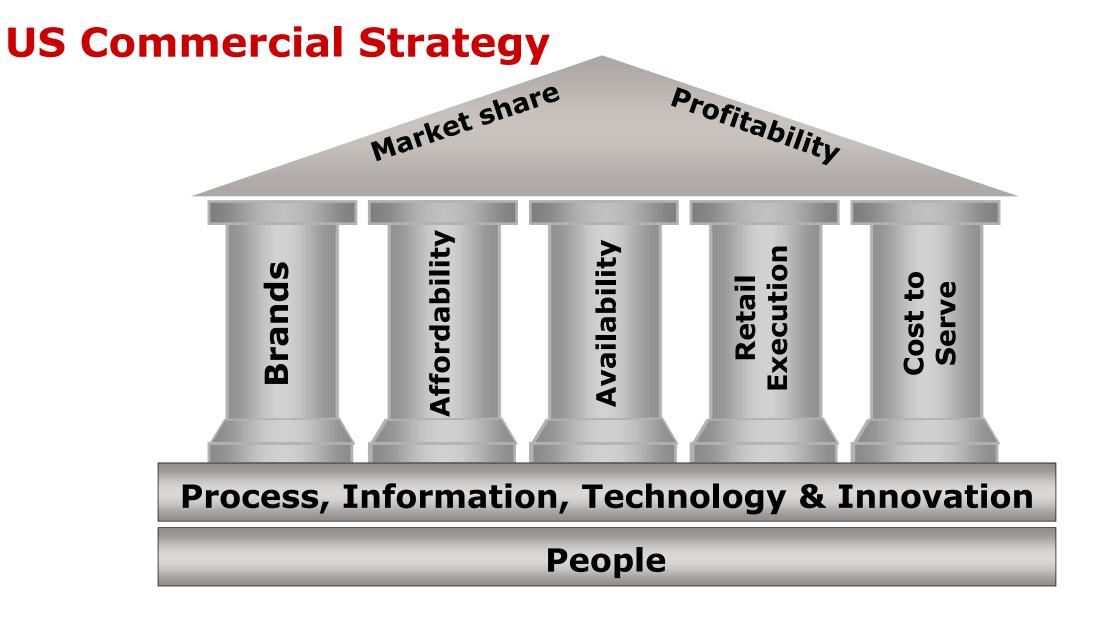
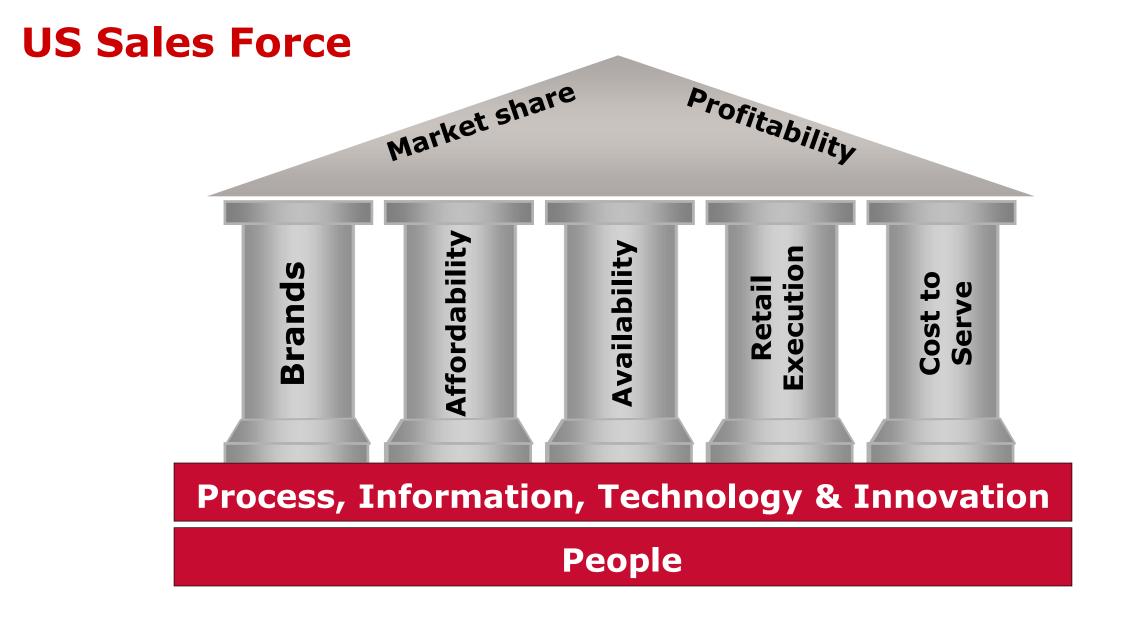
