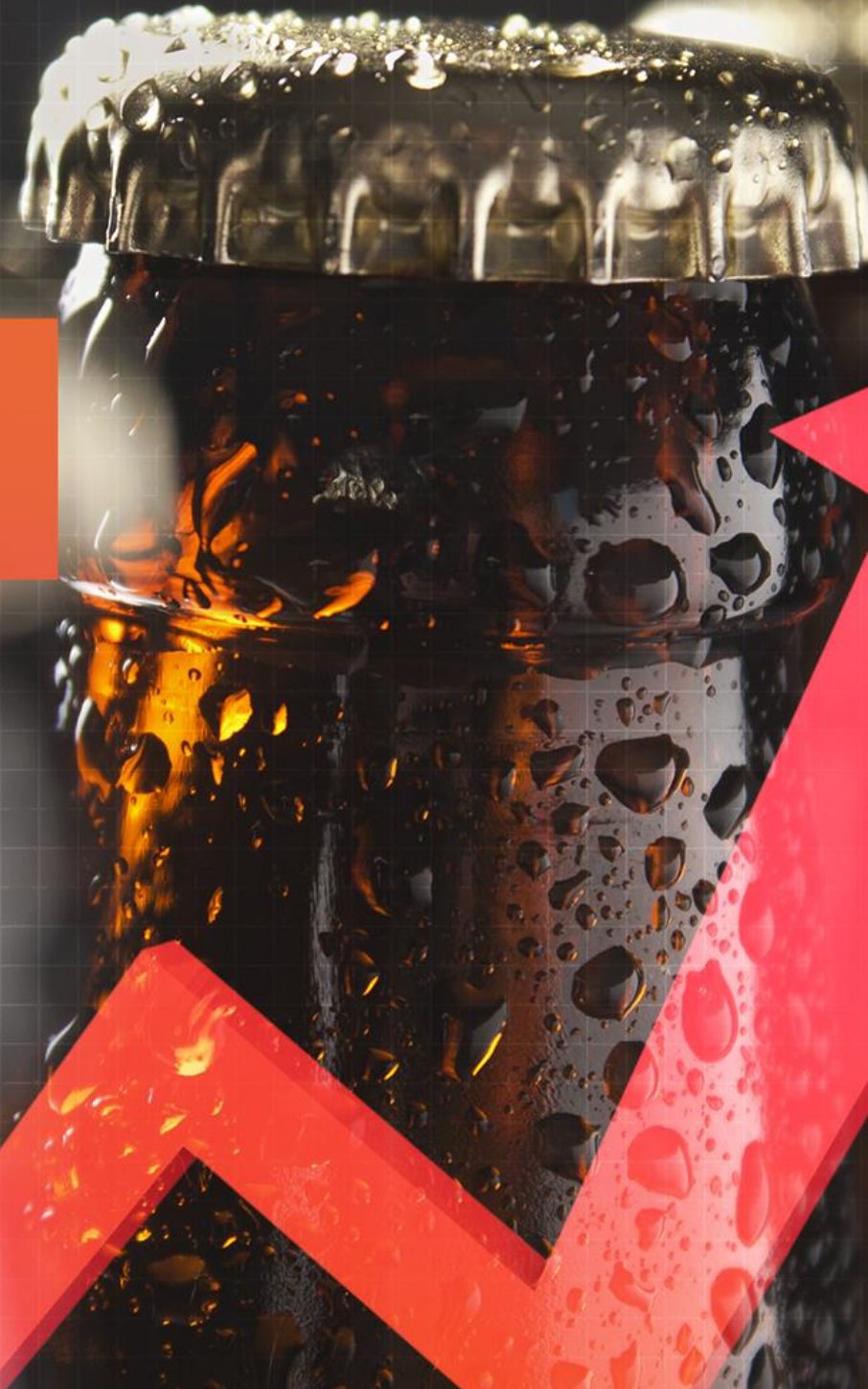


**LET'S
GROW!**

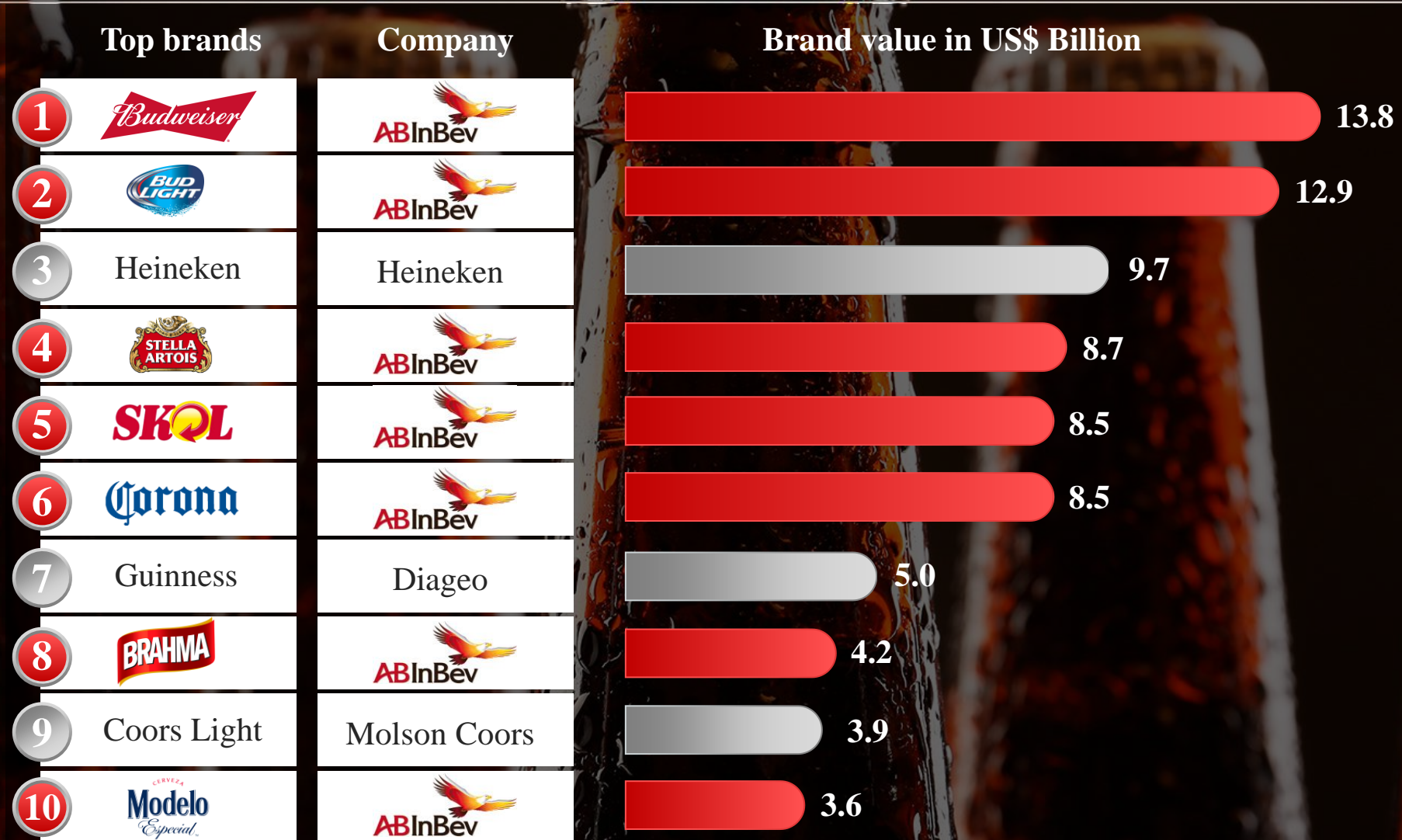


Miguel Patricio



- **CMO since July 2012**
- **Joined AB InBev in 1998**
- **Bachelor in Business Administration, FGV Brazil**
- **Career Path**
 - President Asia Pacific Zone
 - President North America Zone
 - VP Marketing North America Zone
 - VP Marketing Ambev

We own 4 of the top 5 most valuable beer brands in the world, and 7 of the top 10



Source: 2015 BrandZ Beer Report – http://www.brandz100.com/#/article/global-2015-categories-beer/879?back_url=%2F2015-global-catgeories%2F399



So What?

To drive top line we need to sell more beer

Sell to more
people



More often



Better mix



In a sustainable way

Insights show the “world is more similar than different”

- Over 57,400 alcohol drinkers interviewed
- Research across 25 countries
- 73% of the global beer volume covered

Consumer types found in each market		Traditionalist	Aspirer	Experience Maximizer
US				
China				
Canada				
UK				
Belgium				
Brazil				
Argentina				
Mexico				

Note: Consumer types list non-exhaustive – sample shown; Source for beer volumes Plato Logic

Let's Understand Need States



Relaxation
and Bonding

Food and
Savor

Changing the
Mood

Night Out

Need States: reasons why people drink

What the consumer is seeking from an emotional and functional perspective when drinking

Relaxation and bonding

A photograph of two men in a bar setting. The man on the left, with dark hair and a beard, is wearing a dark suit jacket over a light shirt and tie, and is drinking from a large glass of beer. The man on the right, with short dark hair, is wearing a light blue button-down shirt and is laughing heartily, looking towards the camera. The background is a blurred bar interior with warm lighting.

I want to...

Relax and bond with friends

With a drink that...

Is refreshing and easy to drink

In occasions like...

