



ABInBev

**INVESTOR
SEMINAR
2018**



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ABInBev





Population growth
Sub Saharan Africa

2.5%

Urbanization
Sub Saharan Africa

3%-5%

GDP / CAP
Sub Saharan Africa

3.7%

Source: World bank stats 2017





PREMIUMIZATION



**FLAVORED
BEER**



**EASY
DRINKING**

LAGER



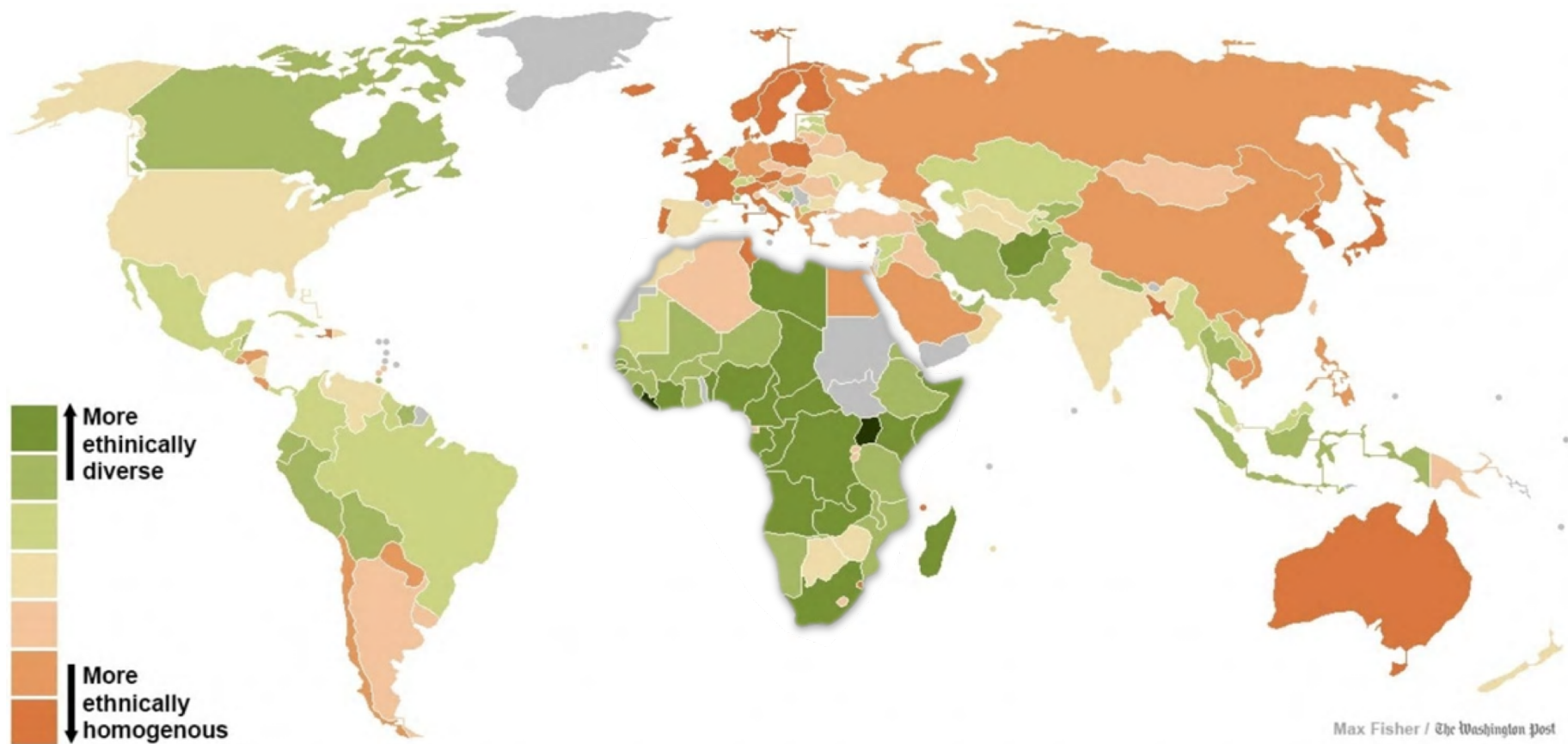
CLASSIC



**OTHER
BEER
STYLES**



AFFORDABILITY



Max Fisher / The Washington Post



ABInBev





PUSH +



PULL





1

Cautious Climbers

2

Middle Class

3

Afropolitans

4

Women

5

Value Seekers



Cautious Climbers

1







OGE ADIRO

GO! BE THE HERO

THE BEER FOR **HEROES**



Drink Responsibly. Not for Sale to Persons Under the Age of 18





OGE ADIRO

GO! BE THE HERO

THE BEER FOR **HEROES**



Drink Responsibly. Not for Sale to Persons Under the Age of 18