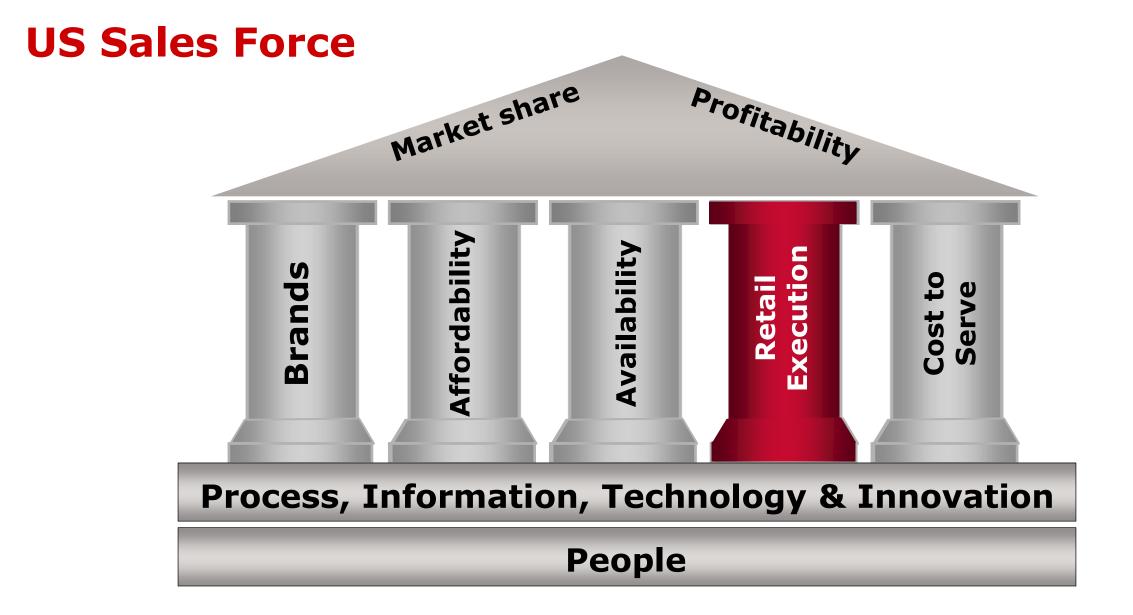


