Market Visit Recap
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China President
## SALES STRATEGIC OPPORTUNITIES

### Key Accounts
- The Modern Trade 2015 plan
- E-Commerce

### Western Channels and Super Premium Portfolio
- Urban Center Project
- Corona
- Stella
- Hoegaarden

### Chinese Premium Restaurants
- Bud Supreme Updates
- Trade Program Supreme Circle

### KTVs
- Trade Program “UP”
- Innovation: Shaping the industry through KTV 2.0

### Image in Night Life
- Bud MADE for MUSIC (EDM in Clubs)

### LDA Chinese Restaurants
- Impacts of Government Measures
- Action Plan
- Innovation: Mixxtail by Budweiser

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### Chinese Premium Restaurants
- Supreme Circle Loyalty Program
- Guandong TV coop
- Budweiser Supreme

### KTVs
- X-KTV project
- Yetian app

### Image in Night Life
- Vibe Club Tour
- Top Vibe Clubs of Asia
- MADE for MUSIC campaign

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### Key Accounts
- Star CVS
- Quality Shelf

### Western Channels and Super Premium Portfolio
- Corona Sunsets
- Signature Trade Program

### Chinese Premium Restaurants
- Bud Supreme

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### LDA Chinese Restaurants
- YiQi Hapi Campaign
- Hapiwifi
- DaMaDang 2.0

### Image in Night Life
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- Top Vibe Clubs of Asia
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### Image in Night Life
- Bud MADE for MUSIC (EDM in Clubs)
You saw Budweiser brand positioning coming to life...

We are set to own MUSIC, own nightlife!

Tiësto
世界顶尖DJ

百威，敬真我
释放真我节拍，世界为你喝彩！
...also Harbin execution supporting the YiQiHaPi campaign.

*Harbin to become the youngest and most irreverent brand*
Imported Super Premium as a big bet for the future.

We have the “must have” brands and we see our portfolio as a competitive advantage.
We bring our Brand campaigns to life in the POCs
49% of our Sales & Mkt investments are in Trade activation
Point-of-Connection **experience**, not only execution...
In the backstage...

...Process & People