



ABInBev

**INVESTOR
SEMINAR
2018**



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ABInBev

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**ANNABELLE
DEGROOT**

BU President
West Africa



- Born in Kitwe, Zambia
- 10 years in our company
- I'm proud to be leading the way for women in our industry



West Africa BU overview and country roles

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Ghana:

Population	28M
Beer PCC	7.4L
AB InBev Share	Average

L1 market



Nigeria:

Population	196M
Beer PCC	10.2L
AB InBev Share	Low

C1 market





The background features a vibrant orange and yellow color scheme. It is decorated with various geometric patterns, including vertical stripes, horizontal stripes, and stylized floral or leaf motifs. A faint, light-colored map of Nigeria is overlaid on the background, centered behind the text. The text "Why are we betting on Nigeria?" is written in a bold, dark brown font, positioned in the center of the image.

Why are we betting on Nigeria?


410M

People



...concentrated in high density urban areas





**...and there will be a large emerging
LDA population**

22.7M
LDA
population
(2018)



**Working minutes
to buy a Core beer**

Nigeria

High	19
Mid-High	44
Low-Mid	72
Low	140

35M

Middle & upper
class population
in 2018

Source: Working minutes – EIU Canback 2018; Middle class: EIU Canback 2014



Hustle, resilience and digital entrepreneurship

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Hustle



Resilience

Year of
entry
1923



1953



1961



2001



2005



Digital entrepreneurship

NIGERIA

97.2M

Internet users

53%

Penetration

AFRICA

216M

Internet users

18%

Penetration



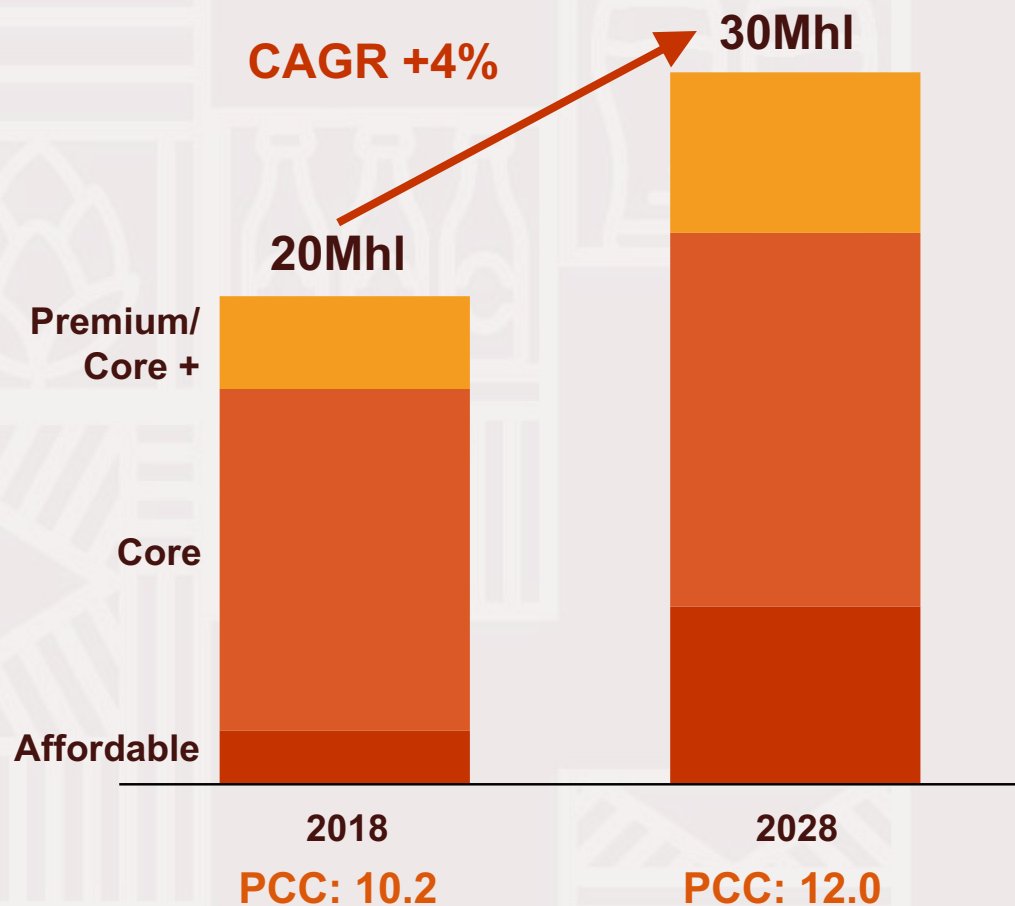
Source: Jumia Mobile Data Report 2017







The size of the prize






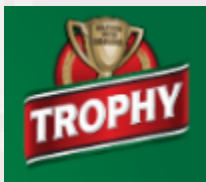




Source: Ipsos market share census 2018





What is our objective in Nigeria?