St. Louis Investor Conference United States – Sales Evan Athanas, Vice President, Sales United States Operations June 2nd, 2010 St. Louis, MO







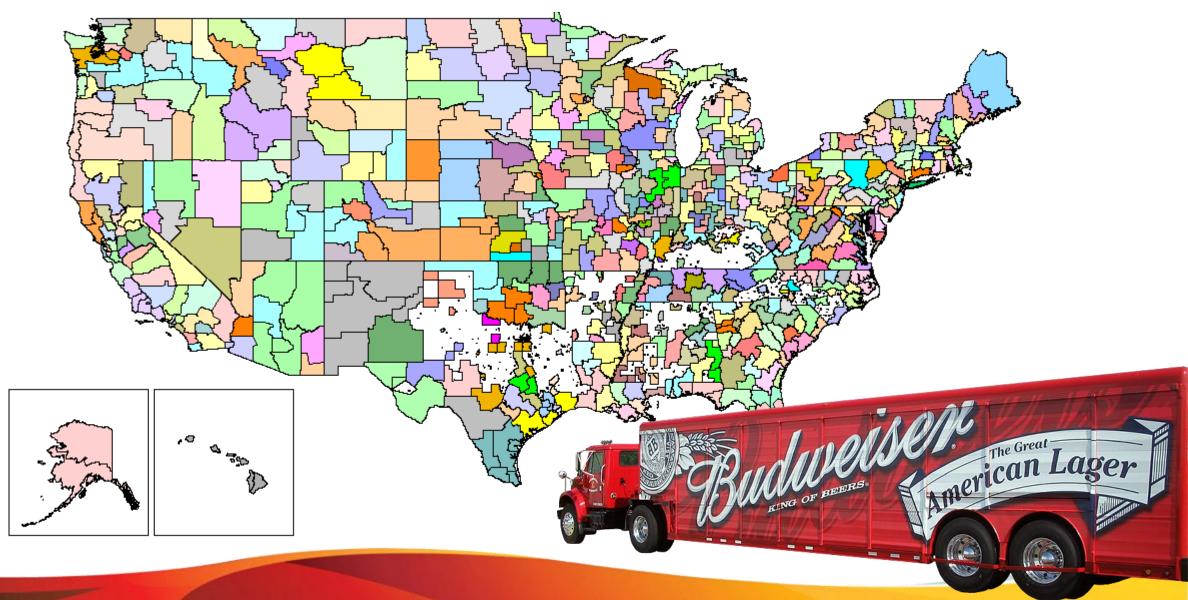


Win at Retail through Consistently Delivering Superior **Execution ... Delivering Profitable Share Growth**

50 Countries Within a Country ... Each with a unique regulatory Environment



500+ Wholesalers Distributing AB InBev US Products



Over 27,000 Sales and Service Reps

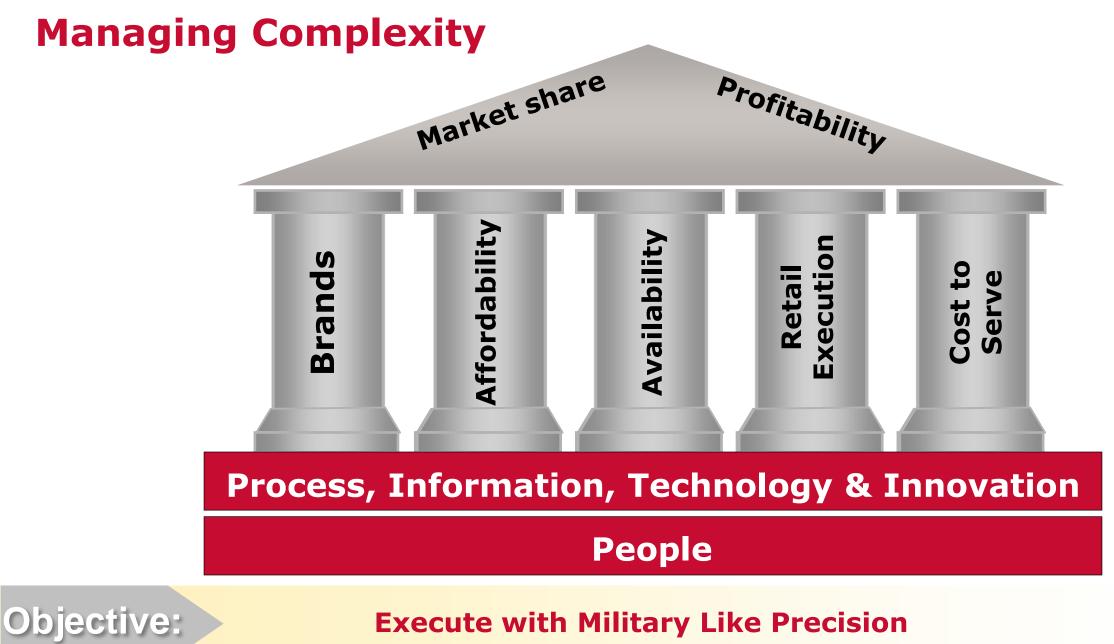


Diverse portfolio ... Competing in all segments



500,000 retail accounts across 10 trade channels Each with its own set of challenges and opportunities Each with its own unique shopper profile





