLY AGREED UPON OCASSIONS AS TO NOT CANABALIZE SALES



SALES INCREASE

PROFIT PROJECTION – UPDATED

CURRENT SELLING SITUATION



\$1.43
COST PER CAN



16 OZ MONSTER



\$65K

PROFIT ON 600 CASES
AT \$4.5 PER CAN



CONSIDERATIONS

- ASSUMES AVERAGE SELLING PRICE OF \$4.5 PER 16 OZ MONSTER CAN
- MONSTER NOT AVAILABLE AT ALL OUTLETS OR EXECUTED WELL DURING EVENT LANDSCAPE.

PROPOSED SELLING SITUATION



\$1.30
COST PER CAN



8.4 OZ RED BULL



\$432K

PROFIT ON 4K CASES
SOLD TO CONSUMERS
AT \$4.5 PER CAN



CONSIDERATIONS

- ASSUMES AVERAGE SELLING PRICE OF \$4.5 PER 8.4.
- HISTORICAL DATA FOR LIKE ACCOUNTS USED FOR PROJECTIONS (APPENDIX C)



VALUE IN KIND





MECHANDISING POS

RED BULL TO PROVIDE

- VENDING MACHINES
- COLD EQUIPMENT
- MENU DESIGN & PRINT
- DIGITAL POSTERS
- SOCIAL MEDIA CONTENT CREATION

EVENT ENHANCEMENT POS

RED BULL TO PROVIDE

- DJ DESKS
- BARS
- WIG-WAMS (LARGE PARASOL)
- EVENT VEHICLE



POS

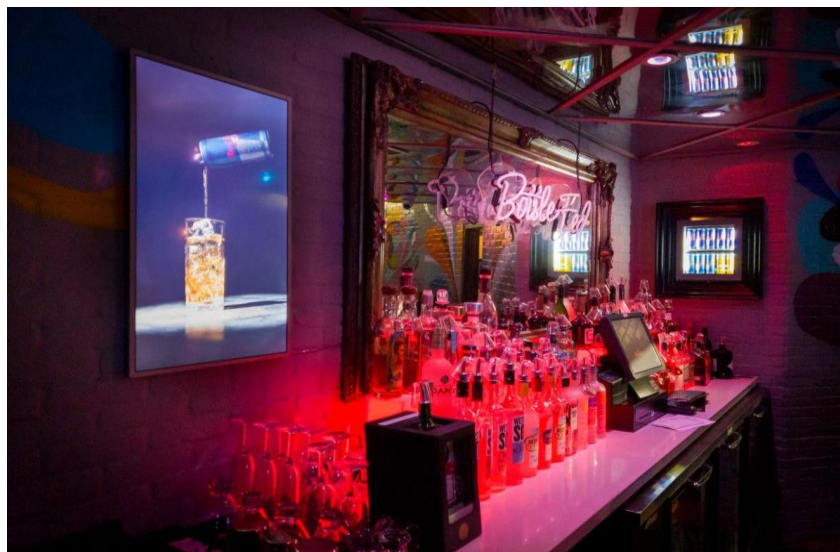
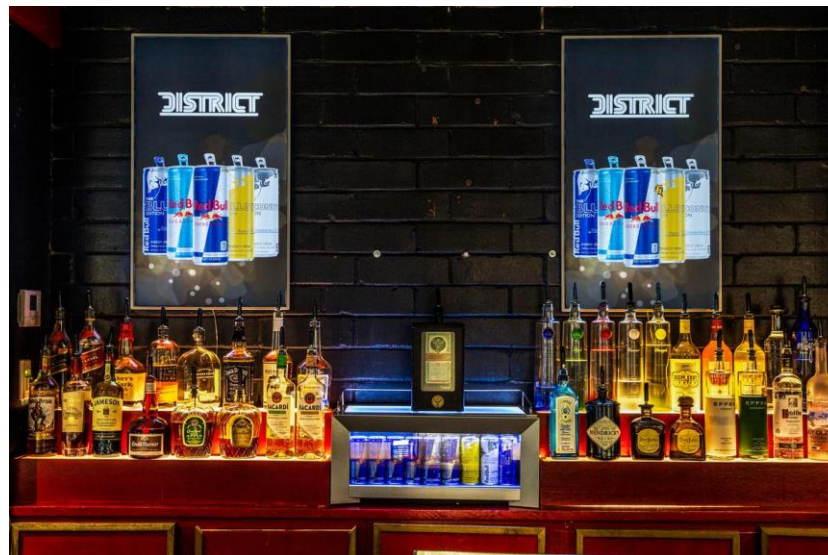
DIGITAL POSTERS- CLICK VIDEO ON THE RIGHT





