



ABInBev

**INVESTOR
SEMINAR
2018**



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ABInBev



ABInBev

**PETER
KRAEMER**

Chief Supply
Officer



- Born: St Louis, USA
- 29 Years with company
- Favorite Beer: Budweiser
- Most proud of: Being the champion of the Budweiser brand



VPO / DPO: Our management systems are a true competitive advantage



Voyager Plant Optimization (VPO) and Distribution Process Optimization (DPO) are the management systems AB InBev uses to assure all supply and logistics operations run the most efficient way, achieving constant performance improvements





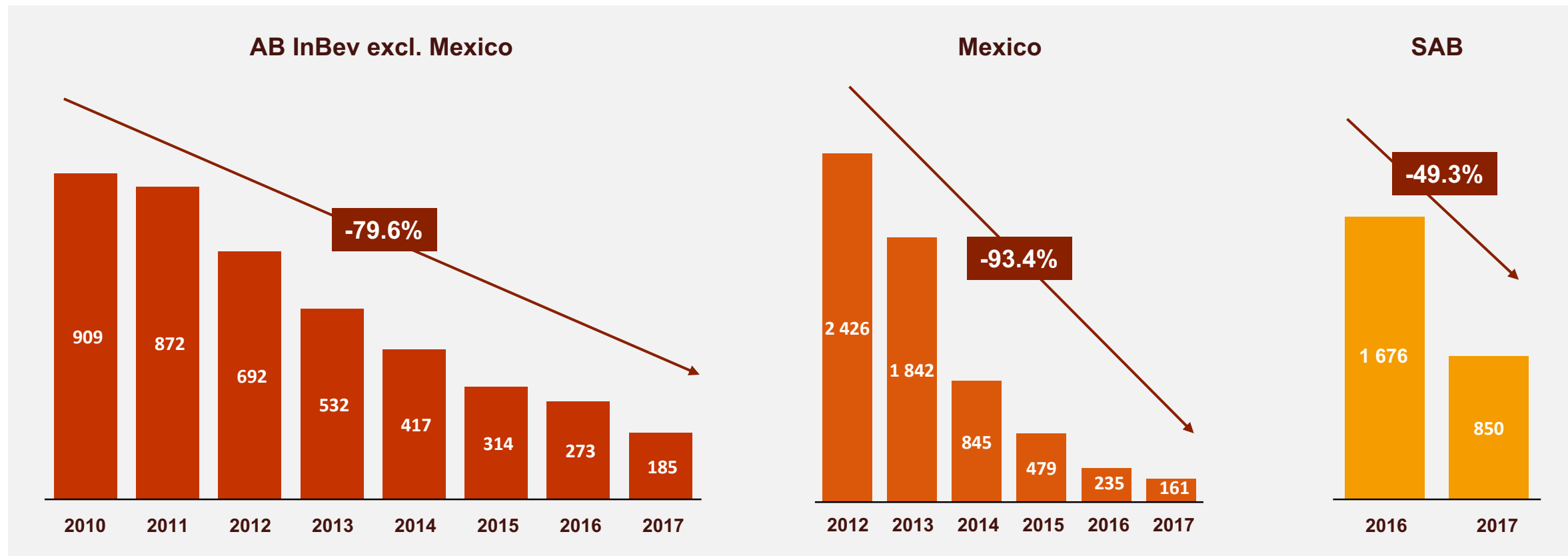
The “House” of VPO





Safety First: drives consistent accident reduction

Number of Lost Time Incidents (LTI)