Manage the Complexity – Key Enablers

- Process, Information, Technology & Innovation People
- Performance Management Process ... Align KPIs and compensation
- Standard business processes & routines ... WCCP
- Wholesaler Excellence Program ... AOE Program
- State of the art technology ... Busch Satellite Network / Mobility / WEconnect Process

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Performance Management

Target Setting and Cascading

- Establish national performance targets
- Cascade targets down from VP of Sales to Wholesaler's Sales Reps ... fully aligned on results
- Tie compensation directly to achieving results
- Align the entire selling system

ective:



Drive Consistency and Accountability ... Reward Performance

Performance Management

• Monthly Performance Review Process

- District Manager meet with their Wholesaler monthly
- Reviews performance gaps... Develop action plans
- Region prioritizes issues and opportunities
- Sales Leadership Team meet w/ Region VP each month to review results and plans
- National action plans are developed to close the gaps





This process promotes alignment and accountability at all levels...

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World Class Commercial Program

- We have
 - Defined Roles and Responsibilities
 - Established Routines Processes
 - Communicated Standards ... Expectations
 - Aligned the training with development plans
- 2011 We Will
 - Compete between Regions
 - Compete Globally ... Our goal is to be the best of the best!



Dashboard Results

ABInBev Dusiness KF1 S Dasinbudiu											
					jan/09			YTD			
Pillar	Product	КРІ	U.O.M	Treat the Deviation	Actual Value 🚽	Planned Value	Traffic Light	Actual Value YTD	Planned Value YTP	Traffic Light	
Talent Pipeline	Talents Managed	Key Positions Vacancy Fulfilment	%	<u>RP Tools</u>	81%	80%		81%	80%		
Talent Pipeline	Talents Managed	OPR Shape Dispersion	%	<u>RP Tools</u>	31%	10%		31%	10%		
Talent Pipeline	Staffing Executed	Vacancy Fulfillment	%	<u>RP Tools</u>	80%	70%		80%	70%		
Organization & Rewards	People Package Managed (ZBB)	FTE Evolution	#	<u>RP Tools</u>	8132	8560		8132	8560		
Organization & Rewards	Rewards Managed	Comparatio	%	<u>RP Tools</u>	10%	20%		10%	20%		

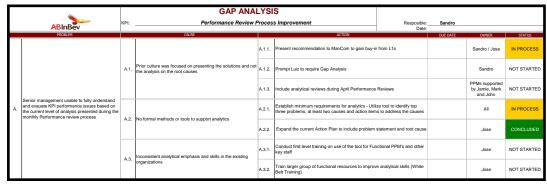
EUR (X 1.000) RP Tools

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5.441.81 € 4.588.96 €

Business KPI's Dashboard

<u>Action Plans</u>



People Package

Managed (ZBB)

roanization & Rewards

Objective:

Winning at retail depends on our ability to improve retail execution ... a key enabler in this is the implementation of our WCCP Program

World Class Commercial Program

- We Have
 - Established retail standards by Channel
 - Communicated our expectations
 - Standardized our approach to evaluating retail execution
 - Created value in the data being collected
 - Greater insight into account execution
 - Identify performance gaps