MERCHANDISING

COLD EQUIPMENT & DIGITAL POSTERS





EVENT ENHANCEMENT

EVENT CAR





EVENT ENHANCEMENT BARS



CASH BAR



SMALL FIRE BAR



LIVE MUSIC BAR



OSCAR BAR



LAB BAR



SNOBEA BAR



IMAGE 2020 BAR



MODULAR BAR



WAVEBREAKER BAR



ELEMENTS BAR



EVENT ENHANCEMENT

DJ EQUIPMENT



LIVE MUSIC DJ DESK



LIVE MUSIC DJ DESK –
STYLE



LIVE MUSIC DJ DESK –
XL



SHAPE SHIFTER DJ DESK



LTA DJ DESK



REFLECTION DJ DESK



SUPERNOVA DJ DESK



WIIINGS DJ DESK



IMAGE 2020 DJ DESK



WAREHOUSE LIVE
DJ DESK



EVENT ENHANCEMENT

OVER HEAD ITEMS



G2 PARASOL



G3.5 PARASOL



**G3.5 PARASOL
SILVER**



**G3.5 PARASOL
PARAGASTROMY**



WIGWAM I – 13M



WIGWAM II – 16M



ARCH 400



ARCH 500



ARCH 800



ARCH 1000



MARKETING SUPPORT





MARKETING SUPPORT

F1 COLLABORATIONS





MARKETING SUPPORT

ATHLETE ACTIVATIONS





MARKETING SUPPORT

RED BULL AIR FORCE





SUSTAINABILITY





SUSTAINABILITY AT RED BULL

WE USE MORE THAN **80% RENEWABLE ENERGY** AND ARE EXPANDING THE USE CONTINUOUSLY.



OUR CANS ARE MADE OF UP TO **100% RECYCLED ALUMINUM**.



RED BULL CANS THEMSELVES ARE **100% RECYCLABLE**.



SECONDARY PACKAGING, SUCH AS THE CARTON AND FOIL, IS MADE UP OF UP TO **100% RECYCLED MATERIAL**, AND IS **100% RECYCLABLE**.



REGARDING ENVIRONMENTAL RESPONSIBILITY...

WE ARE CALCULATING OUR ENVIRONMENTAL FOOTPRINT THROUGHOUT THE SUPPLY CHAIN AND ARE TRYING TO REDUCE IT CONTINUOUSLY.



WHAT IS IN THE CAN?





WHAT'S IN THE CAN?

A

TAURINE

An amino acid found naturally in the human body and involved in a wide range of biological processes.

TAURINE IS PRESENT IN FOOD LIKE SCALLOPS, POULTRY AND EVEN BABY FOOD.

B

B-VITAMINS

B-Vitamins play an important role in energy-yielding metabolism, such as the build up and breakdown of carbohydrates and proteins.

RED BULL CONTAINS WATER-SOLUBLE VITAMINS

C

CAFFEINE

Caffeine's primary site of action in the human body is the central nervous system where it stimulates cognitive functions.