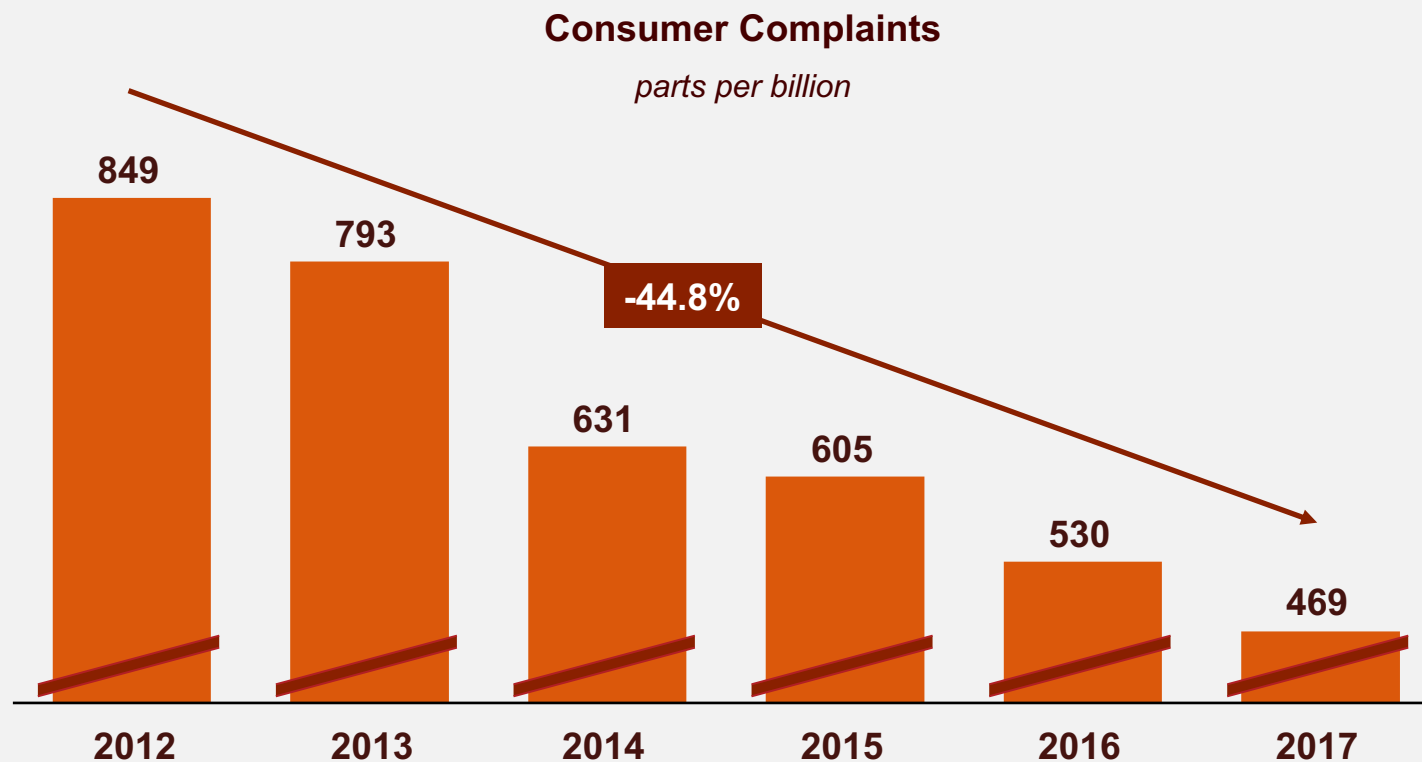
Source : Internal data





Quality always: striving for the best and freshest beers in the market

Consumer centric quality program, supported by a rigorous beer tasting process

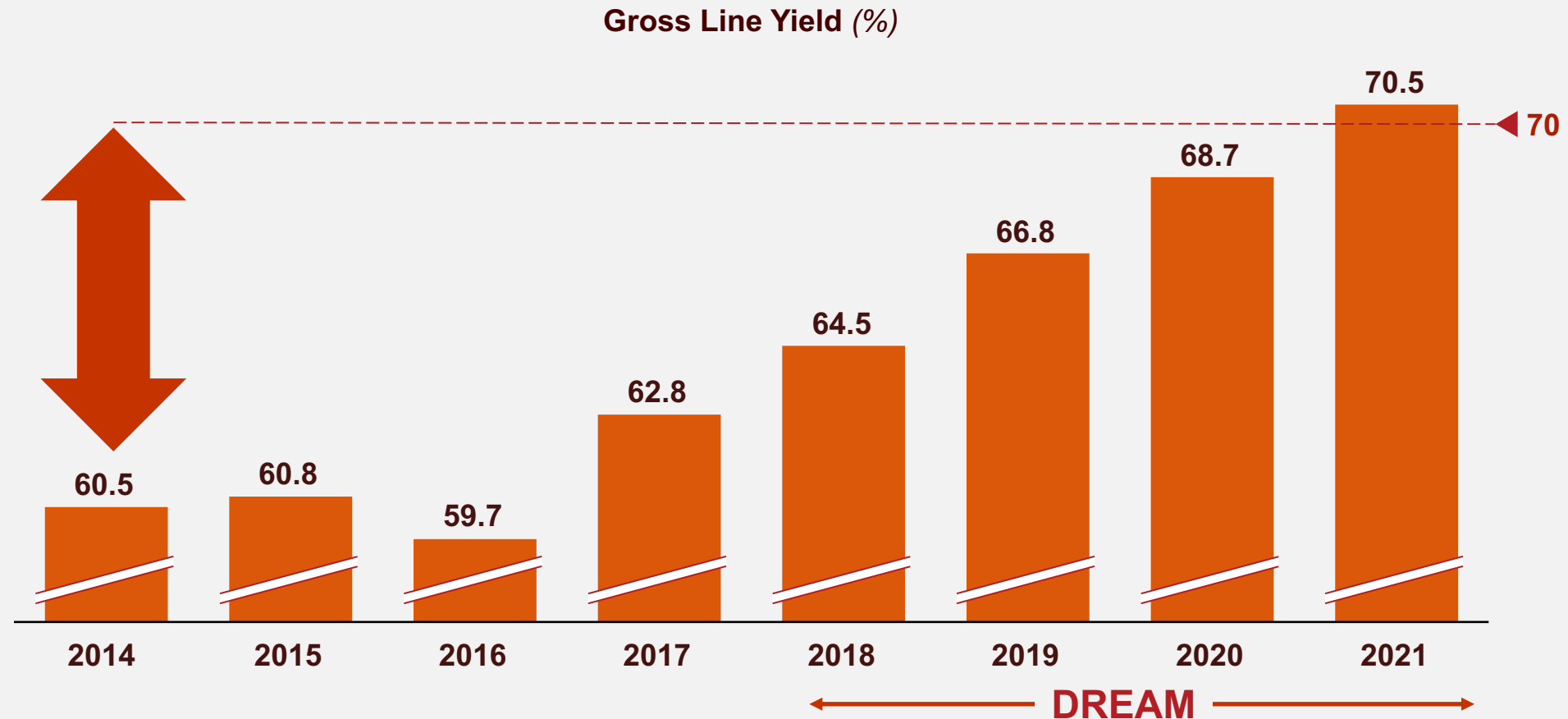


**includes SAB as of 2016*

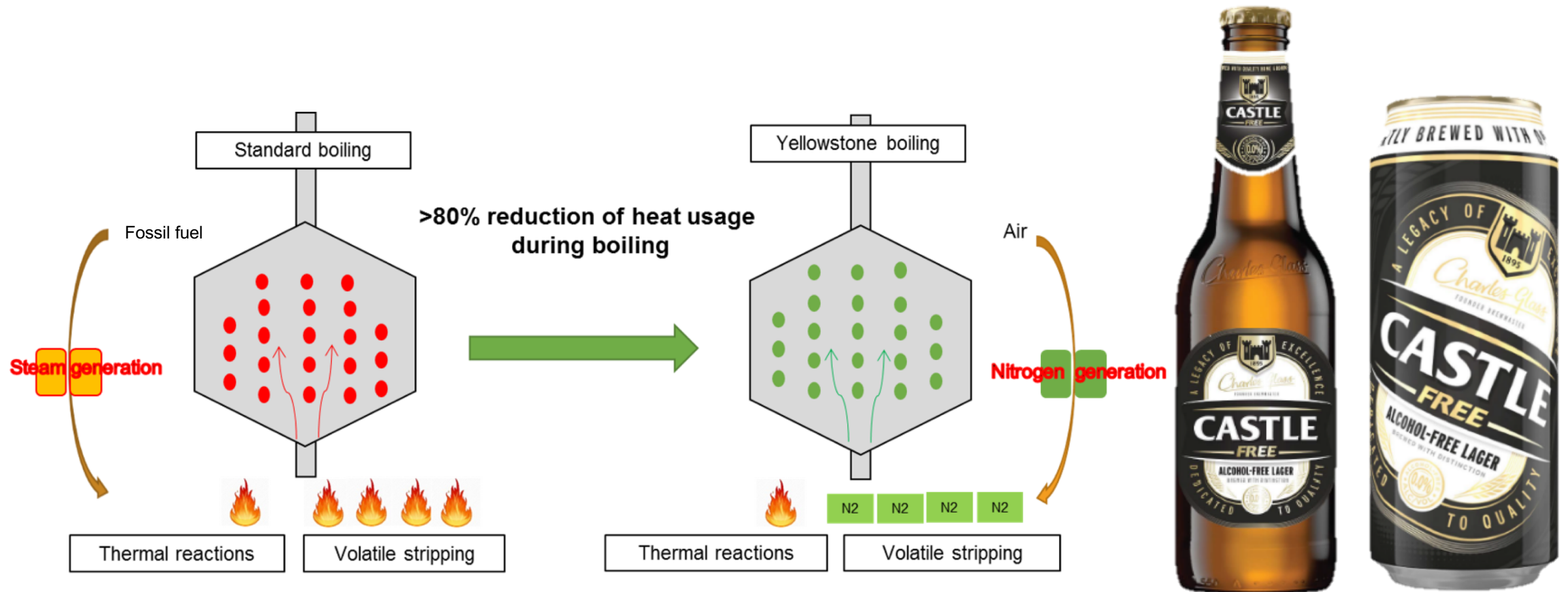