A winning portfolio

	Brand	AB InBev Share*
Premium/ Core +	 	1%
Core	 	28%
Affordable	 	7%
Malt	 	6%

Source: Ipsos market share census 2018

*AB InBev share of segment

Current beer & stout market share



22%

International
Breweries -
AB InBev



16%

Guinness -
Diageo



62%

Nigerian
Breweries -
Heineken

Source: Ipsos market share census 2018



A graphic of the Nigerian flag, featuring green and white triangles, is positioned on the left side of the image, partially behind the text.

One Nigeria, one future

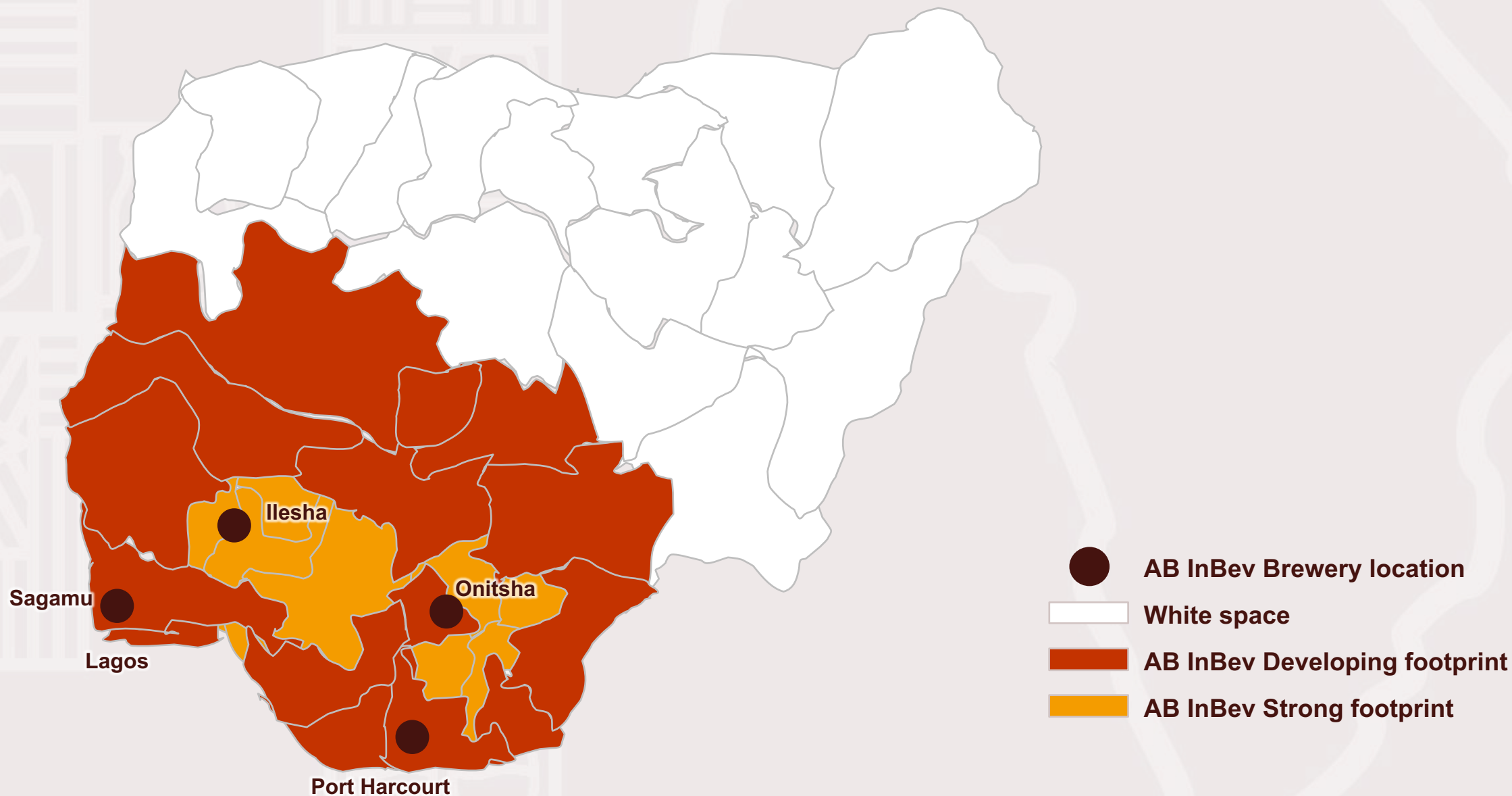
Change is happening in Nigeria and it's bringing us all closer together to create one team with one dream. It's the transition to One Nigeria.





