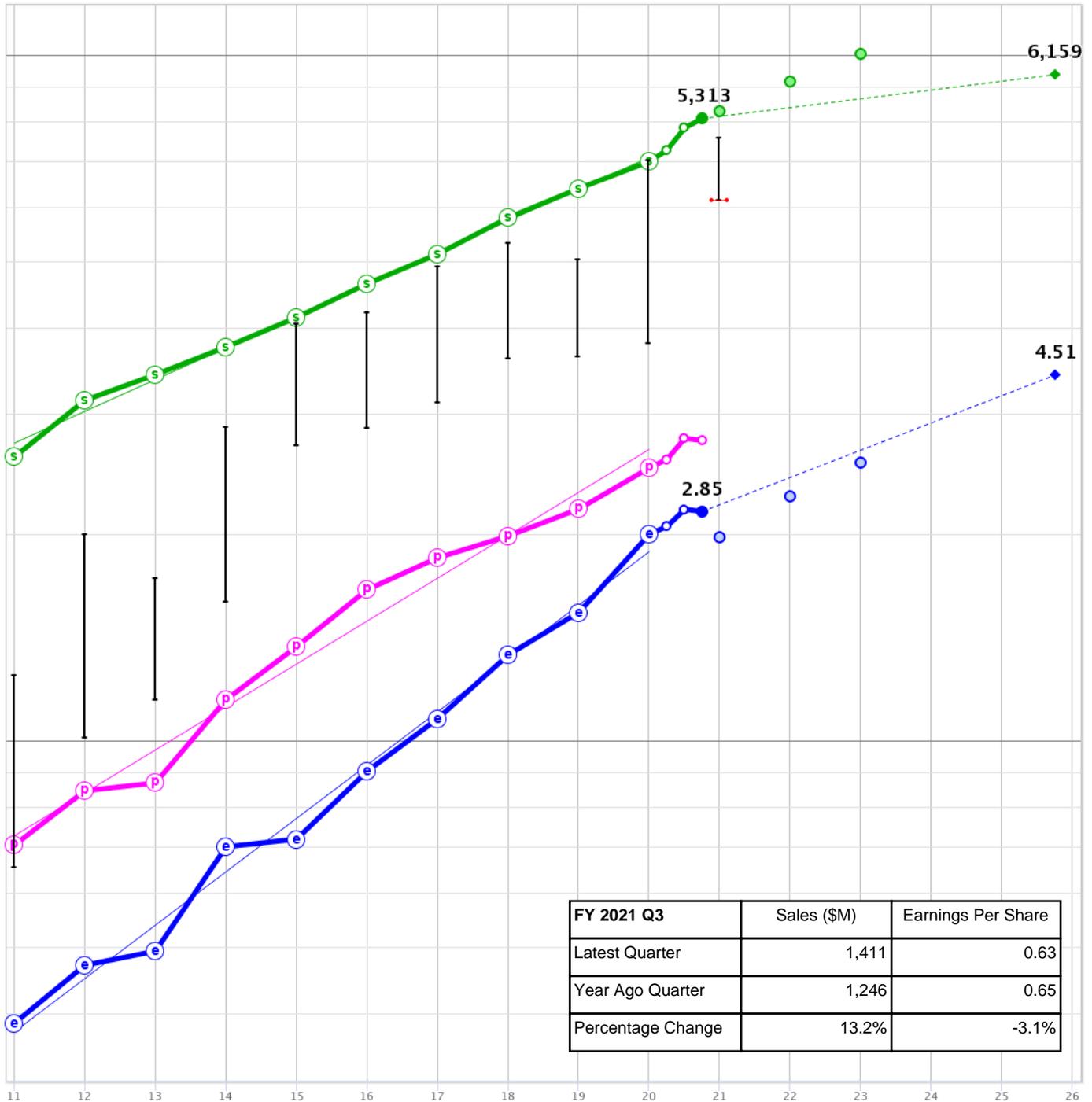


Stock Selection Guide

Company	Monster Beverage		Date	12/01/21	
Prepared by	HAAS		Data taken from	BI Stock Data	
Where traded	NAS	Industry	Beverages - Non-Alcoholic		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	535.9	0.2	51.4		
Debt (\$M)	0.0	% to Tot Cap	0.0	% Pot Dil	1.3

Symbol: MNST

1 VISUAL ANALYSIS of Sales, Earnings, and Price



- | | | | |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 11.3% | (3) Historical Earnings Per Share Growth | 19.6% |
| (2) Estimated Future Sales Growth | 3.0% | (4) Estimated Future Earnings Per Share Growth | 9.6% |

2 EVALUATING Management

Monster Beverage

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Last 5 Year Avg.
Pre-tax Profit on Sales	26.8%	26.6%	25.1%	30.3%	32.7%	35.4%	35.7%	34.0%	33.7%	35.4%	34.8%
% Earned on Equity	28.6%	47.9%	33.9%	33.5%	12.4%	19.8%	21.3%	24.6%	26.5%	30.1%	24.5%
% Debt To Capital	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

CLOSING PRICE 81.06 (12/01/21)

HIGH THIS YEAR 99.89

LOW THIS YEAR 80.92

	A	B	C	D	E	F	G	H
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
2016	55.5	37.7	1.19	46.6	31.7	0.00	0.0	0.0
2017	64.8	41.0	1.42	45.6	28.9	0.00	0.0	0.0
2018	70.2	47.6	1.76	39.9	27.1	0.00	0.0	0.0
2019	66.4	47.8	2.03	32.7	23.6	0.00	0.0	0.0
2020	92.5	50.1	2.64	35.1	19.0	0.00	0.0	0.0
AVERAGE		44.8		38.3	24.6		0.0	
CURRENT/TTM			2.85			0.00	0.0	
AVERAGE PRICE EARNINGS RATIO: 31.5				CURRENT PRICE EARNINGS RATIO: 28.4				

4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 30.0 X Estimate High Earnings/Share 4.51 = Forecasted High Price \$ 135.2

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 25.0 X Estimate Low Earnings/Share 2.85 = Forecasted Low Price \$ 71.3

(b) Avg. Low Price of Last 5 Years 44.8

(c) Recent Market Low Price 47.8

(d) Price Dividend Will Support $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.00}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 71.3

C ZONING using 25%-50%-25%

Forecasted High Price 135.2 Minus Forecasted Low Price 71.3 = 63.9 Range. 25% of Range 16.0

Buy Zone 71.3 to 87.3

Hold Zone 87.3 to 119.2

Sell Zone 119.2 to 135.2

Present Market Price of 81.06 is in the **BUY** Zone

D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{135.2 - 81.06}{81.06} = 5.5$
 $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price}} = \frac{81.06 - 71.3}{81.06} = 9.76$
 To 1

E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price} - \text{Closing Price}}{\text{Closing Price}} = \frac{135.2 - 81.06}{81.06} = 1.6681$ X 100 = 166.81 - 100 = 66.8 % Appreciation

5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

A $\frac{\text{Indicated Annual Dividend}}{\text{Closing Price}} = \frac{0.00}{81.06} = 0.0000 = 0.0\%$ Current Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{0.0\%}{30.00} = 0.0\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{0.0\%}{27.50} = 0.0\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 10.8 %
 Average Yield 0.0 %
 Annualized Rate of Return 10.8 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 8.9 %
 Average Yield 0.0 %
 Annualized Rate of Return 8.9 %