At-home watching TV, socializing
with friends in home or bar

Food and Savor



I want to...

Make an occasion more special

With a drink that...

Goes well with food, is good for savoring, has superior quality

In occasions like...

Entertaining at-home or at a restaurant

Changing the Mood

A group of young adults are shown in a celebratory mood outdoors. In the foreground, a man with a beard and sunglasses is smiling, holding a beer bottle. Next to him, a woman with long dark hair and sunglasses is also smiling and holding a beer bottle. They are clinking their bottles together. In the background, another person is partially visible, wearing a hat and a striped shirt. The scene is set against a backdrop of greenery and a building, suggesting a rooftop or outdoor bar setting. The lighting is warm, indicating it might be late afternoon or early evening.

I want to...
Reward myself and escape

With a drink that...
Is sweet, mixes well, fun to drink

In occasions like...
Hanging out at a bar or
partying at home

Night Out

A group of young people, mostly women, are shown from the chest up, holding beer bottles and smiling. They are in a dimly lit setting, likely a nightclub or bar, with warm, ambient lighting. The focus is on the hands holding the bottles and the faces of the people in the background.

I want to...

Have a great time, interact
with others

With a drink that...

Is high ABV and mixes well

In occasions like...

Partying at home or at nightclubs



From theory to action: ABI Growth Driven Platforms

ABI Growth driven platforms = GDP

Globally relevant

Drive topline growth

Shape the future in our favor

Company initiative, not marketing only

3 GDPs based on Consumer Needs

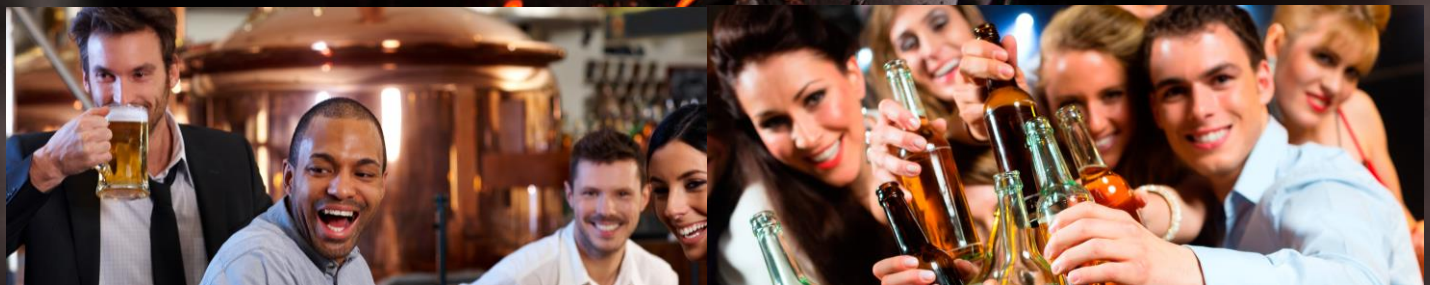
Relaxation
and Bonding



Food and Savor



Changing Mood
and Night Out



For each GDP we have a leading Global Brand

Global

Local
(non exhaustive)

