



Rob McCarthy

VP – Bud Light



Bud Light Mega Family





Bud Light will grow share of beer and share of throat in the US

1

Bud Light Mega Strategy is Working

2

Connecting with Millennials

3

Unmatched Portfolio of Properties & Assets



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Bud Light Mega Strategy is working

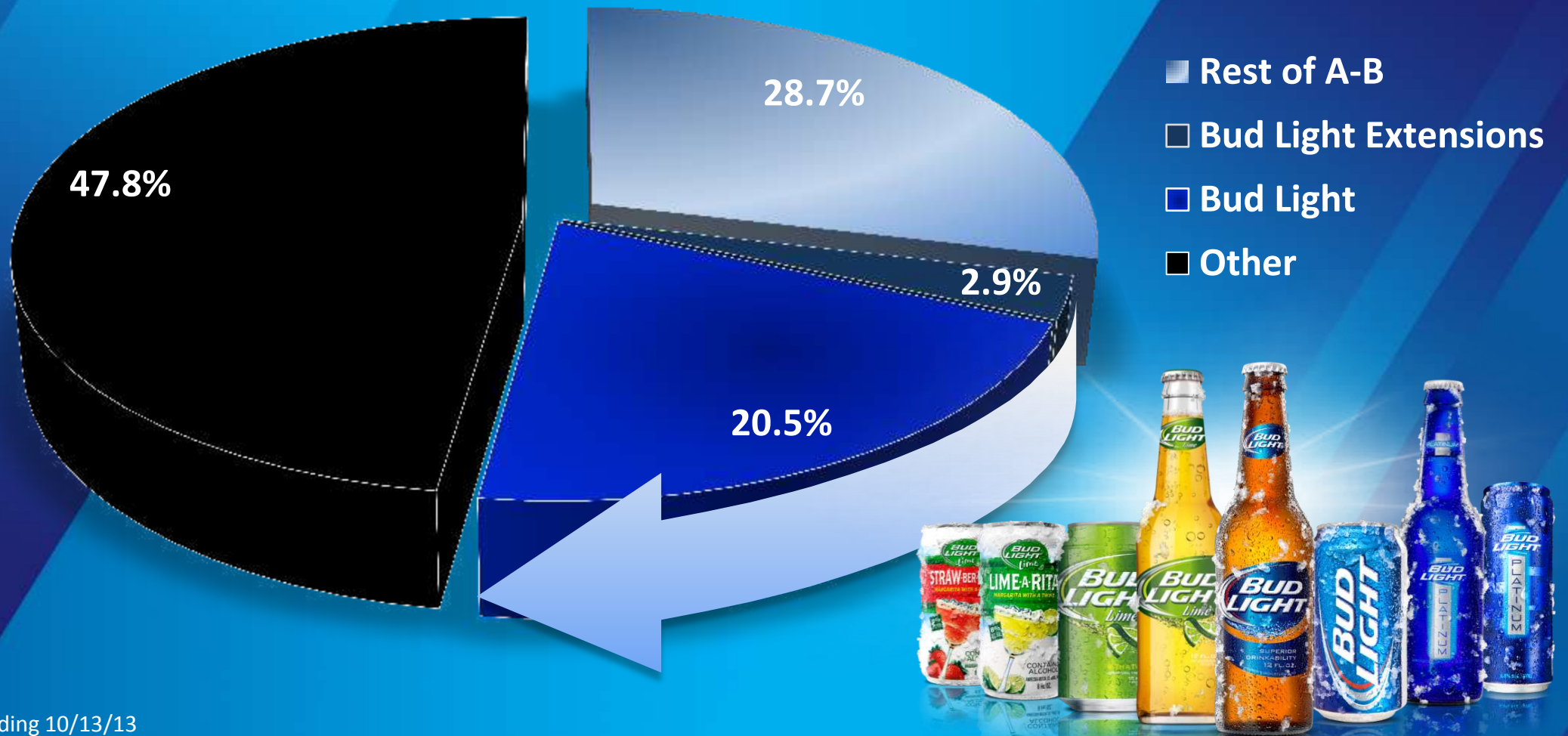
Bud Light Mega Market Share





Bud Light #1 Beer in America

US Market Share





More people call Bud Light brands their “favorite” today than ever before

Bud Light (Mega) Favorite Brand



+ 3%
vs 2012



Platinum & the Ritas most successful launches each of past two years

Dollar Share Growth

2012*

2013**



*Source: IRI Total MULC Year Ending 12-30-12, Change vs YAGO
**Source: IRI Total MULC Rolling 52 Weeks Ending 11-3-13 vs YAGO.