Route to market & national distribution

ABInBev



Anthony's Bar THE HOME OF **HERO** LAGER

ENJOY THAT RICH SATISFYING TASTE

DRINK RESPONSIBLY



ANTHONY'S HERO BAR.



THE
HIGH
END



**TOAST TO THE
MAN OF HONOUR**

Brewed with Honour

**NO SUGAR
ADDED**

RAISE A TROPHY YES WE CAN

**FIFA WORLD CUP
RUSSIA 2018**

Brewed with Honour

**NO SUGAR
ADDED**

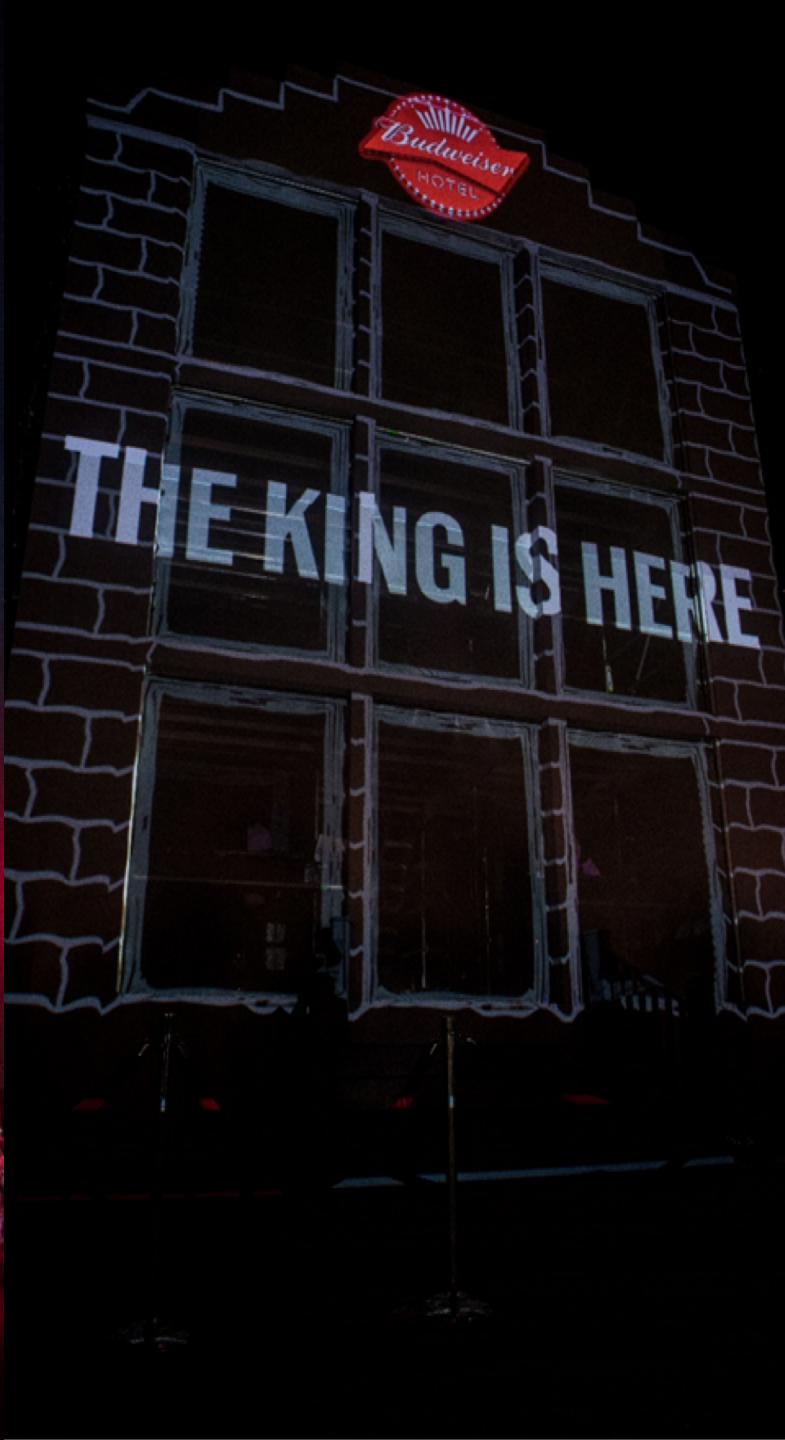


THE KING IS HERE.