Relaxation
& Bonding



Savor the
Moment



Changing mood
& Night Out



Global Brands represented in 2014 approximately 20% of our total Net Revenues

All we need is GROW

$$\begin{array}{c} \text{Topline} \\ \text{Growth} \end{array} = \text{G} \times \text{R} \times \text{O} \times \text{W}$$

All we need is GROW





BUDWEISER IS THE KING OF RELAXATION & BONDING



BUDWEISER GROW INITIATIVES

Key Initiatives for Topline Growth

GATHER

New markets



INDIA



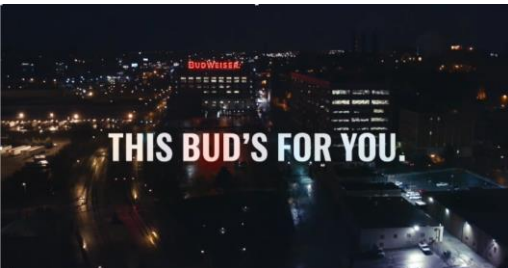
VIETNAM



KOREA

REACH

New Positioning



OCCASIONS

Bud & Burger



WORTH

New Design



BUDWEISER GROW INITIATIVES

Key initiatives for Topline Growth

GATHER

New markets



INDIA



VIETNAM



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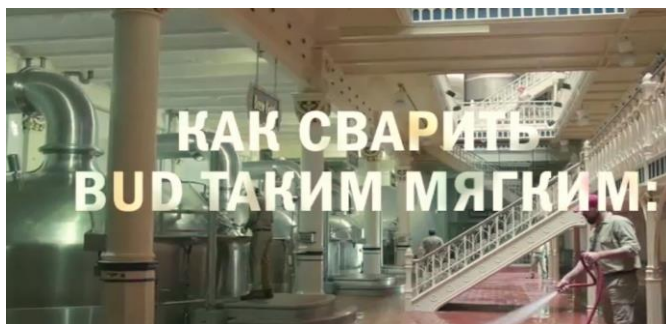
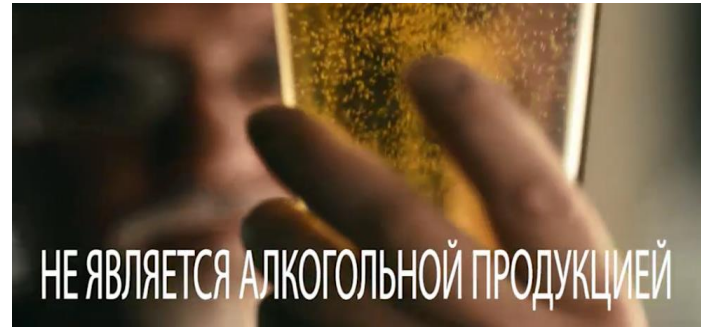
REACH: NEW GLOBAL POSITIONING

Using our brewing philosophy to recruit new consumers...

VIDEO 1 – Budweiser BTHW

REACH: GLOBAL BRAND CAMPAIGN

One Global Brand, One Global Campaign, in all focus markets



BUDWEISER GROW INITIATIVES

Key initiatives for Topline Growth

GATHER

New markets



INDIA



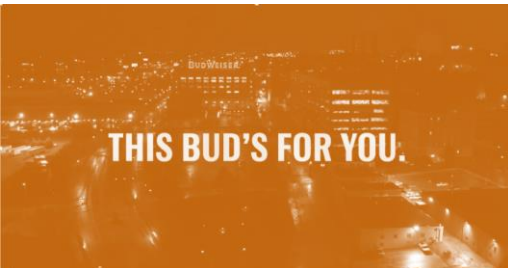
VIETNAM



KOREA

REACH

New Positioning



OCCASIONS

Bud & Burger



WORTH

New Design



OCCASIONS: BUD & BURGERS

Owning the American couple...

VIDEO 2 – Budweiser Bud & Burgers

OCCASIONS: BUD & BURGERS 360

Extending the program to multiple touch points



Partnership: David Chang & Tastemade



Retail



Food Festivals



Out of Home

BUDWEISER GROW INITIATIVES

Key initiatives for Topline Growth

GATHER

New markets



INDIA



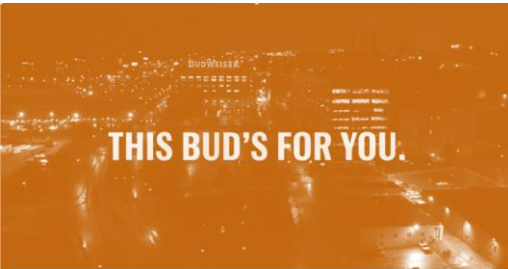
VIETNAM



KOREA

REACH

New Positioning



OCCASIONS

Bud & Burger



WORTH

New Design



WORTH: NEW VISUAL IDENTITY

Elevating Budweiser design for premium worth...