Manage the Complexity – Key Enablers

- Market share Profitability spuese by the share profitability spuese by the share profitability spuese by the share profitability Process, Information, Technology & Innovation People
- Performance Management Process ... Align KPIs and compensation
- Standard business processes & routines ... WCCP
- Wholesaler Excellence Program ... AOE Program
- State of the art technology ... Busch Satellite Network / Mobility / WEconnect Process

2010 Ambassadors Of Excellence Program

• This Program

Objective:

- Is a blue print to wholesaler excellence ... Best practices
- Continuous improvement that delivers business results
- Challenges and rewards excellence



Deliver long term sustainable growth

Manage the Complexity – Key Enablers

- Market share Profitability spura grant of the share of th
- Performance Management Process ... Align KPIs and compensation
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- State of the art technology ... Busch Satellite Network / Mobility / WEconnect Process

Busch Satellite Network

- Is "Best in Class" Communications Tool
 - 24/7 broadcast satellite network
 - Links AB InBev US, Region Offices and 500 Wholesalers
 - Monthly National Sales Meetings
 - Brand Plans and News
 - Wholesaler Best Practice Sharing Shows
 - Chain Account Plan Review Meetings
 - Training Sessions with Wholesaler







Best in class communication system within all CPG marketers

Mobility Overview

- "Best in Class" Selling Tool
- Complexity in a Box

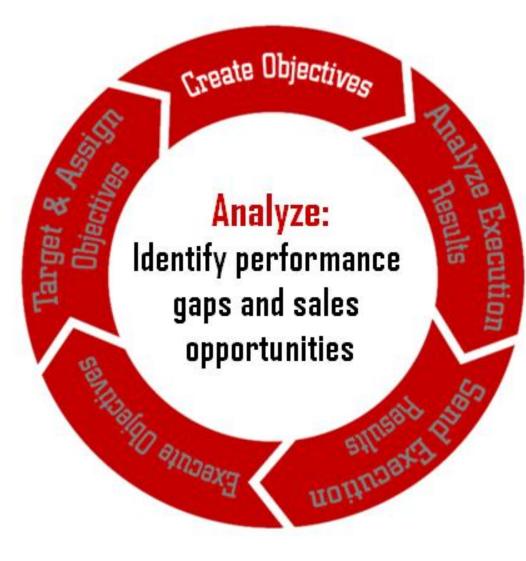
Net:

- Fully integrated selling system ...
- Proprietary AB InBev US wholesaler system
- Utilized by 100% of our Wholesaler's Sales force
- Ensures consistency in execution in the trade
- Seamlessly tracking and measuring AB InBev US and competitive execution

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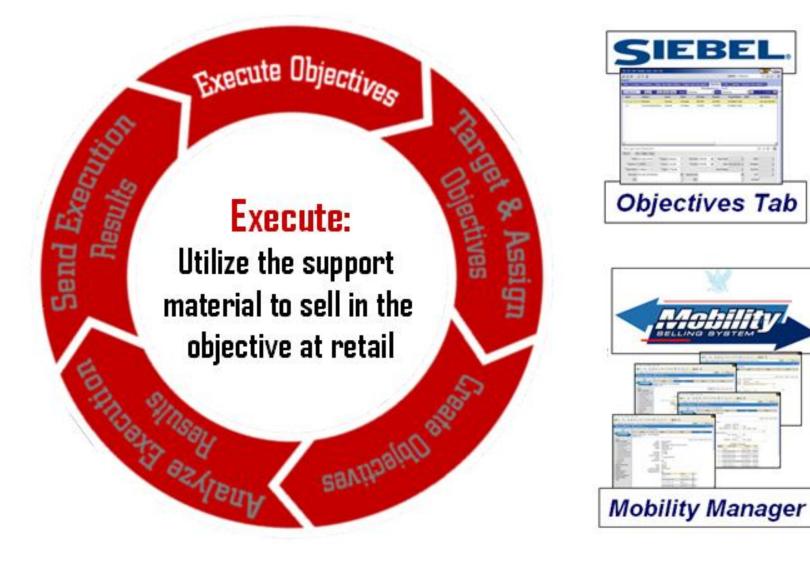


Dashboard Results

Abade Business KPI's Dashboard											
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Mobility is the engine and WEconnect is the process that drive our sales machine



Manage the Complexity – In Summary

Aligned sales force ...