Platinum created a “new segment in beer” and the Ritas created a “category of their own”



HARD LIQUOR
HIGH END OCCASIONS
COED



BEER
APPROACHABLE • FUN
REFRESHING

**HIGHER ALCOHOL
PREMIUM PLUS**



COCKTAILS
VARIETY
ABV • RITUAL

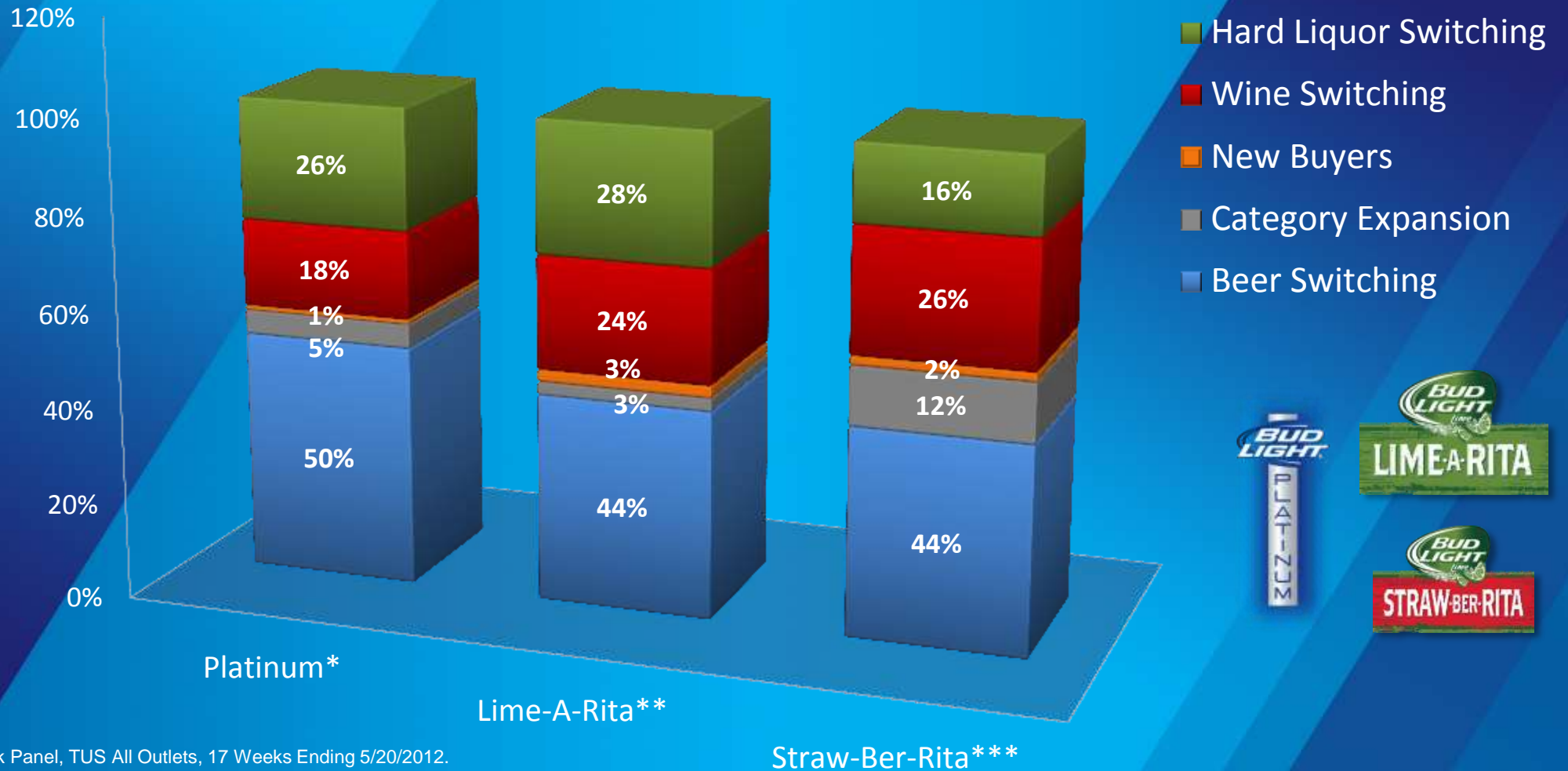


BEER
REFRESHMENT • FUN
EASY TO DRINK • CONVENIENCE

ALCO-FUSION



Platinum & the Rita's represent the most successful launches of 2012 and 2013



*Source: IRI Consumer Network Panel, TUS All Outlets, 17 Weeks Ending 5/20/2012.

**Source: IRI Consumer Network Panel, TUS All Outlets, 52 Weeks Ending 3/17/2013 vs. YAG

***Source: IRI Consumer Network Panel, TUS All Outlets, 17 Weeks Ending 7/21/2013 vs. YAG



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Bud Light became the Nation's most popular brand by always connecting with 21-27 year olds

BABY BOOMERS

GENERATION X

MILLENNIALS



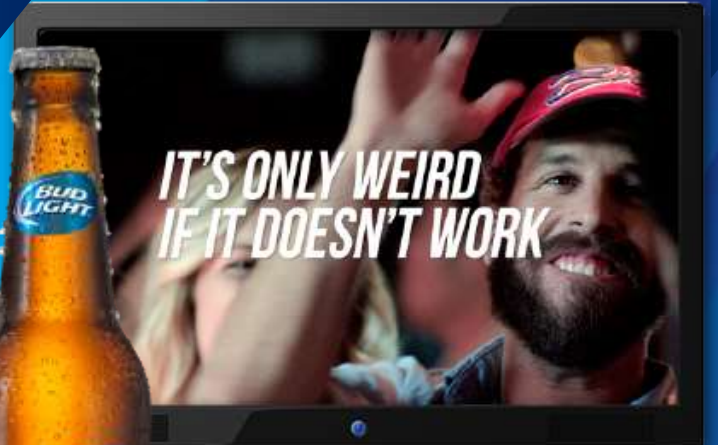


Bud Light became the Nation's most popular brand by always connecting with 21-27 year olds

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**Today, Bud Light remains the #1 Favorite Brand
among Consumers ages 21-27**

Favorite Brands – Ages 21 - 27

#1

**With Millennials
(both Males and Females)**





For much of 2013, we conducted significant consumer research to identify the best way to evolve our strategy





Research confirmed that Millennials EXPECT Bud Light to lead beer advertising to a new place

“spontaneous”

“catalyst”

“relatable”

“go-to choice”

“unexpected”

“versatile”

“aspirational”





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Bud Light has the most enviable set of properties and assets in Sports & Music to activate behind





NFL remains an amazing property. Bridges across all demographics, including 180 Million plus fans.



#1

Sport in America with 181MM fans

200

Hours per season:
The amount of time the average fan engages with the NFL

Top 8 of 10

NFL programs accounted for 8 of the 10 most-watched TV shows in 2012



181

Million Fans



Bud Light Hotel, in year 5, will be the best yet





Bud Light Hotel remains THE hottest ticket in NY



10x

Bigger than previous
Bud Light Hotels

4000

Guests

4 days and 5 Nights of the Hottest Parties

Pandora, EA Sports, Pepsi currently signed
More in advanced discussions

54MM

54 million Earned
Media Impressions in
the four days after our
PR announcement







The New “Cool Twist” aluminum bottle is a major piece of news for Bud Light in 2014





And the aluminum bottle shape we've developed is resonating with consumers



Source: Quantitative Package Shape Design Study with Premium Light Beer Drinkers



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