VIDEO 3 – Budweiser CCI

WORTH: NEW VISUAL IDENTITY

Design adds excitement and authenticity for Budweiser

New Design



Aluminum Bottle Designs



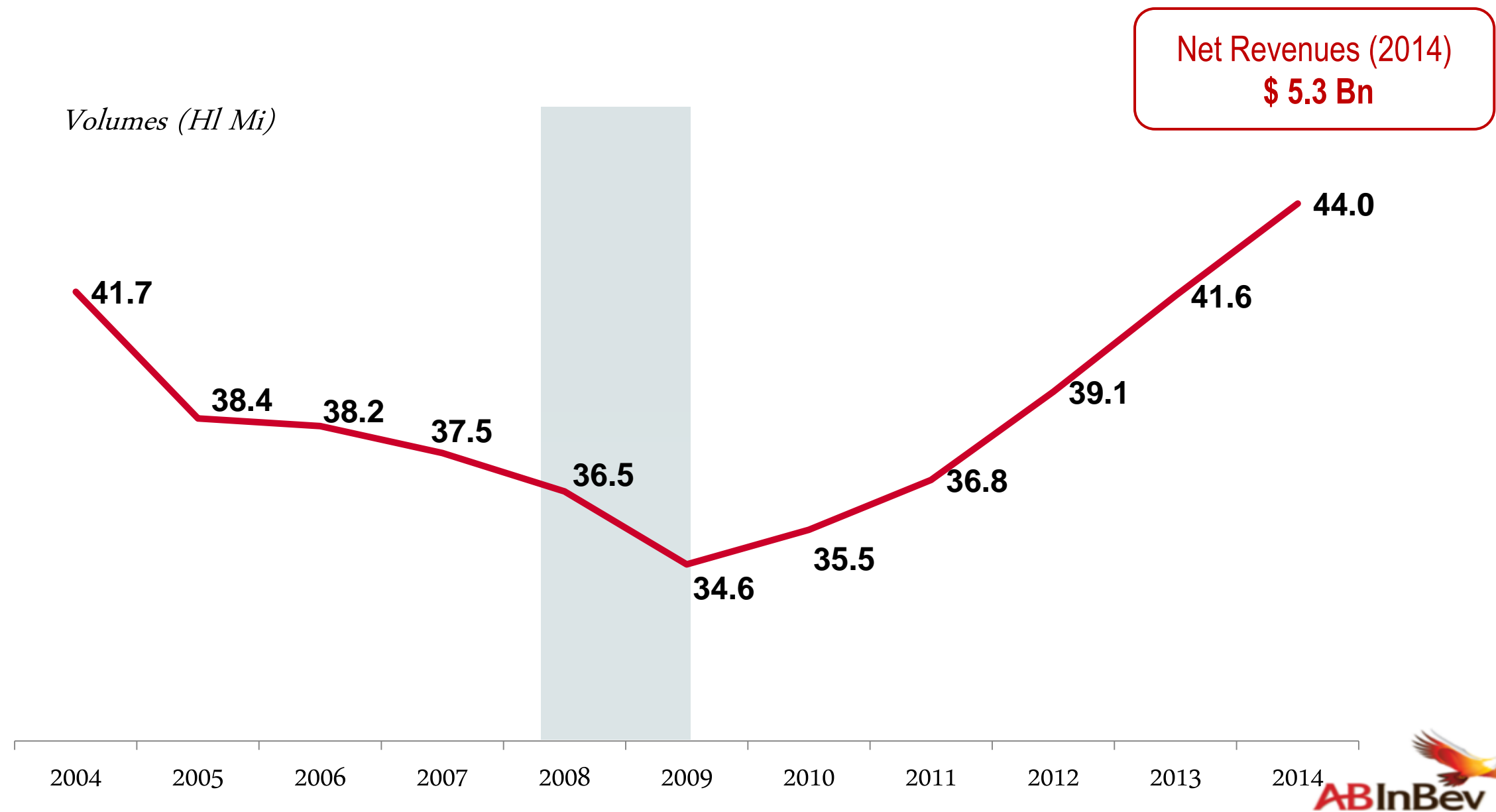
WORTH: NEW VISUAL IDENTITY

Boldly inspiring confidence with a united tone of voice.



BUDWEISER'S GLOBAL TRACK RECORD OF SUCCESS

Budweiser growth continues to accelerate since the AB InBev combination





MACRO WE STAND



THIS BUD'S FOR YOU.



STELLA ARTOIS

THE MOST SOPHISTICATED BEER BRAND IN THE WORLD



PHOTOGRAPH BY BERT STERN



STELLA ARTOIS
PERFECTLY MATCHED FOR THE FOOD AND SAVOR NEED STATE





WE NEED TO GROW

G

GATHER

Bold
Geographic
Expansion



R

REACH

Experience
Maximizers



O

OCCASIONS

of ABI
consumption



W

WORTH

Continue to
Elevate the
Category





REACH: OPPORTUNITY FOR STELLA ARTOIS



STYLE

SUBSTANCE





STELLA ARTOIS: THE JEWELLER

Video 4 – Stella Artois

REACH: BRING MORE DEPTH TO STELLA ARTOIS



Buy a Lady a Drink



STELLA ARTOIS: BUY A LADY A DRINK

Video 5 – Buy a Lady a Drink – Matt Damon



STELLA ARTOIS: BUY A LADY A DRINK

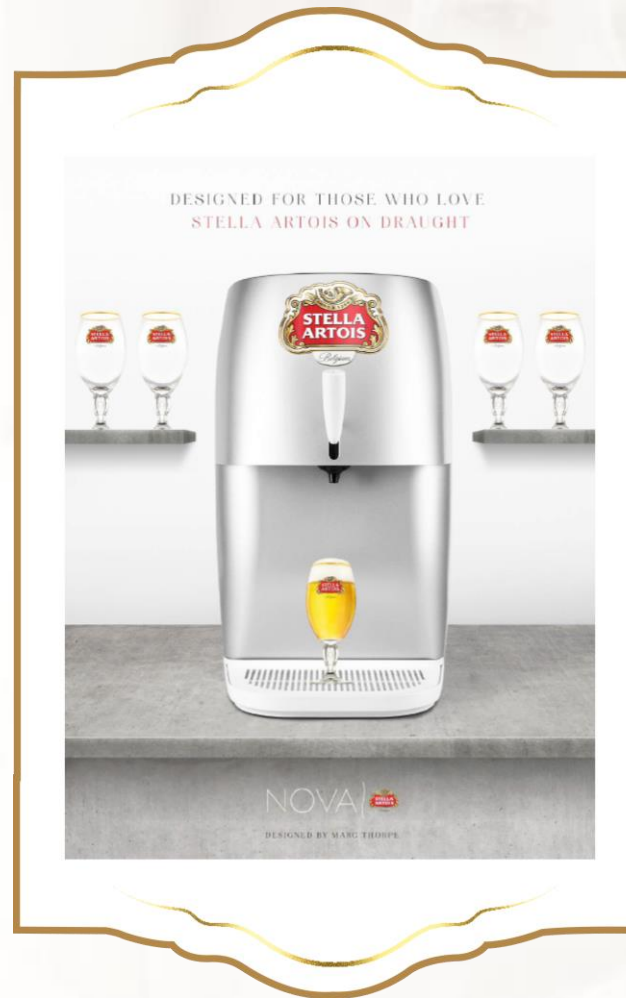
Video 6 – Buy a Lady a Drink – Summary

*O*CCASIONS: OWN FOOD AND SAVOR



Holidays: “The art of Giving Beautifully”

