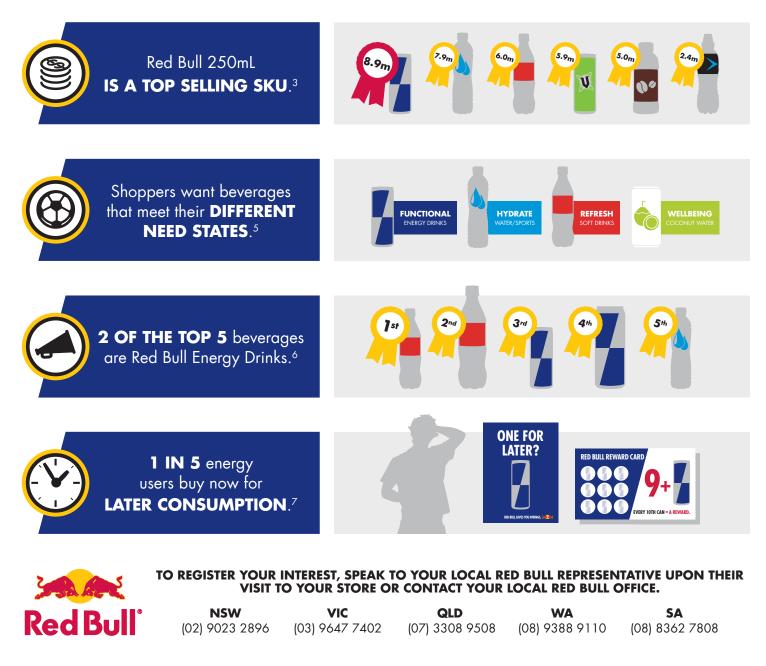


ANNOUNCING A NEW PARTNERSHIP WITH RED BULL AUSTRALIA'S #1 ENERGY DRINK! 1

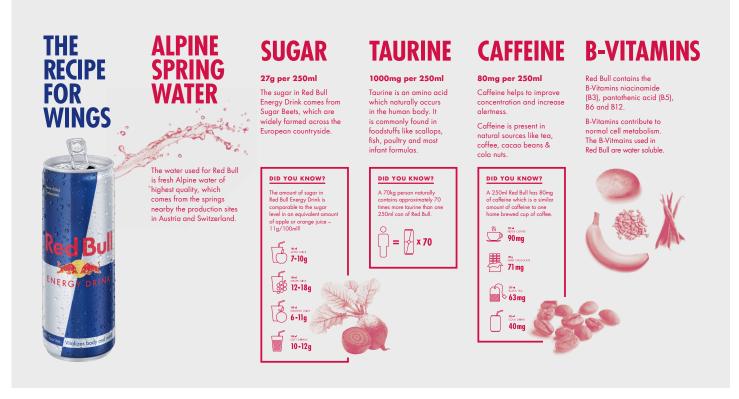
DID YOU KNOW...

- Beverage category is nearly 4 TIMES LARGER than on the go food.²
- Energy drinks are the LARGEST CATEGORY within beverages in Convenience.³
- Energy Drinks are a highly impulsive category where 1 IN 2 SHOPPER'S don't plan a purchase.⁴



SOURCE: 1. IRI BEVERAGES GROCERY/CONVENIENCE- BRAND \$ SHARE OF ENERGY DRINKS – MAT 25/12/16. 2. AACS STATE OF THE INDUSTRY REPORT 2016. 3. IRI AU CONVENIENCE SCAN DATA UNITS MAT TO 14/05/17. 4. SHOPPER TRACKER CONVENIENCE DATA 2016. 5. NACS 2009 STATE OF THE INDUSTRY SURVEY. 6. IRI P&C BEVERAGES DATABASE – DOLLARS RANK OF TOTAL BEVERAGES – MAT 25/12/16. 7. SHOPPER TRACKER – ENERGY DRINKS DEEP DIVE 2016 – WHEN CONSUMED?

RED BULL PRODUCT INGREDIENTS.



RED BULL ENERGY DRINK



Classic Red Bull Energy Drink.

Inspired by functional drinks from the Far East, Dietrich Mateschitz founded Red Bull in the mid 1980's. In 1987, on April 1, Red Bull Energy Drink was sold for the very first time in its home market Austria. Today Red Bull is available in more than 167 countries and around 50 billion cans of Red Bull have been consumed so far.

RED BULL SUGARFREE



Red Bull Sugarfree is Red Bull Energy Drink without the sugar.

The sugar in Red Bull Energy Drink is replaced by low-calorie sweetners, Acesulfame K and Sucralose.

RED BULL ZERO



Zero Carbs. Zero Sugar. 100% Wings.

The sugar in Red Bull Energy Drink is replaced by low-calorie sweetners, Acesulfame K, Sucralose and Aspartame.

Red Bull Zero offers a twist on the classic Red Bull taste.