Efficiency is a must: supply chain efficiency dream



Cross-pollination of technological capabilities between AB InBev and SAB





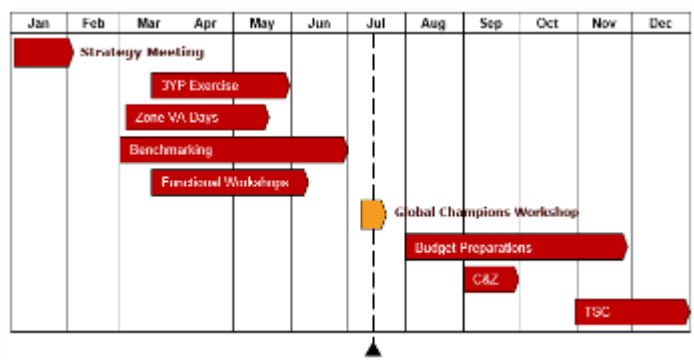
Global Champions process

Champions

*Six Months of Preparation
Jan – June*

*400+ Experts Gather
St. Louis – July*

*~8,000 Initiatives Committed
Refined 2H18, Tracked 2019*



A screenshot of a large spreadsheet with many columns and rows, displaying a list of initiatives and their tracking details. The spreadsheet is organized into sections with green headers, including columns for 'Country', 'Region', 'Category', 'Initiative Name', 'Status', 'Owner', 'Start Date', 'End Date', 'Budget', 'Impact', and 'Risk'. The data rows are yellow.