*O*CCASIONS: OWN FOOD AND SAVOR



NOVA



STELLA ARTOIS: BUY A LADY A DRINK

Video 7 – SA NOVA



WORTH: PREMIUMIZATION IS EVERYWHERE



OLD



NEW

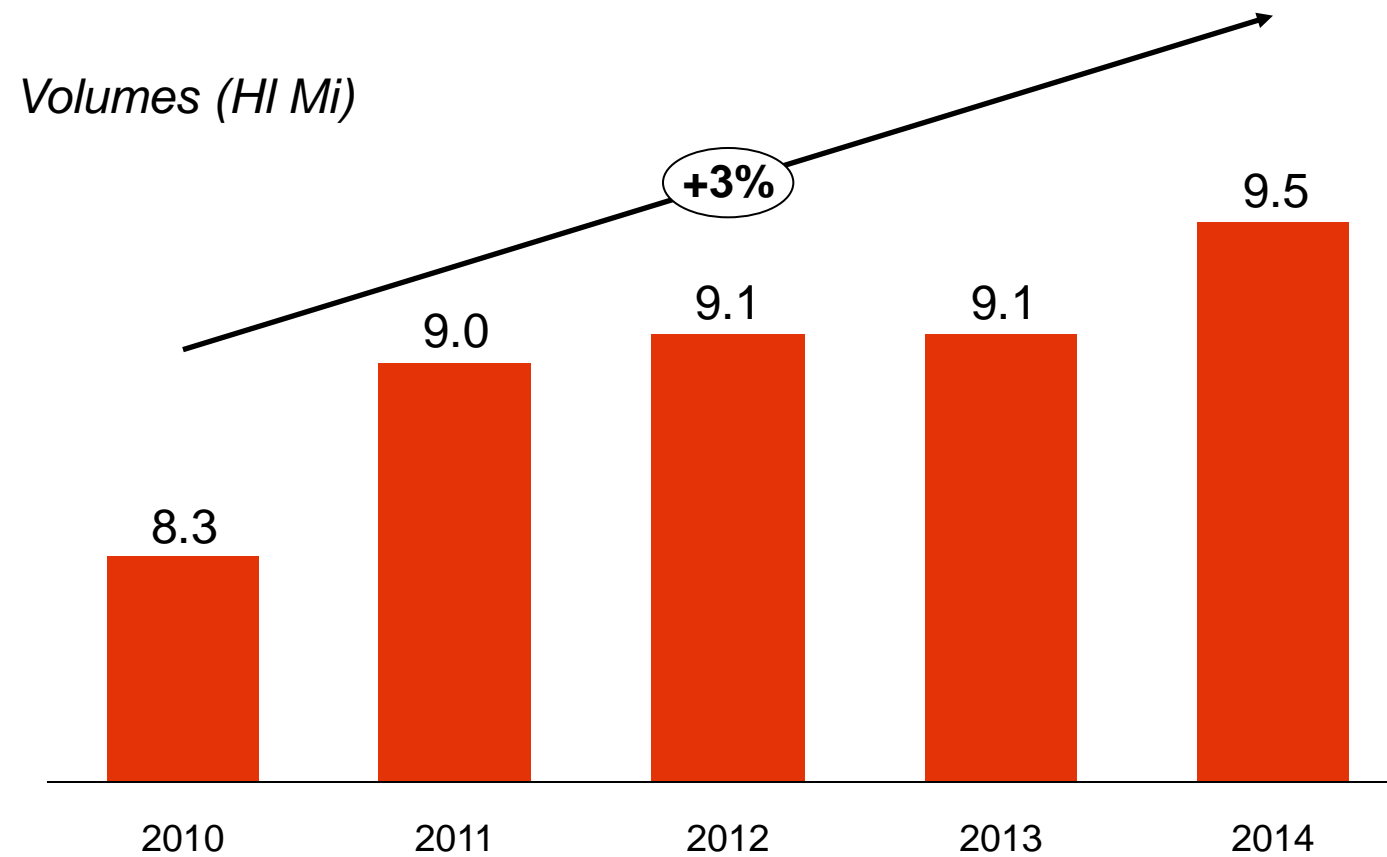


STELLA ARTOIS: NEW DESIGN

Video 8 – SA CCI

STELLA ARTOIS

DRIVING GLOBAL GROWTH



Net Revenues (2014)
\$ 1.5 Bn

+9% Net Revenues
HY 2014 vs. HY 2015



Corona[®]
Extra

A little Corona history...

- Acquired 2013
- Sold in approximately 200 countries, our most international Brand
- Captain of “Changing the mood & Night out” GDP