- Single focus on execution and key performance indicators
- Established a monthly performance review process
- Establish Retail Execution Standards... our activation bible

Implemented excellence programs... both internally and externally

Invested in Technology that enables results... BSN \ Mobility

Leveraging Our Scale and Strength



Leveraging Our Scale and Strength – Key Enablers



- New Trade Marketing
- Consumer Demand Model
- Major Volume Player (MVP)
- Chain / Category Management
- New Independent Channel Organization

Leveraging Our Scale and Strength – Key Enablers



New Trade Marketing

Consumer Demand Model

- Major Volume Player (MVP)
- Chain / Category Management
- New Independent Channel Organization

Trade Marketing

- New Trade Marketing Department
 - 'Center for Retail Excellence'
 - Bridge between Sales and Marketing to improve strike rate and effectiveness of retail programming
 - Planning and Alignment of all retail programs to optimize our Return-on-Investment
 - Improved shopper engagement at retail through enhanced awareness and connection with beer and AB InBev US brands



New Trade Marketing

- Consumer Demand Model
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- New Trade Marketing
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MVP Retail Initiative



- MVP is unprecedented in its scale and precision
- Targeted to the top volume accounts, both chain and independents ...
- Delivers beer selling tools and resources at the point of connection ...
- Provides our Wholesalers the resources to sell in a full year retail promotional plan to key volume accounts
- Objective of driving share and profitability

Accounts



Targeted

Independent C-Stores Independent Liquor Independent Grocery Chain Grocery Chain C-Store



Hardware:

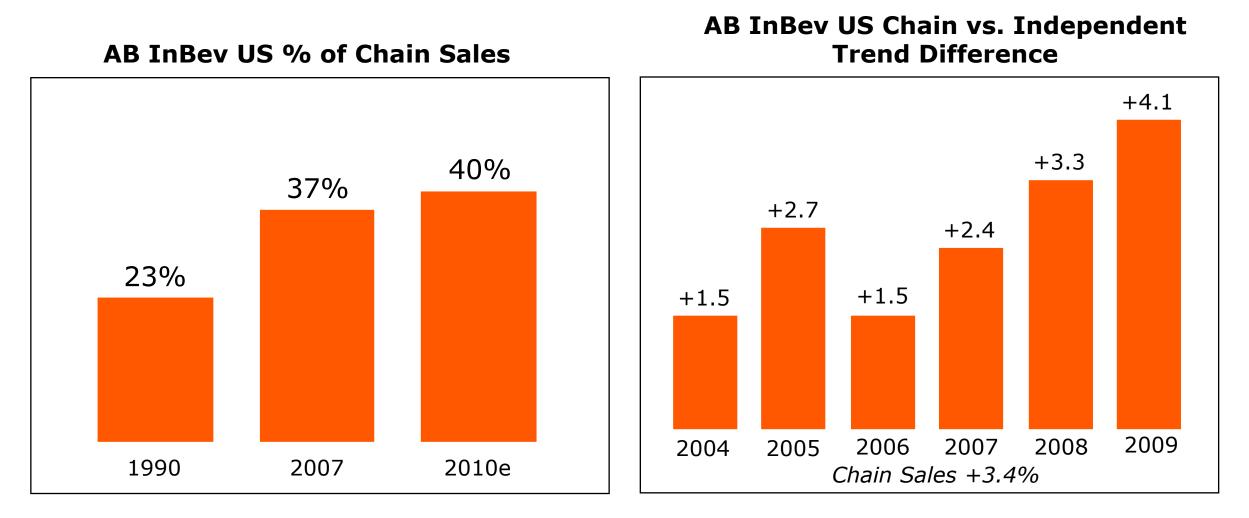


TRACE LAND



- New Trade Marketing
- Consumer Demand Model
- Major Volume Player (MVP)
- Chain / Category Management
- New Independent Channel Organization

Chains are Growing in Importance to AB InBev US



Chain volume has been growing ... Widening the gap to independents

Chain Account Management

We have expanded our commitment to Chain selling efforts

- Dedicated Account Teams
- Enhanced Category Management
- Best in Class Space Management



Best in Class Category / Space Management

Key Enablers ...

