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Anheuser-Busch InBev Appoints Ricardo Tadeu Chief Growth Officer

Integrated Commercial Structure Aligns Sales, Marketing, B2B and Direct-to-Consumer to Accelerate Growth

21 April 2022 – Anheuser-Busch InBev (Euronext: ABI) (NYSE: BUD) (MEXBOL: ANB) (JSE: ANH) (“AB InBev”) today announced a newly aligned commercial leadership structure designed to accelerate the next phase of innovation and growth. Based in New York, **Ricardo Tadeu**, formerly Chief B2B Officer, has been appointed to the newly created role, **Chief Growth Officer**, reporting to **AB InBev Chief Executive Officer, Michel Doukeris**.

This new structure will align marketing, sales, B2B and Direct-to-Consumer (DTC) under Tadeu in his Chief Growth Officer role.

“Beer is a profitable and exciting category, projected to continue to grow volume and share of throat over the next five years,” said **Doukeris**. “This new structure is a critical step in delivering our strategy and transforming our business. Ricardo’s unrivaled expertise in customer and consumer-focused digital transformation combined with his extensive commercial experience will enable us to meet the moment and accelerate growth in our core business and continue to unlock profitable new business opportunities.”

A 26-year veteran of the company, Tadeu’s experience spans a variety of leadership roles including Chief Sales Officer, Zone President of Africa and Mexico, and Business Unit President for markets including Brazil and Hispanic Latin America. Tadeu is a key architect of the company’s digital transformation having spearheaded the creation of BEES, a vibrant ecosystem with more than 2 billion consumers and 6 million customers, generating over 10 million weekly transactions. Tadeu is a graduate of Universidade Cândido Mendes in Brazil and holds a Master of Laws from Harvard Law School.

“I’m honored and inspired to take on this new role,” said Tadeu. “With a talented team, iconic beer brands, a powerful technology platform, and customer and consumer centric solutions that did not even exist five years ago, we have a remarkable opportunity to solve real problems and create extraordinary value for the company.”

Tadeu’s remit includes the omni-channel direct-to-consumer ecosystem of fast-growing e-commerce platforms, such as Zé Delivery and Beer Hawk, and 12,000+ retail stores, such as Modelorama, which generated nearly 1.5 billion USD in revenue in 2021, increasing over 35% versus FY20. He will also lead the industry leading Sales organization and the Marketing team which was recently announced as the Cannes Lions Creative Marketer of the Year.

As Chief Growth Officer, Tadeu’s direct reports will include:

Lucas Herscovici, formerly Chief Sales Officer, who will continue to serve on the senior leadership team (SLT), now as **Chief Direct-to-Consumer Officer**.

Nick Caton, formerly the Chief Financial Officer for Anheuser-Busch will replace Tadeu as **Chief BEES Officer** and join the AB InBev SLT.

Marcel Marcondes, most recently President of Beyond Beer and formerly Chief Marketing Officer of Anheuser-Busch, has been appointed **Chief Marketing Officer of AB InBev** and will join the AB InBev SLT. Marcondes replaces **Pedro Earp** who is leaving the company.

Pablo Panizza, formerly Chief Direct to Consumer Officer, will transition to a new role as **Global Head of Sales & Distribution**.

And **Bernardo Novick**, **Global Head of ZX Ventures**, will now report to Tadeu in this new structure.

“At AB InBev, we are redefining what a beer company can be,” added Doukeris. “This is an exceptional team, comprised of leaders expert in understanding and supporting consumer and customer needs, harnessing technology, and scaling new opportunities. With Ricardo’s visionary leadership, this new strategically aligned commercial structure will deliver continued momentum through relentless execution of our strategy, accelerating our journey from being category leaders to leading category growth.”

Executive Biographies



Ricardo Tadeu, Chief Growth Officer, AB InBev

Ricardo Tadeu is AB InBev’s Chief Growth Officer. Appointed to this role in April 2022, Tadeu is responsible for driving growth by aligning key commercial functions including sales, marketing, B2B, direct to consumer and ZX ventures.

A key architect of the company’s digital transformation, Tadeu was Chief B2B Officer prior to his current role, having spearheaded the creation of BEES, a vibrant ecosystem with more than 2 billion consumers and 6 million customers, generating over 10 million weekly transactions.

Born in 1976, he is a Brazilian citizen, and received a law degree from the Universidade Cândido Mendes in Brazil and a Master of Laws from Harvard Law School in Cambridge, Massachusetts. He is also Six Sigma Black Belt certified. He joined Ambev in 1995 and has held various roles across the Commercial area. He was appointed Business Unit President for the operations in Hispanic Latin America in 2005, and served as Business Unit President, Brazil from 2008 to 2012. He served as Zone President, Mexico from 2013 until his appointment as Zone President Africa upon completion of the combination of SAB in 2016. Tadeu most recently served as Chief Sales Officer.