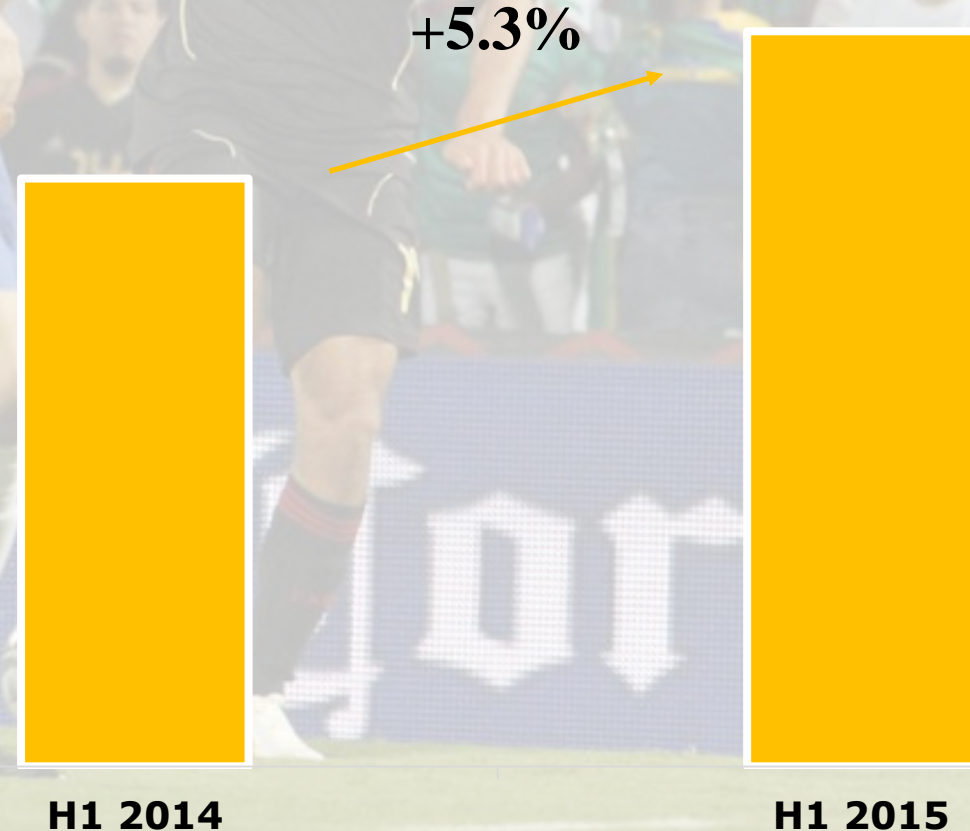
Our challenge: Grow internationally and become the #1 brand in the “Changing the mood” need state



We are building on established Mexican Pride

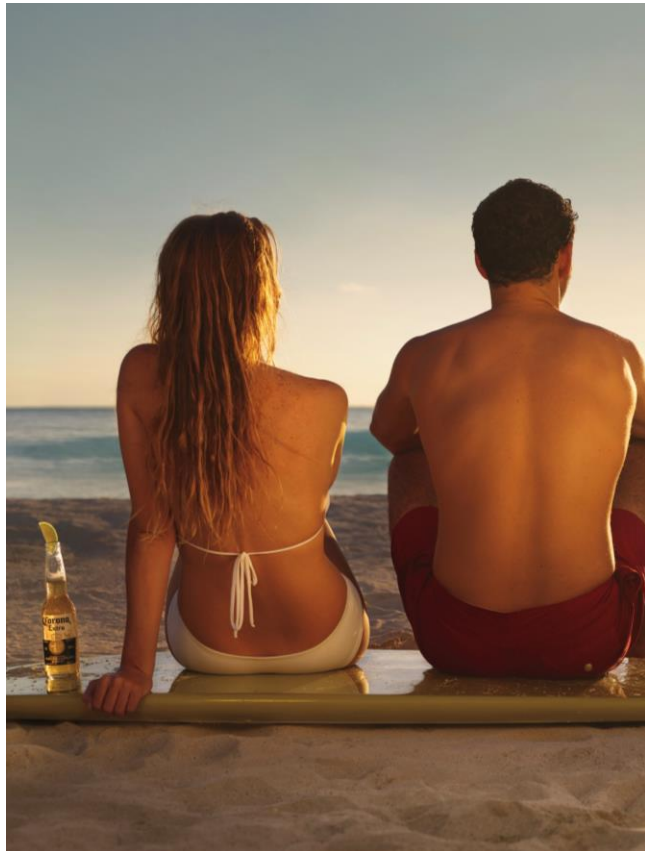
- **#1 in Mexico**
- **+20% Market Share in Mexico**
- **Corona in Mexico represents 70% of Global Corona Revenues**

Mexico Corona Net Revenue Growth (June YTD)



Corona has natural credentials that make it the perfect brand to further expand internationally

Appeals to men
and women



Sweet Drinks



Authentic



Unique and
Unpretentious



Corona has a strong GROW strategy to expand the brand in a globally harmonized way

