



MULTIPACK GROWTH IS BEING DRIVEN BY **INCREASES IN # OF HHS PURCHASING**. RED BULL MULTIPACK SHOPPERS ARE LEANING INTO MULTIPACKS TO **SAVE TRIPS AND STOCK UP** DUE TO COVID

SOURCE: NUMERATOR DATA EXPLORER REPORT IN TOTAL MARKET 04/01/2020 – 07/31/2020

RED BULL **MP** SHOPPERS ARE **PURPOSEFUL**

They choose MPs for **value**, to **limit** trips, and to keep their favorites **stocked** at home

RED BULL **MP** SHOPPERS ARE **REPEATERS**

Households buying multipacks increased **+16%** during Covid months and **89%** say they will keep buying MPs

RED BULL **MP** SHOPPERS ARE **VALUABLE**

They spend **80%** more on Energy Drinks **annually** versus total category shoppers

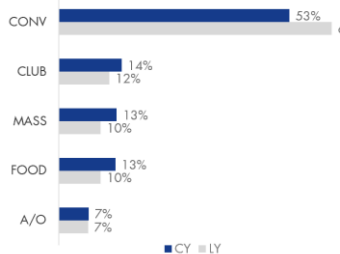
SOURCE: NUMERATOR DATA EXPLORER REPORT FOR L6M ENDING 06/30/2019

C-STORES HOLD

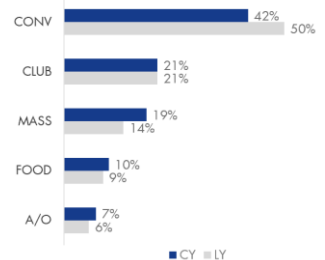
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SPOT IN **CHANNEL SHARE OF**
TOTAL ENERGY SPEND WITH RED
BULL MULTIPACK SHOPPERS...

1X RB MP SHOPPERS' ENERGY CHANNEL SHARE

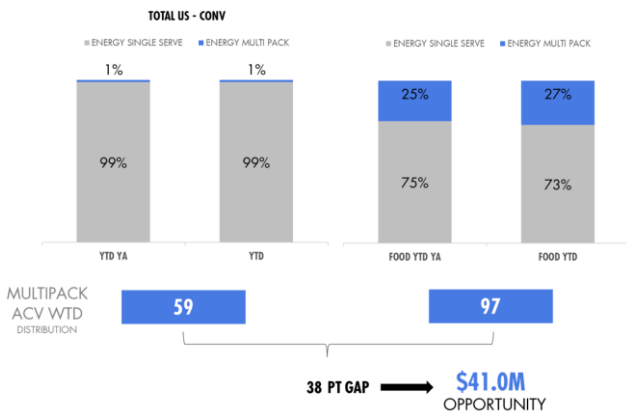


2+ RB MP SHOPPERS' ENERGY CHANNEL SHARE



SOURCE: NUMERATOR SHARE EXPLORER REPORT 04/01/2020 – 08/16/2020

ENERGY CATEGORY SALES MIX



... HOWEVER, C-STORES ALSO HAVE A
\$41M
OPPORTUNITY IN MULTIPACKS,
AS MULTIPACKS GAIN SHARE IN FOOD
AS GROWTH PICKS UP

SOURCE: IRI TOTAL US – CONV, TOTAL US-FOOD – YTD ENDING 07/12/2020 AND YTD YA