KING OF BEERS.








FREE BUD FOR EVERY NIGERIAN.COM

#LIGHTUPTHEODDS



MORE INFORMATION, VISIT  @BUDWEISERNIG





FREE BUD FOR EVERY NIGERIAN.COM

#LIGHTUPTHEODDS



MORE INFORMATION, VISIT  @BUDWEISERNIG

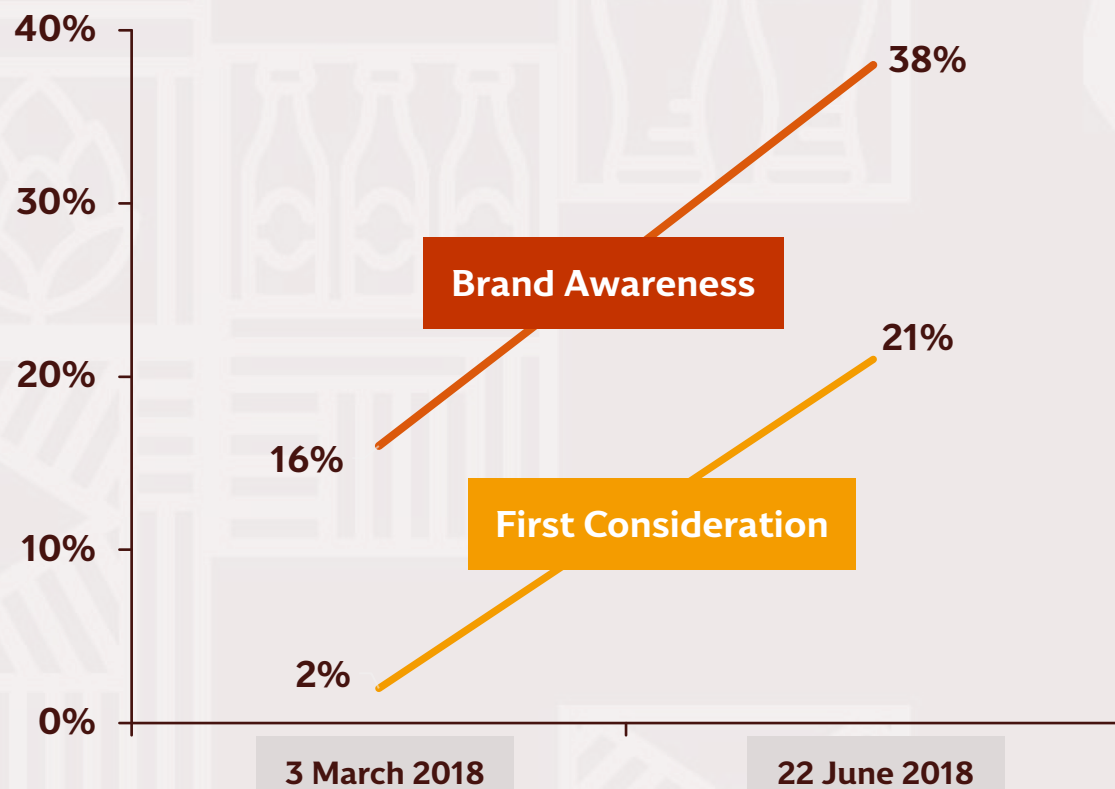




Our leading earned media and digital impact

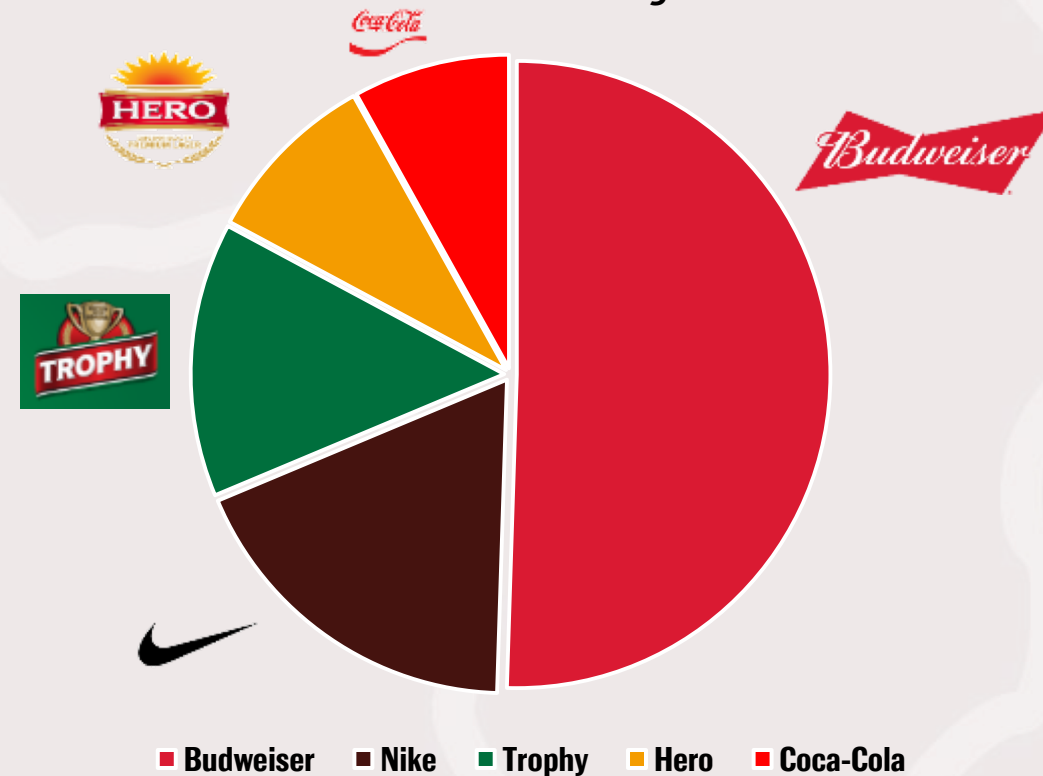
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Bud Brand Health Metrics Since Launch



Source: Nudge Africa Report, Jul '18