GATHER

Premium Scale



REACH

LDA Recruitment



OCCASIONS

New Formats



Spiritual Homes

WORTH

Visual Identity



Brought to life through a strong partnership between marketing and sales

1. Distribution Route-to-Market



2. Built from the Trade



3. Packaging



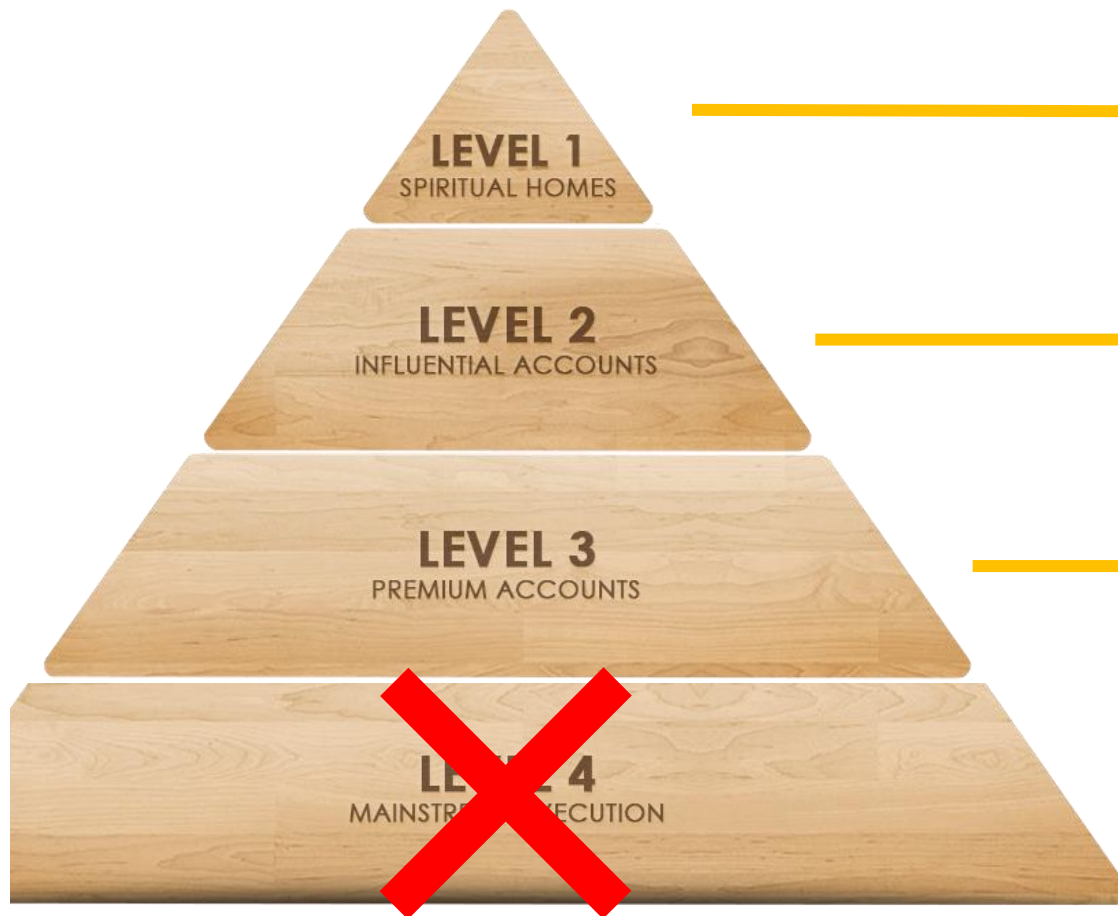
4. Experiences



5. Harmonized Communications



Distribute Corona only in premium places with the right sales force in the right way



Full Tailor Made POCM



Influential POCM



Premium POCM



**Lime ritual
ALWAYS**

Creating “Spiritual Homes” at the point of sale
to build brand positioning



Premium packaging and new formats to drive trial and frequency

1

Visual Identity



2

New Formats



CORONITA



3-PACK



SLEEK CAN



MULTIPACK

SunSets celebrates Corona, the beach & the ultimate mood shift moment all in one festival



Corona SunSets

Video 9 – Corona Sunsets

Partnering with one of the most aspirational sports to tap into a universally appealing lifestyle



Corona Surf

Video 10 – Corona WSL

Harmonizing communications across markets



Find your beach.

And we just partnered with the best in the
business to take it to the next level

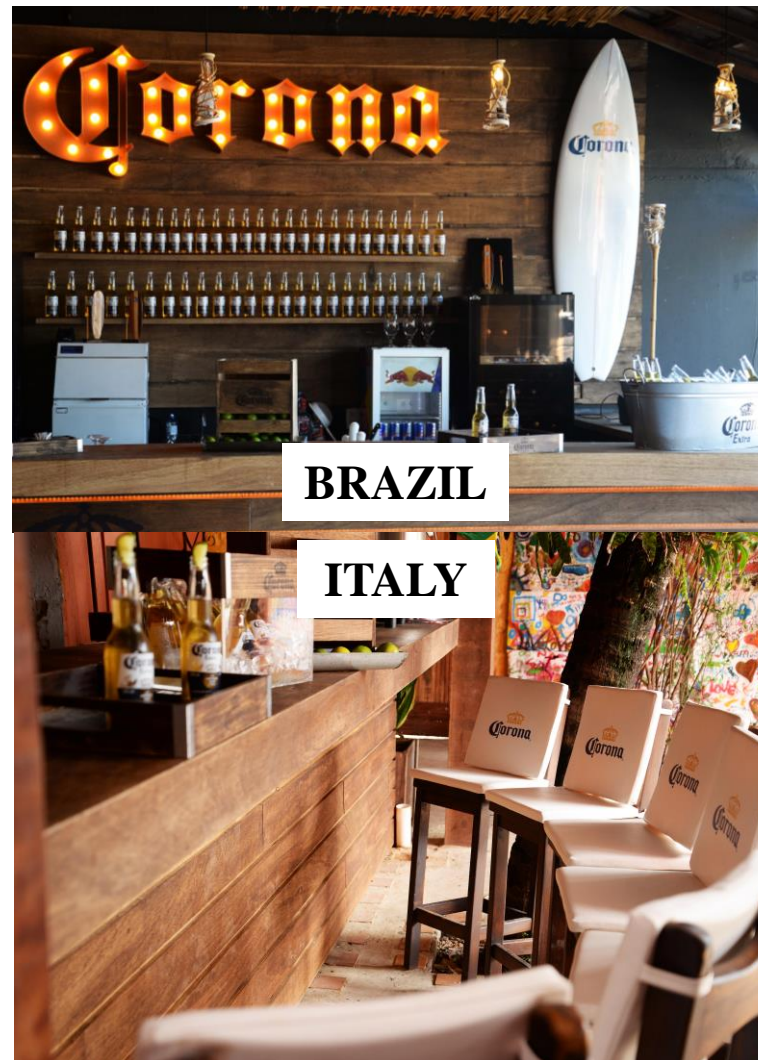
Wieden
Kennedy +  Corona
Extra

These programs are driving consistent expansion across markets to build a truly global brand

