



SECOND QUARTER, 2013 EARNINGS ANNOUNCEMENT
AUGUST 6, 2013

Win in Premium Light

- Rocky Mountain Cold Refreshment
- Strong sports marketing



Win in Premium Light

- Pilsner bottle: well received among retailers and consumers
- 360 football marketing
- “Back Brad”

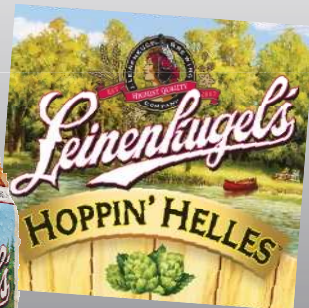


Win with Above Premium

- Expansion brands delivered strong growth



Win with Above Premium



Maintain Economy Contribution



Premium Regular Portfolio

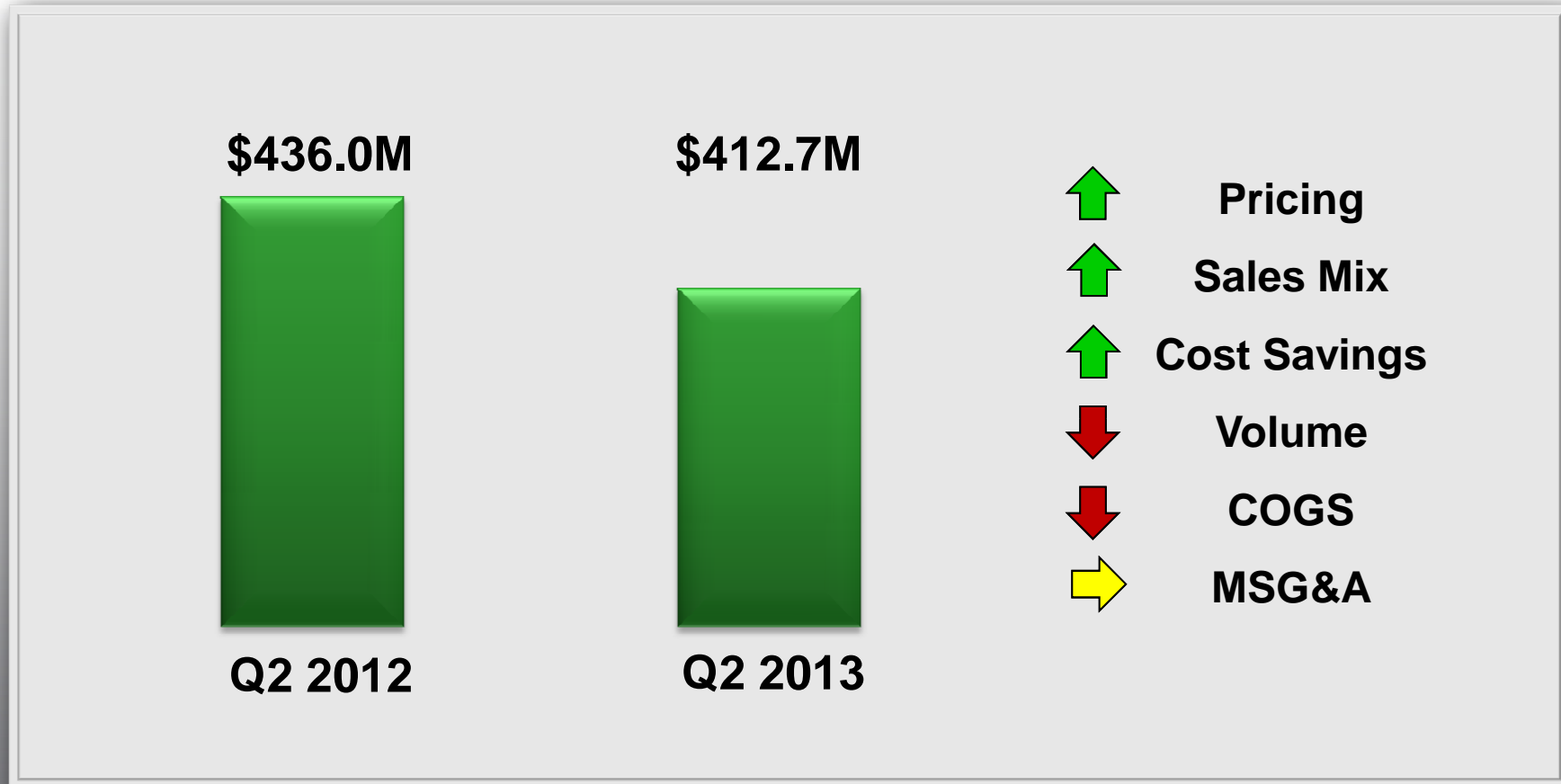
Coors Banquet:

