Connection with Strategy: Super Premium as a trendy need for Chinese consumers

**Dream: #1 in Asia**

- **Pillar**: Brands Bonding with Consumers & Trade Up
- **Expansion**
- **Maximize Strongholds**
- **Sales Machine**
- **Disruptive Growth**
- **Operational Efficiency**
- **Better World**
- **People Pipeline**
<table>
<thead>
<tr>
<th><strong>Name</strong></th>
<th>Bruno Carreira Cosentino</th>
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</thead>
<tbody>
<tr>
<td><strong>Education</strong></td>
<td>Business Bachelor, SP Business School MBA</td>
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<td><strong>Hire date</strong></td>
<td>01/03/1997</td>
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<td><strong>Working Location</strong></td>
<td>Shanghai HQ, APAC</td>
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<td><strong>Position</strong></td>
<td>Super Premium BU head</td>
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<td><strong>Career Path</strong></td>
<td>Sales Manager - Brazil</td>
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<td>Trade Marketing Manager - Brazil</td>
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<td>Bohemia National Marketing Manager - Brazil</td>
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<td>Andean Marketing Head - Hila</td>
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<td>Soft Drinks Marketing Director - Brazil</td>
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<td>Brahma/Antarctica Marketing Director - Brazil</td>
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Urban Centers Growth

- Consistently strong growth of urbanization
- Over 90 million Chinese tourists traveled overseas, and are becoming more & more familiar with urban trends
- There are more than 78 cities around the world with more than 5MM citizens and a sizeable number of these cities are in China

Interest in Brands with Authenticity and Origin

- Consumers are looking for brands with authenticity and origin
- AB InBev has a strong portfolio of brands with deep heritage and stories (e.g. Stella Artois, with over 600 years of brewing expertise)

New Channel Opportunities

- New channel opportunities for ABI such as western restaurants, bars, and 4-5* hotels
- Increasing trend for in-home consumption
- E-Commerce growing at 40%+ in China, 200%+ in beer category. China is the largest e-commerce market in the world with est. $450B USD annual revenue
Consumer trade-up trend is driving Super Premium growth ahead of the average. Segment has 9x gross margins vs. core & value segment.
Urban Centers: a concentration trend that is leading to premiumization and a new operational approach

Focus Urban Center - City Selection Criteria

<table>
<thead>
<tr>
<th>BU</th>
<th>City</th>
<th>GDP 2014 (USD Bn)</th>
<th>Population 2014 ('000s)</th>
<th>Selection Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>SH</td>
<td>Shanghai</td>
<td>384</td>
<td>24,257</td>
<td>Largest population</td>
</tr>
<tr>
<td>BUS</td>
<td>Guangzhou</td>
<td>272</td>
<td>14,080</td>
<td>Key national transportation hub</td>
</tr>
<tr>
<td>BUS</td>
<td>Shenzhen</td>
<td>258</td>
<td>10,630*</td>
<td>China's most successful Special Economic Zone</td>
</tr>
<tr>
<td>BUN</td>
<td>Beijing</td>
<td>347</td>
<td>21,516</td>
<td>Capital of China, second most populous city</td>
</tr>
<tr>
<td>BUW</td>
<td>Chengdu</td>
<td>164</td>
<td>14,048**</td>
<td>Capital of Sichuan province, and one of the most important economic centers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>in western China</td>
</tr>
<tr>
<td>BUS</td>
<td>Hong Kong</td>
<td>310</td>
<td>7,235</td>
<td>Westernized, trend setting and influential city for China.</td>
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</tbody>
</table>

* 2013 population data available
** 2010 population data available

Urban Center of Excellence Key Focus

- Market Knowledge and Insights
- Super Premium Sales Team
- RTM / Distribution
- Awareness / Trade Activation
- Lead and Shape the Off Trade

Urban Centers: a concentration trend that is leading to premiumization and a new operational approach
Super Premium: small today but huge opportunity driven by trade-up trend and globalization

**Focus Brands**
- Focus brands to target new channel opportunities and occasions

**Route to Market**
- Dedicated sales team
- Wholesalers focused on new channels and opportunities

**Digital / Social Media**
- Targeted e-commerce, digital media, social media to drive awareness and engagement
Super Premium: Unparalleled portfolio
Corona has a unique approach by bringing the beach spirit to consumer’s lives
Super Premium: Unparalleled portfolio
We are building Corona from the western bars, with connection to the brand promise

**On-trade Activation**
Beach experience to activate main hot spots in on-trade POC’s

**PREFERRED AREA**
- Bar
- Entrance
- Bottle display
- VIP area

**ALTERNATIVE AREA**
- Stage
- Chandelier
- Bottle deco
- Logo light
- Outdoor area
- Image wall
- Outdoor wall
- Wall
Super Premium: Unparalleled portfolio

In the off-trade channels we are bringing beach atmosphere to the POC

**Off-trade Activation**

Beach experience throughout the shopper journey

**Convenience Store**

An additional off-trade channel opportunity
Super Premium: Unparalleled portfolio
In Home occasion will also be supported by e-commerce, which is also a brand building channel

**E-commerce channels:**
Presence in all main plays in E-commerce in China (Tmall, Yihaodian, JD) with more than 10MM consumer reach. E-commerce today is one of the main channels for total Corona sales in China.
Super Premium: Unparalleled portfolio
Corona consistency through a unique brand building consumer experience, the Sunset Platform
Super Premium: Unparalleled portfolio

Stella Artois as an icon of sophistication, reshaping the category
Super Premium: Unparalleled portfolio
Hoegaarden is a refreshing beer with strong heritage and pairs well with spicy food
Clear Execution Guidelines: Where, How and When to play this game

**Where to play:**
Clear channel guidelines

- Clear premium execution guidelines, focused on restaurant, bar, hotel channels
- Branding focused on Corona, Stella Artois, and Hoegaarden

**How to play:**
POC Execution Standards

- **Trade Program**
  - Western Channel Trade Program focused on key levers

- **Flagship Stores**
  - Focused on key influential POCs with outdoor spaces for Corona

**Unique Consumer Experiences**

- Building Corona through strong experiences by bringing the “Spirit of the Beach” to consumers throughout China
### Looking Forward Opportunities

**3 exploration territories**

<table>
<thead>
<tr>
<th>Franchise Stores</th>
<th>Branded Stores</th>
<th>New SKUs</th>
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<tbody>
<tr>
<td><img src="image1" alt="Franchise Store Images" /></td>
<td><img src="image2" alt="Branded Store Images" /></td>
<td><img src="image3" alt="New SKUs Images" /></td>
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- **Franchise Stores**: Study new distribution models that also build brand.
- **Branded Stores**: Brand building on-trade channel and cultivating Food & Savor platform.
- **New SKUs**: Continue to introduce new products to address consumer needs.
Topline Result
High double digit growth in main KPI’s gaining relevance as % of NR growth.
Executive Summary: Positive initial results in growing market, leveraging ABI capabilities and brand portfolio
Thank You