CAFFEINE IS FOUND NATURALLY IN OVER 60 PLANTS WORLDWIDE

S

SUGAR

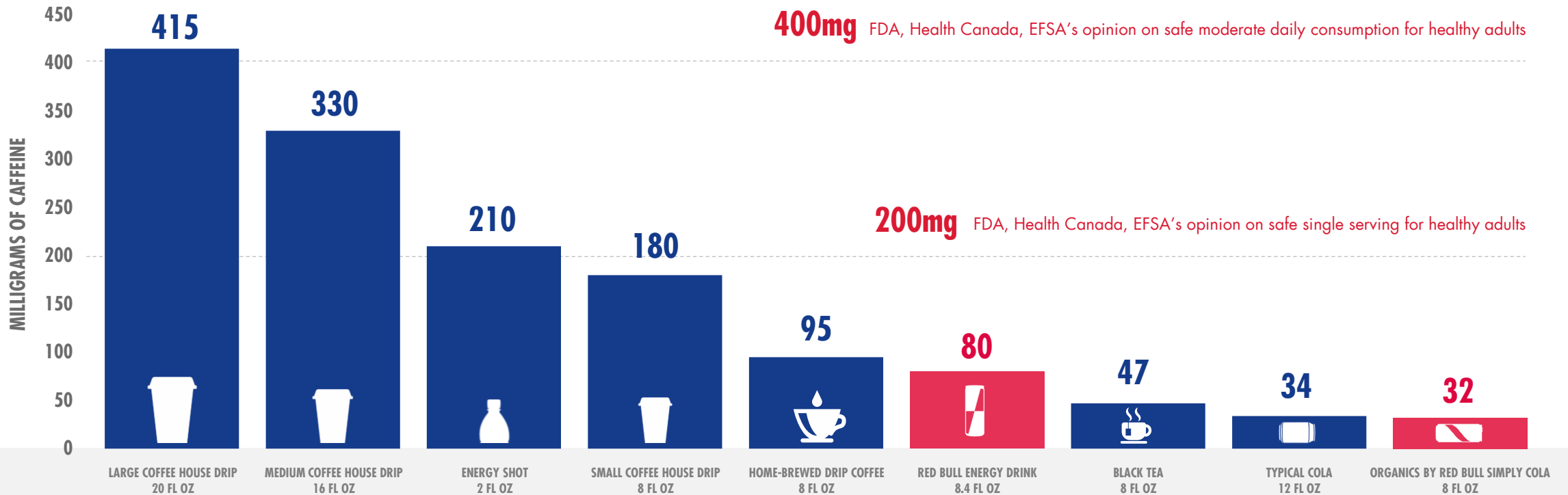
Well known carbohydrates (basic nutrients) that are consumed in the daily diet.

THE SUGARS IN RED BULL ARE REAL SUGARS



CAFFEINE CONTENT OF POPULAR BEVERAGES

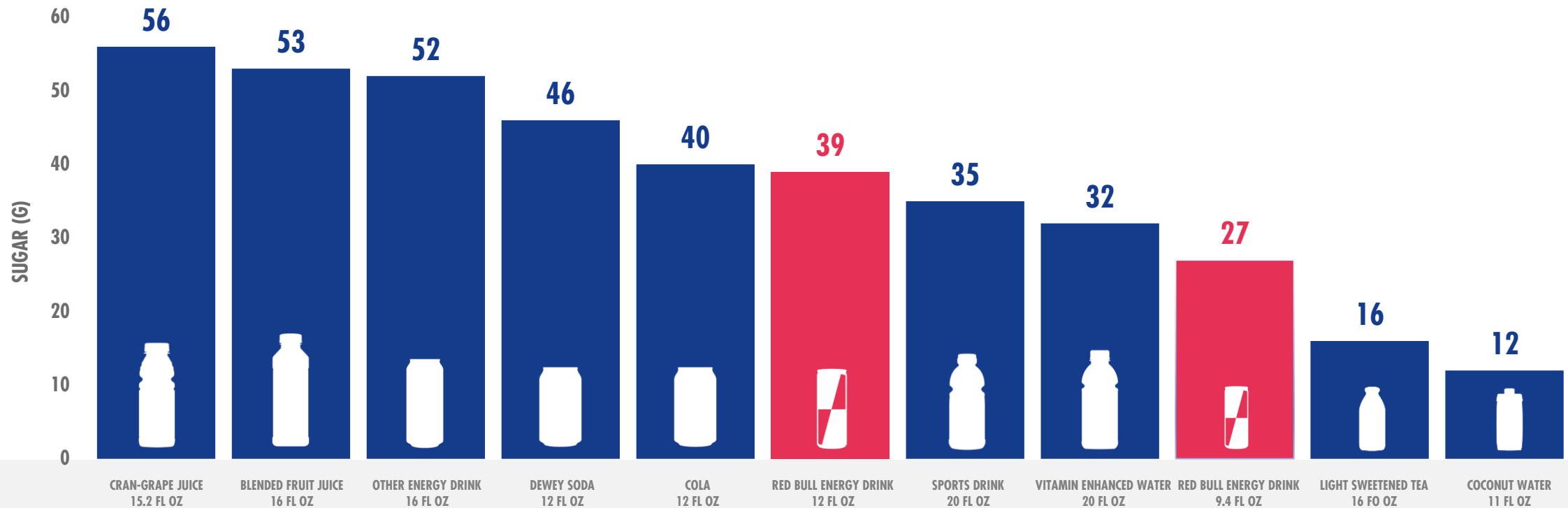
THE AMOUNT OF CAFFEINE IN A CAN OF RED BULL IS SIMILAR TO THE AMOUNT IN A HOME BREWED CUP OF COFFEE