QUALITY

WE NEVER COMPROMISE
ON QUALITY



INGREDIENTS

WE ONLY SELECT INGREDIENTS
THAT MEET OUR STANDARDS



SUSTAINABILITY

WE PRESERVE OUR NATURAL
RESOURCES



TRANSPARENCY

WE BELIEVE IN TRANSPARENCY



CONSUMER CHOICE

WE RESPECT THE CONSUMER
DESIRE FOR CHOICE



FRESHNESS

FRESH BEER TASTES BETTER



HERITAGE

WE PROTECT THE HERITAGE
AND INTEGRITY OF
OUR BRANDS



STAKEHOLDERS

WE VALUE AND ADDRESS
EXTERNAL STAKEHOLDER
PERSPECTIVES



WE ARE ALL BREWERS

PASSION FOR BEER IS
OUR LIFE



PRESERVATIVES

WE STRIVE FOR ZERO
ADDED PRESERVATIVES

We are all brewers

Beer is:

- #5 Most consumed beverage in the world
- #1 Alcohol beverage in the world

Source: Euromonitor & Marketwatch



WE ARE ALL BREWERS

PASSION FOR BEER IS OUR LIFE

Our Beer Culture sets us apart and drives us. In pursuit of better beer, we believe that all colleagues are owners that can make a positive impact on how we deliver the best consumer experience.





Heritage

- 10,000 BC: Nomads finally settle to make beer...
- 1730 BC: King Hammurabi, wrote the first ever code – a code for beer quality rules
- 1516 AD: German Purity Law
- 1876 AD: Pasteur opens the doors to modern medicine while studying beer





HERITAGE

WE PROTECT THE HERITAGE & INTEGRITY OF OUR BRANDS

We recognize the value of heritage to the consumer experience and we go to great lengths to protect it.



Ingredients

Kilning bread crust,
biscuit, caramel, toasted
roasted coffee
and chocolate



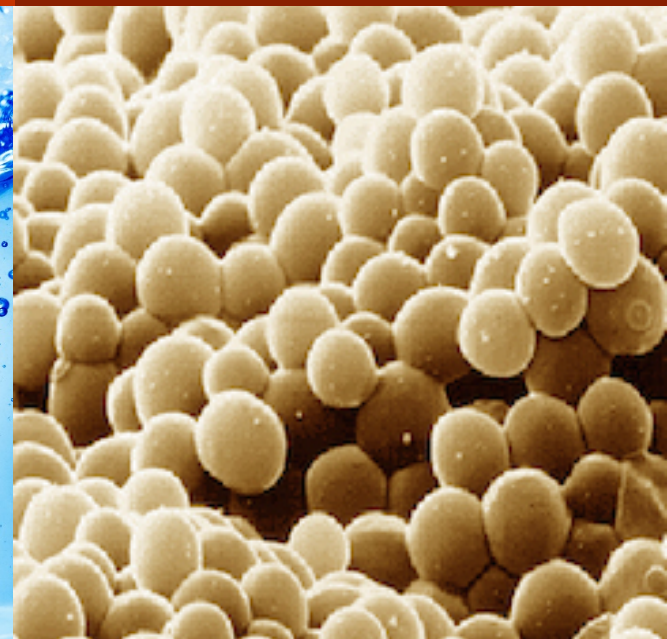
Bitter, aromatic
200+ varieties



Soft, hard
mineral, salty
corrected to the
perfect balance



1,200 proprietary yeasts
in our vault
ales, lagers, wild



ABInBev





INGREDIENTS

WE ONLY SELECT INGREDIENTS THAT MEET OUR STANDARDS

Our ingredients are aligned to brand requirements, consumer perception and rigorous safety standards. We strive to develop solutions to source locally, benefitting communities and consumers.



Consumer choice





CONSUMER CHOICE

WE RESPECT THE CONSUMER DESIRE FOR CHOICE

We listen to consumers and focus on product and package innovation to meet their needs for all occasions, culture, preference and beliefs.



Transparency

- Nothing to hide
- Few ingredients, natural process

Nutrition Facts

Serving Size 1 beer (12 fl oz)

Servings Per Container 1

Amount Per Serving

Calories 150 Calories from Fat 0

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0%

Trans Fat 0%

Cholesterol 0%

Total Carbohydrate 13g 4.7%

Fiber 8g 40%

Protein 1g

Contains significant amounts of magnesium, selenium, potassium, phosphorus, biotin, B3 (niacin), B5 (pantothenic acid), B6 (pyridoxin), and B9 (folate), with smaller amounts of B1 (thiamine), B2 (riboflavin), B12 inotisol and choline.