50% 2018 Fifa World Cup Russia™
Share of voice in Nigeria

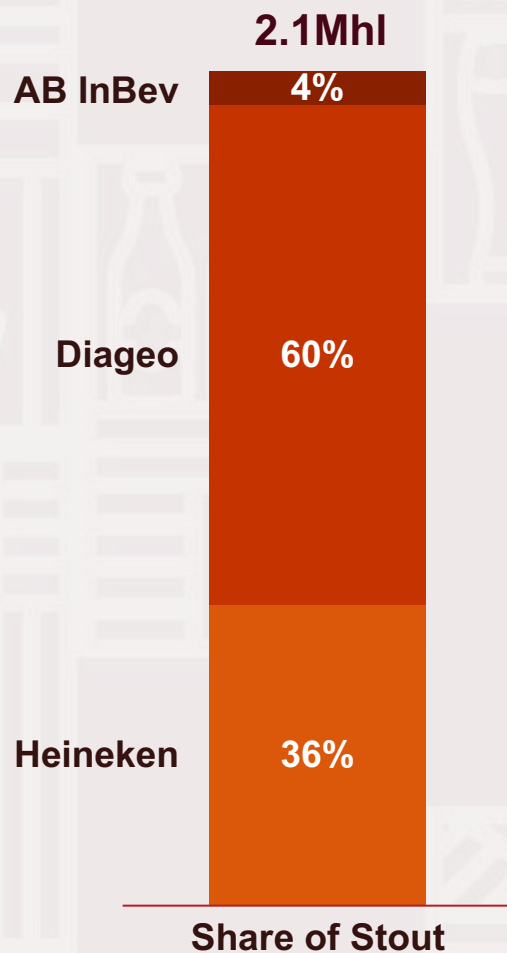


Source: Vizeum 2018





The stout opportunity



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AVAILABLE HERE

7.5%
ALCOHOL CONTENT

₦120 PER 330ML BOTTLE

₦200 PER 600ML BOTTLE

YOU'VE EARNED IT

Source: Ipsos market share census 2018



The start of an ambitious journey



2018, giving us reasons to believe

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