SUGAR CONTENT OF POPULAR BEVERAGES

ONE CAN OF RED BULL CONTAINS ABOUT THE SAME AMOUNT OF SUGAR AS A GLASS OF APPLE JUICE





TRUSTED THIRD PARTY CERTIFICATION



**RED BULL
PRODUCTS ARE**

NSF CERTIFIED

FOR SPORT®

**MEANING OUR
PRODUCTS ARE TESTED
FOR OVER 270 ATHLETIC
BANNED SUBSTANCES
FROM THE WADA, NFL,
AND MLB PROHIBITED
SUBSTANCES LISTS.**

NSF INTERNATIONAL

...is an independent and accredited non-governmental organization whose mission is "to protect and improve global human health".

**RED BULL HAS BEEN NSF CERTIFIED
FOR SPORT SINCE 2006.**

- Red Bull is the first and only energy drink to have this certification.
- For more information visit: www.nsf sport.com



ENERGY CATEGORY PERFORMANCE





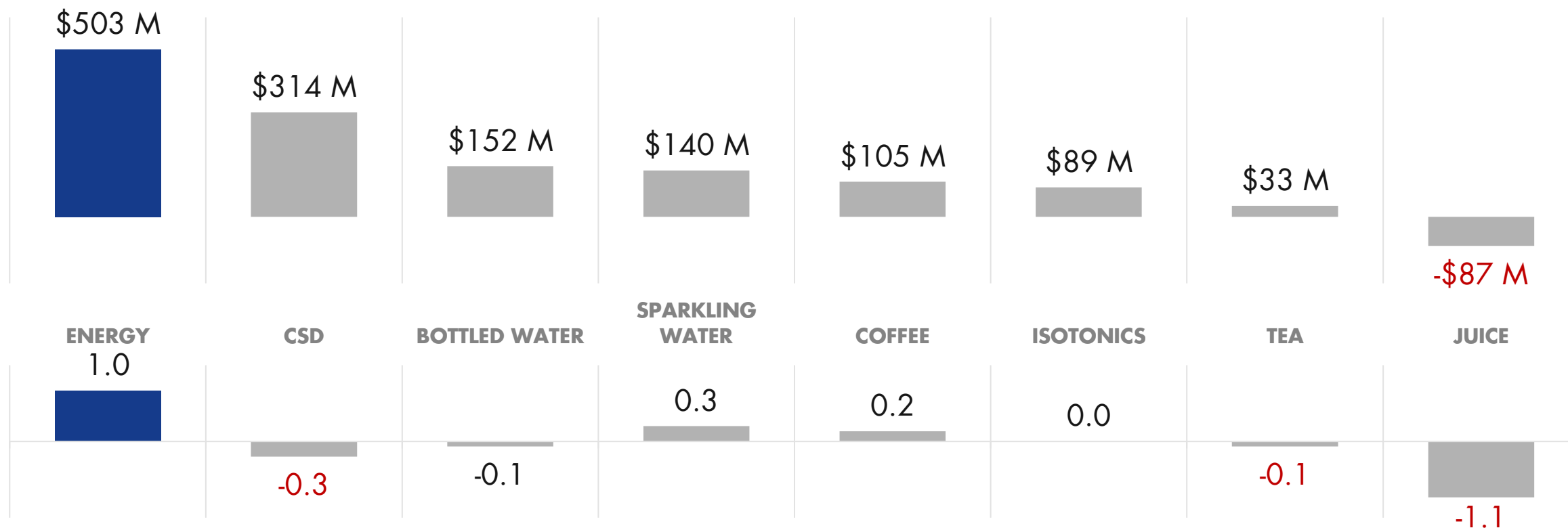
ENERGY LEADS TOTAL BEVERAGE GROWTH YTD

ENERGY UP A FULL \$ SHARE POINT OF TOTAL BEVERAGE



CATEGORY \$ GROWTH – MULO+C

\$ SHR CHANGE VS YA

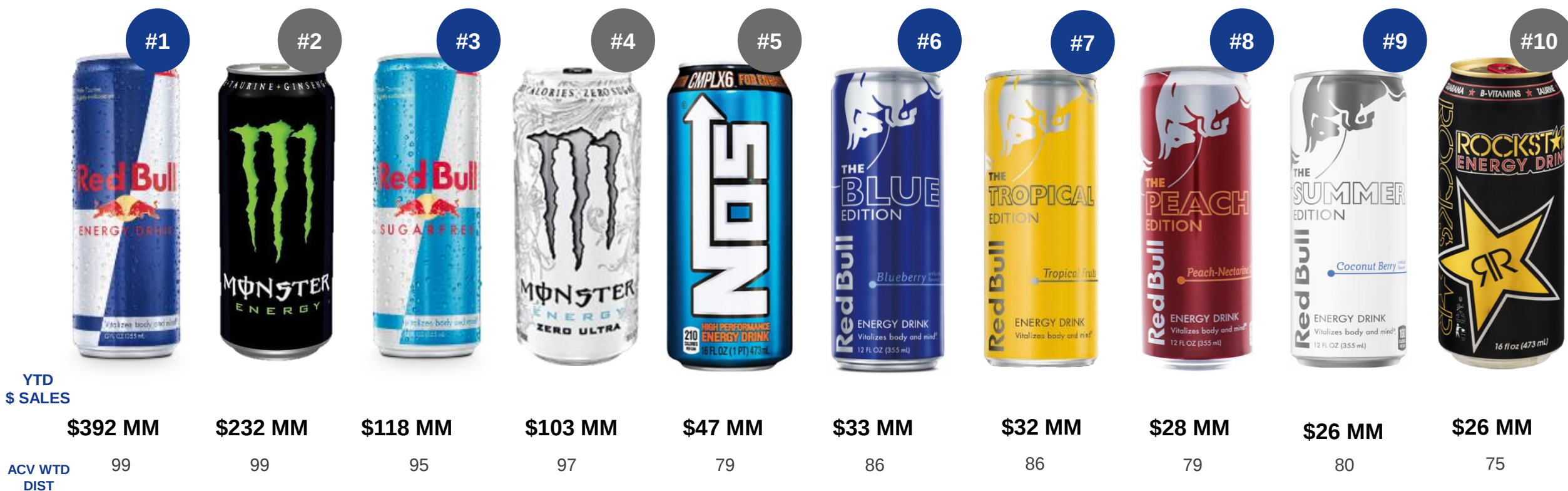




RED BULL HOLDS 6/10 TOP ENERGY SUBBRANDS

ALL SKU AND PACKS SIZES

TOP 10 ENERGY SUBBRANDS YTD



YTD
\$ SALES

ACV WTD
DIST



RED BULL LARGEST SINGLE SERVE BRAND IN US MULOC

RED BULL DRIVING MOST % GROWTH, MONSTER AND MTN DEW DECLINING

TOP FIVE SINGLE SERVE BEVERAGE BRANDS – FY 2019

#1



SALES \$4.5 B
% CHG **+7.1%**
\$ CHG +\$93 M

#2



\$3.8 B
-1.0%
-\$38 M

#3



\$3.1 B
+2.3%
+\$70 M

#4



\$2.7 B
+3.9%
+\$102 M

#5



\$2.0 B
-3.8%
-\$80 M