Lucas Herscovici, Chief Direct-to-Consumer, AB InBev

Lucas Herscovici is AB InBev's Chief Direct-to-Consumer. Appointed in April 2022, Herscovici has been with AB InBev since 2002, most recently as Chief Sales Officer.

Born in 1977, he is an Argentinean citizen and received a Degree in Industrial Engineering from Instituto Tecnológico de Buenos Aires. Lucas joined the group in 2002 as a Global Management Trainee in Latin America South Zone and has built his career in Marketing and Sales. After working in Argentina in several commercial roles, he became head of innovation for global brands and later Global Marketing

Director of Stella Artois in 2008. In 2011 he was responsible for opening the "Beer Garage", AB InBev's Global digital innovation office, based out of Palo Alto, California. In 2012, he joined the North America Zone to become VP Digital Marketing and in 2014 he was appointed VP Consumer Connections for USA. In 2017, he was appointed Global Marketing VP of Insights, Innovation and Consumer Connections and held such role until 31 December 2018 when he became Chief Non-Alcohol Officer until August 2020.



Nick Caton, Chief BEES Officer, AB InBev

Nick Caton is AB InBev's Chief BEES Officer. Appointed in April 2022, Caton has been with AB InBev for over 10 years, most recently as Chief Financial Officer for Anheuser-Busch.

Born in 1982, he is a U.S. citizen and received a bachelor's degree in mathematics from Stanford University and a law degree from Yale Law School. During his time at the company, Caton has held roles in finance, technology and sales in the North America Zone, Asia-Pacific Zone, BEES, and GHQ. Prior to Anheuser-Busch, Caton was with McKinsey and with Skadden Arps LLP.



Marcel Marcondes, Chief Marketing Officer, AB InBev

Marcel Marcondes is AB InBev's Chief Marketing Officer. Appointed in April 2022, Marcondes has been with the company since 2005, most recently as Global President, Beyond Beer. Born in 1975, he is a Brazilian citizen and holds master's degree in business administration from the Business School São Paulo.

From 2017 to 2021, Marcondes was the Chief Marketing Officer at Anheuser-Busch, where he led the marketing strategy for a broad portfolio of some of the world's largest beer brands. Marcondes sits on the Board of the Association of National Advertisers (ANA) and is a member of the Cannes Lions CMO Growth Council. He

also sits on Adweek's Diversity & Inclusion Council and leads Anheuser-Busch's partnerships with AIMM's #SeeHer and #SeeAll to promote multicultural marketing.

Before joining AB InBev, Marcondes spent seven years in brand management at Unilever.



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Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). As a company, we dream big to create a future with more cheers. We are always looking to serve up new ways to meet life's moments, move our industry forward and make a meaningful impact in the world. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest ingredients. Our diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck's®, Hoegaarden®, Leffe® and Michelob ULTRA®; and local champions such as Aguila®, Antarctica®, Bud Light®, Brahma®, Cass®, Castle®, Castle Lite®, Cristal®, Harbin®, Jupiler®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 169,000 colleagues based in nearly 50 countries worldwide. For 2021, AB InBev's reported revenue was 54.4 billion USD (excluding JVs and associates).

Forward-Looking Statements

This release contains "forward-looking statements". These statements are based on the current expectations and views of future events and developments of the management of AB InBev and are naturally subject to uncertainty and changes in circumstances. The forward-looking statements contained in this release include statements other than historical facts and include statements typically containing words such as "will", "may", "should", "believe", "intends", "expects", "anticipates", "targets", "estimates", "likely", "foresees", "preparing" and words of similar import. All statements other than statements of historical facts are forward-looking statements. You should not place undue reliance on these forward-looking statements, which reflect the current views of the management of AB InBev, are subject to numerous risks and uncertainties about AB InBev and are dependent on many factors, some of which are outside of AB InBev's control. There are important factors, risks and uncertainties that could cause actual outcomes and results to be materially different and the risks and uncertainties relating to AB InBev described under Item 3.D of AB InBev's Annual Report on Form 20-F ("Form 20-F") filed with the US Securities and Exchange Commission ("SEC") on 18 March 2022. Other unknown or unpredictable factors could cause actual results to differ materially from those in the forward-looking statements.

The forward-looking statements should be read in conjunction with the other cautionary statements that are included elsewhere, including AB InBev's most recent Form 20-F and other reports furnished on Form 6-K, and any other documents that AB InBev has made public. Any forward-looking statements made in this communication are qualified in their entirety by these cautionary statements and there can be no assurance that the actual results or developments anticipated by AB InBev will be realized or, even if substantially realized, that they will have the expected consequences to, or effects on, AB InBev or its business or operations. Except as required by law, AB InBev undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.