Worker Hero



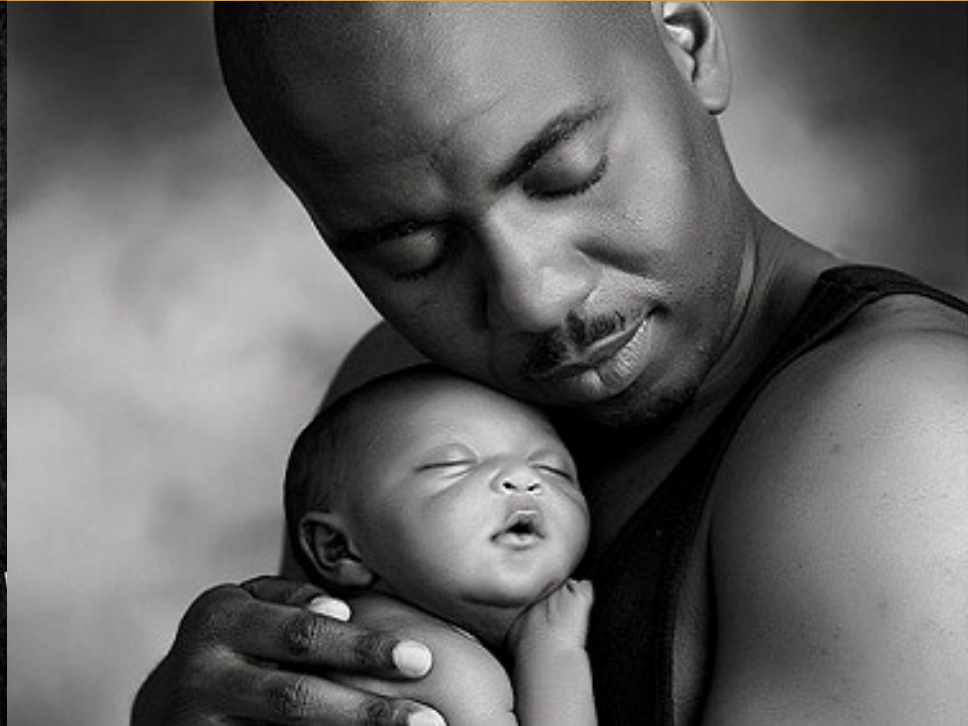
Champion Man

CHAMPION MEN TODAY



SUPERHERO | POWERFUL | PATRIARCHAL |
UNTOUCHABLE | INFLUENTIAL | CONFIDENT |
TRADITIONAL | ADMIRE | WINNER | STRONG |
PERSISTENCE | STATUS

CHAMPION MEN TOMORROW



AUTHENTIC | CONFIDENT | PROGRESSIVE | RESPECTFUL |
SUBSTANCE | CHARACTERFUL | COMMITTED |
DISCIPLINED | OPEN-MINDED | AMBITIOUS | MODEST |
GENUINE | RESPONSIBLE | COURAGEOUS



CARLING
Black Label
BEER





Growing Middle Class

2





FLUIDITY



A black and white photograph of two hands clasped together. The hand on the left is lighter-skinned, and the hand on the right is darker-skinned. They are holding each other in a firm, supportive grip. The background is blurred, showing other people in the distance. An orange horizontal band is overlaid across the middle of the image, containing the text.