- Mid-single-digit growth
- Trend change since Heritage “stubby” bottle introduction: 38%

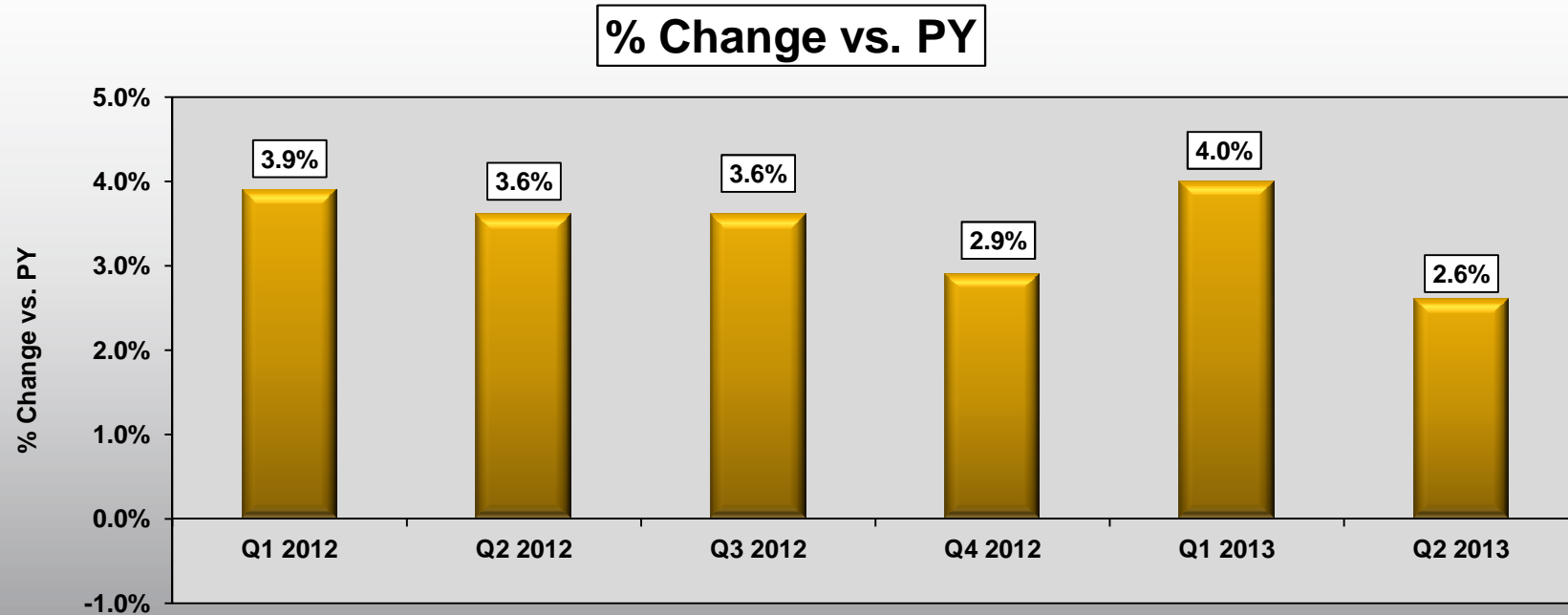




Second Quarter Underlying Net Income

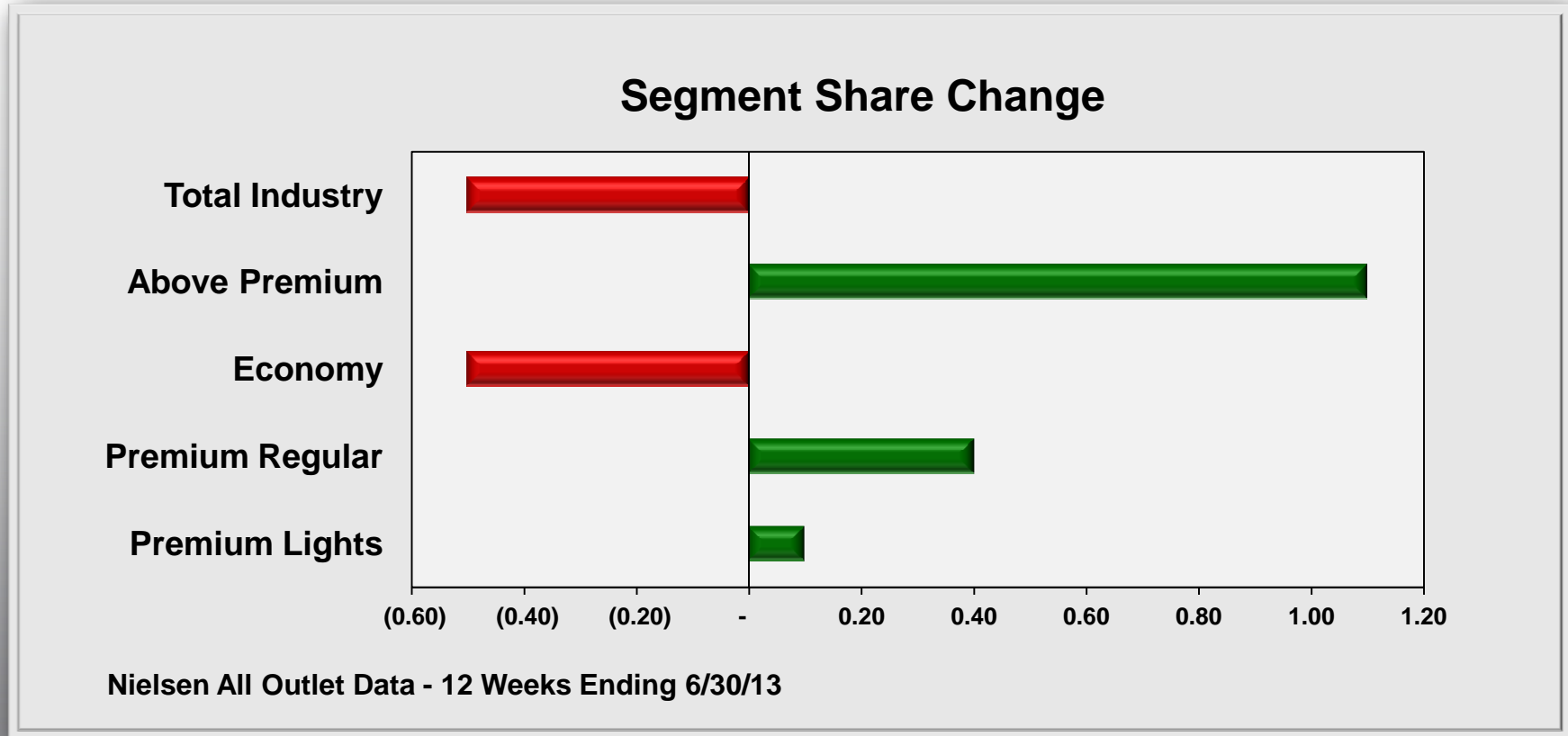


Domestic Net Revenue Per Barrel



Sales Mix Improved by 1.1%
Net Pricing Improved by 1.5%

Share of Each Brand Segment



Despite Slight Loss of Total Industry Share, MillerCoors Gained Share in Focus Segments in the Second Quarter.

Second Quarter Performance Results

Profit

Net Sales

**STR
Volume**

**STW
Volume**

5.3%

2.9%

4.4%

5.3%

\$412.7M

\$2.159B

MillerCoors Second Quarter 2013 Financial Highlights

- Total cost of goods sold (COGS) per barrel increased 2.4 percent.
- Marketing General and Administrative costs increased 0.2 percent.
- Depreciation and amortization expenses were \$69.7 million and additions to tangible and intangible assets totaled \$65.9 million.

Early Third Quarter Volumes

- In the U.S., through the four weeks ending July 27, 2013, STR volumes were up low-single digits due to improvements with our Premium Lights.