* Percent Daily Values are based on a 2,000 calorie diet.

<http://www.DrinkingBeer.net> - Always a good idea



TRANSPARENCY

WE BELIEVE IN TRANSPARENCY

Great beer has nothing to hide. We believe in proactively providing consumers with relevant information about beer—whether it's ingredients, nutritional information, alcohol level or freshness—so they can make the brand choice that's right for them.



Preservatives

Sulfites parts per million



United States: Maximum allowable levels of Sulfites.

Shown in PPM (Parts Per Million)

Common commercial wine:
350 ppm - added sulfite

"Made with Organic Grapes" wine:
150 ppm - added sulfite

Biodynamic Wine: 100 ppm - added sulfite

Organic Wine: Less than 10 ppm
naturally occurring sulfite



Source: FDA and USDA



PRESERVATIVES

WE STRIVE FOR ZERO ADDED PRESERVATIVES

We apply our best in class brewing knowledge and quality control to avoid the use of preservatives in our beers.



Stakeholders

- Gluten-free
- South African hop farms
- Cassava beer
- Canvas/Jump start





STAKEHOLDERS

WE VALUE AND ADDRESS EXTERNAL STAKEHOLDER PERSPECTIVES

As a responsible steward of the beer category,
we anticipate, seek and value external
stakeholder perspectives.



Quality and freshness



QUALITY



CARE



EXCELLENCE

- We learn from each other and perfect our beers since 1366
- We have the best people: 1,000 brewmasters, scientists, farmers
- We care for the whole supply chain: from seed to sip

QUALITY

WE NEVER COMPROMISE ON QUALITY

We leverage the best brewing and packaging expertise in the world, adhere to a benchmark against global food safety standards, and we demand breweries capable of adhering to those standards.



FRESHNESS

FRESH BEER TASTES BETTER

We go to great lengths to ensure the freshness of our beers through innovation and optimization in brewing, packaging and our entire supply chain.



Sustainability

- Barley center of excellence
- Hop program
- World class efficiency
- Water protection
- Connected to our brands

RENEWABLE
[100%]
ELECTRICITY



SUSTAINABILITY

WE PRESERVE OUR NATURAL RESOURCES

At all stages of the product lifecycle, we treat our natural resources with respect. We support circular economy by recycling packaging materials and managing our by-products.



WE BREW QUALITY

Our brewers are the best qualified in the world, they leverage the best brewing and packaging expertise.



WE BREW REAL

Only the finest local ingredients are used in our products, from the beer to the packaging.



WE BREW TOGETHERNESS

200,000 brewers with the same passion, same vision, bringing people together share a love, the world around.



WE BREW HERITAGE

Building on the values and legacies of our past.



WE BREW FRESHNESS

Ensuring our beer is the freshest, most delicious and the best designed bottle.



WE BREW TRANSPARENCY

What you see is what you know. Experience it, what we brew and how we brew it.



WE BREW SUSTAINABILITY

World like the world, to enjoy our beer for more than 100 years, we care for our environment and our communities.



WE BREW INNOVATION

The world never stands still. Neither do we.



WE BREW SIMPLICITY

We brew beautiful, brilliant beer. No preservatives.



WE BREW VARIETY

By listening to and learning from our customers and our partners.



OUR COMMITMENT

Here's the Universal Truth About Beer:

It brings people together.

And when it does, it inspires ideas.

Forges relationships. Creates understanding.

Fun. Pleasure. Joy.

That's why, when you enjoy meeting someone for the first time, you'll say : "Let's grab a beer sometime".

Or when you know someone's having a tough time, you'll say: "time you and I had a beer together".

Need to solve an argument? "Let's solve this over a beer."

Need to catch up with a long lost buddy? "Let's catch up over a beer".

It's hard to replace the word beer with any other, and get the same meaning. The same feeling of togetherness, of building something.

And that's what we're here for. To help build relationships, cement friendships, create legacies, continue traditions, celebrate life.

In short, We're Here For The Beer.

The best beer in the world.