SUNSETS



ON-TRADE

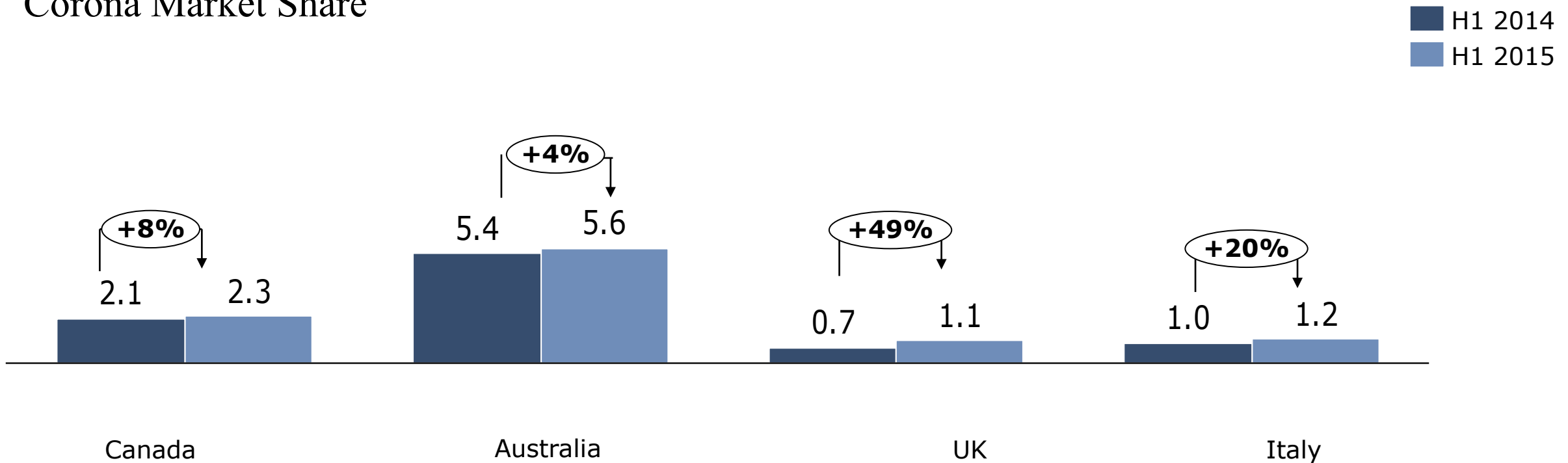


OFF-TRADE



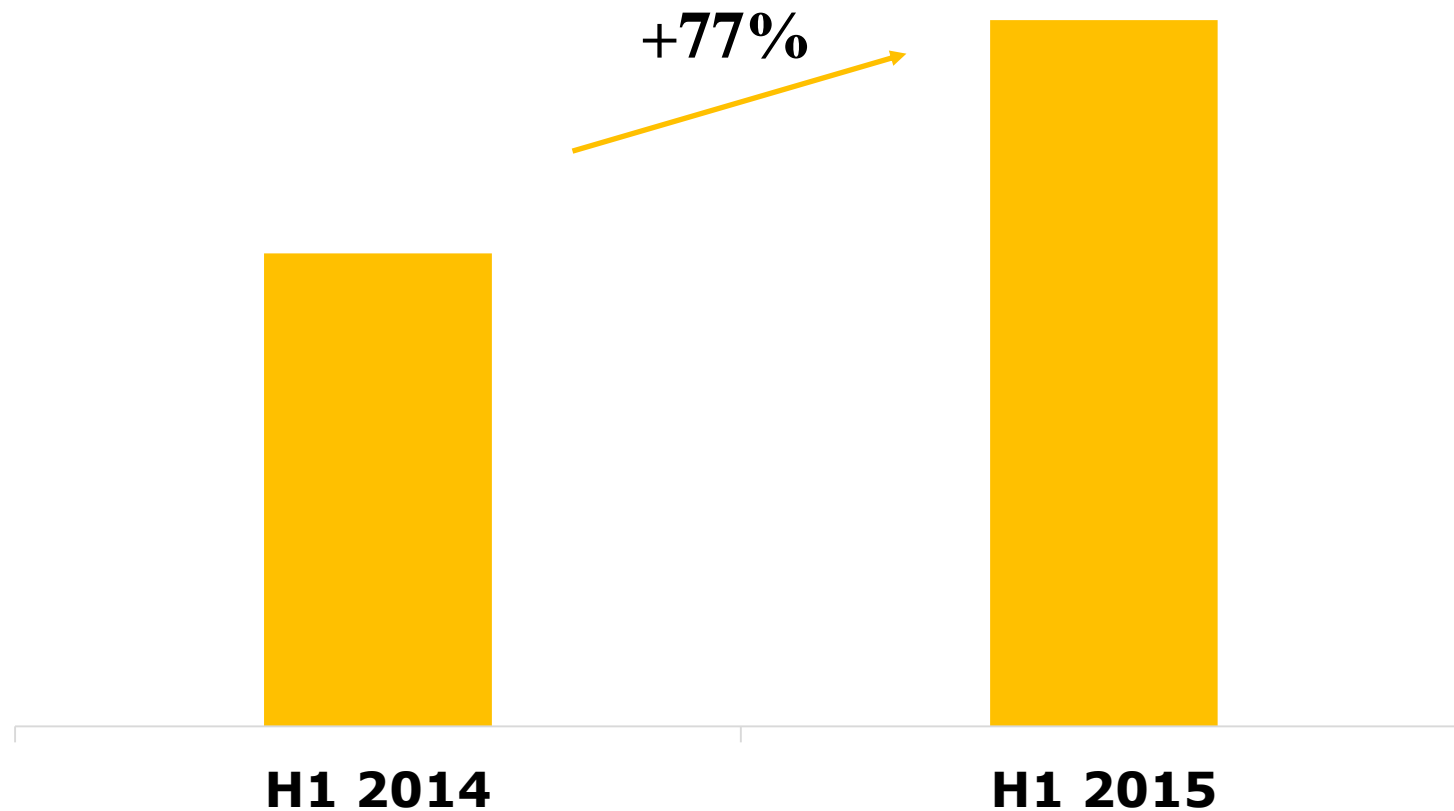
That strategy is driving incremental market share

Corona Market Share



As a result, we have achieved significant top line growth across all of our operations

Global Net Revenue Growth YTD
(June - excl. Mexico)



Note: Growth in Corona revenues includes the repatriation of the margin pool from former distributors.

The background of the image features a close-up of a glass bottle cap, likely from a beer, which is covered in numerous water droplets. A vibrant red 3D line graph is superimposed on the scene, showing a fluctuating upward trend. The graph's lines are thick and have a slight shadow, giving them a three-dimensional appearance. The overall lighting is soft, highlighting the texture of the glass and the clarity of the water droplets.

**LET'S
GROW**

IN A PROFITABLE WAY !