Unrivaled Scale

- People
- Information
- Tools

Superior Execution

- Best Wholesaler System ... Technology Alignment
- Global Footprint
 - Exchange of Best Practices



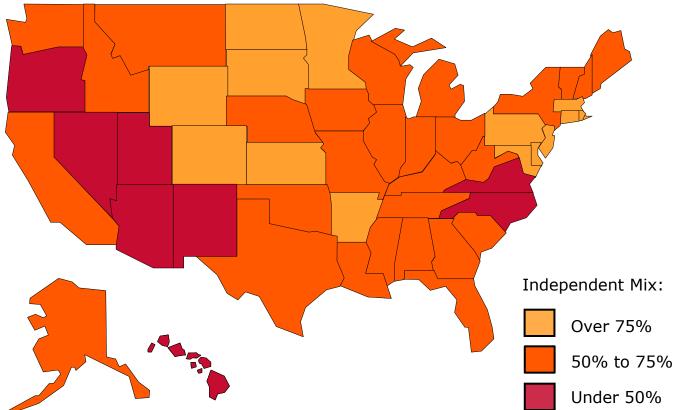
These Enablers Allow Us to Deliver Better Performance at Retail



- New Trade Marketing
- Consumer Demand Model
- Major Volume Player (MVP)
- Chain / Category Management
- New Independent Channel Organization

Independent Channel – Upside Potential

- Independent represents
 60% US Volume
- AB InBev US Share of this segment is lower than the national average
- Our "Fair Share" of this channel represents significant upside potential

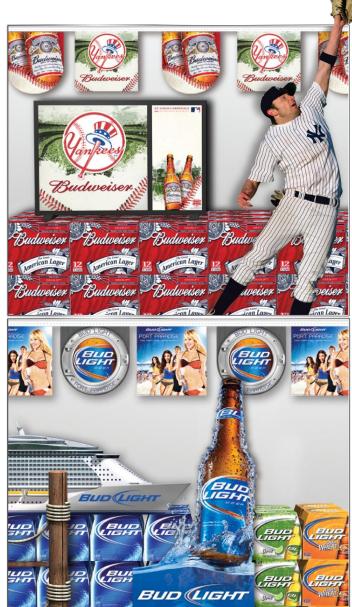


Have Increased Our Commitment to this critical area

Independent Channel Sales Execution

Dedicated Account Team

- Sell In Account Specific Annual Plans
- Significant increase in our investment
- Flexibility to adjust programs to meet independent channel needs
- Leverages the tools, data and process developed for chain to drive execution



Leveraging Scale and Strength - In Summary



- New Trade Marketing
- Optimize retail execution based on shopper profile
- Doing fewer programs, better (MVP)
- Leveraging our purchasing power
- Expanded our commitment to Win in Chains
- Applying the Chain sophistication to the independent channel



We Deliver Superior Execution Which Can NOT be Matched by Competition

Wrap-up



Where We Were	Where We Are	Where We Are Going
<list-item><list-item></list-item></list-item>	 Wholesalers focused on Excellence AOE means and results Centralization and Standardization Leverage size Fewer, bigger Chain Execution category management Simplify the complex through technology 	 Best in Class Sales Machine Managing the complexity Turning the complex into routine Leveraging our scale and strength Doing fewer things, bigger and better Executing with Military Like Precision Focused, aligned, working as one

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