Ubuntu

“I am only a person because of other people”



Budweiser launch in Nigeria



In South Africa the expression of progress is multi-faceted

ABInBev



Source: Future of Beer 2017



We have a portfolio that taps into multiple dimensions of progress

ABInBev



CONSUMER
NEED STATES

AMBITION

SOPHISTICATION

REJUVENATION

DISCERNMENT

INNOVATION





Afropolitans (LDA - 24)

3





Authenticity & Purpose



**UNLOCK
THE FUTURE
OF BEER**





Authenticity & Purpose



~~##NO EXCUSE~~

~~##NO EXCUSE~~



Women 4



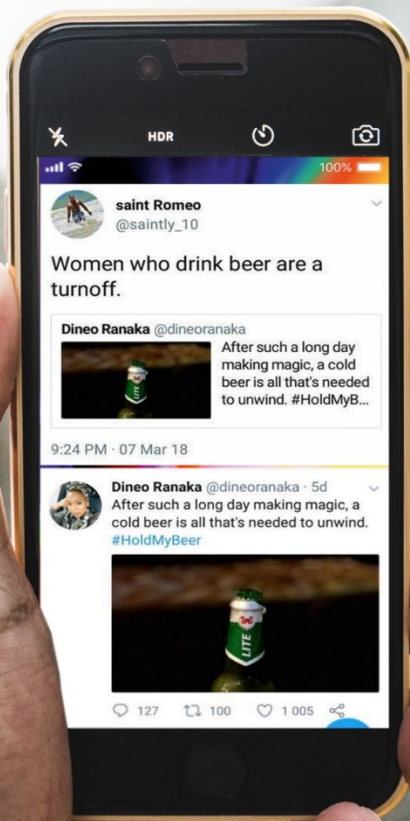
46% business in Ghana women owned

According to the recent MasterCard Index of Women's Entrepreneurship (MIWE) 2018 release.



I AM NO LONGER
ACCEPTING THE
THINGS I CANNOT
CHANGE. I AM
CHANGING THE
THINGS I CANNOT
ACCEPT.





saint Romeo
@saintly_10

Women who drink beer are a
turnoff.

Dineo Ranaka @dineoranka



After such a long day
making magic, a cold
beer is all that's needed
to unwind. #HoldMyB...

9:24 PM · 07 Mar 18



Dineo Ranaka @dineoranka · 5d
After such a long day making magic, a
cold beer is all that's needed to unwind.
[#HoldMyBeer](#)



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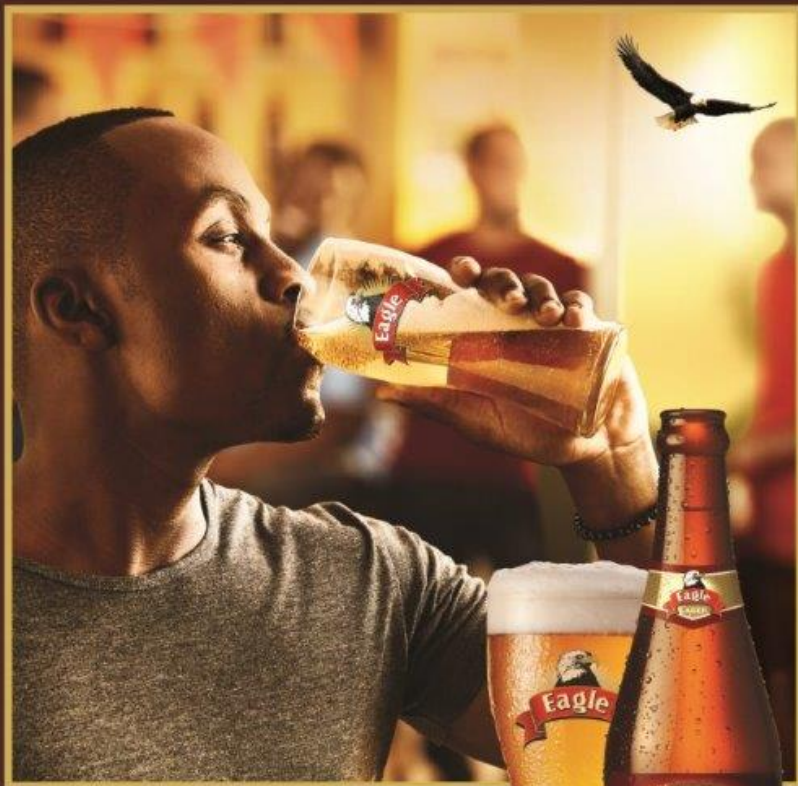


Value Seekers

5



... “If you listen to us and see the way we are,
then people will buy and drink your product.”



**IT'S EAGLE
TIME!**

CELEBRATE THE TASTE OF OUR LAND

**PROVA A
NOVA
IMPALA
MILHO**



**só
25
MT**

O SABOR DAS NOSSAS MACHAMBA





AB InBev Africa Zone Marketing Team