Q-pack & PET

Erik Frimout
At the heart of everything we do........
Central in the Interbrew’s Values: Consumers come first
Consumers come First

Consumers are at the heart of everything we do.

We uncover and activate superior consumer insights and partner with our customers to build enduring brands.
Our consumer looks for convenient packaging …

Returnable packaging
- Breakable
- Once open, always open
- Bottle property of brewery
- Glass is heavy
- Adequate sizing

One way packaging
- Unbreakable
- Reclosable
- No deposit
- Light weight
- Fixed sizes

… provided that taste and quality are according expectations
Normal PET offers needed convenience, yet not the desired shelf life:

- CO₂ escapes
- Oxygen attacks
- Flexible molecules
- Closure leaks
- CO₂

Taste changes can appear after 2 weeks:
- Outflow of CO₂ => less sparkling/fizzyness
- Inflow of oxygen => oxidations alters taste
Monolayer barrier enhanced solution

Normal PET

OUTSIDE THE BOTTLE

O₂

CO₂

INSIDE THE BOTTLE

2 year exclusivity by country

by country

THE WORLD'S LOCAL BREWER®
Quality evolution over time

Day 1

Quality at filling

2 >= 6 weeks

Regular PET

Acceptable limit for good taste, CO2 & Micro, phys-chem

Day 90

3 months guaranteed
Customers appreciate PET, yet even more

- One way packaging => no hassle with empties
- Unbreakable => less losses
- No deposit => less capital intensive
- Light weight => more delivery capacity
- No crates => higher logistic efficiencies

⇒ Higher margins & profit
⇒ Longer shelf life
Consumers pay 20 to 30% more for beer bottled in returnable glass than beer bottled in returnable glass.
Full range of adequate sizes in 1 copyrighted shape

250 ml
200 ml
150 ml
100 ml
75 ml
66 ml
50 ml
Multipacks: full color branding with handle
Labels explaining unique protection
Strong POS materials, communicating key benefits

- Shelf-talker
- Neck-hanger
- Sticker
- Wobler
featured in coolers & racks
And on hanging display racks
Featured on mega displays
PET Segment share of total beermarket:

2001: 0,8% -> 2003: 6,1%

Increase of sales 2003 vs. 2001:

Segment volume: x8
Interbrew volume: x12
The last 2 years, PET & Qpack sales drove 75% of the growth of total ITW CE volume.

2003 vs. 2001

Total ITW CE volume: + 590,000 HI

Of which PET/Qpack: + 444,000 HI (=75%)
And we are only at the start of a journey valued by our consumers, when comparing with softdrinks:

- Adequate sizings
- Specific shapes
- Colours
- Transparancy
- Promotional offers
- Multipack’s
- Etc.
“German Institute guarantee”
Qpack TVC Czech Republic
Global brands

Erik Frimout
The consumer recognizes different segments above core lager

<table>
<thead>
<tr>
<th>Segmentation</th>
<th>Price ranges</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>International specialty beers</td>
<td>&gt; 180</td>
<td>1</td>
</tr>
<tr>
<td>Super premium beers</td>
<td>&gt; 130</td>
<td>4</td>
</tr>
<tr>
<td>Premium beers</td>
<td>110 &lt;= 130</td>
<td>4</td>
</tr>
<tr>
<td>Core lagers</td>
<td>90 &lt;= 110</td>
<td>70</td>
</tr>
<tr>
<td>Value lagers</td>
<td>75 &lt;= 90</td>
<td>7</td>
</tr>
<tr>
<td>Price lagers</td>
<td>&lt; 75</td>
<td>4</td>
</tr>
</tbody>
</table>

(exceptions for certain markets)
INTB exploits fully its portfolio answering different needs

Sophisticated Super Premium European Lager

Germany’s N° 1 exported beer
Stella Artois & Beck’s are complementary brand personalities
bottles
Stella Artois TVC flowers Croatia
Stella Artois TVC Monet Hungary
TVC Beck’s Romania

Each drop from this bottle of Beck’s is:
A) Obtained only from natural ingredients
B) Produced with German precision
C) Extra round for full of flavor
<table>
<thead>
<tr>
<th>Country</th>
<th>Stella Artois</th>
<th>Beck's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bosnia</td>
<td>1998</td>
<td>2004</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>1998</td>
<td>2004</td>
</tr>
<tr>
<td>Croatia</td>
<td>1996</td>
<td>2004</td>
</tr>
<tr>
<td>Czech R</td>
<td>2000</td>
<td>TBD</td>
</tr>
<tr>
<td>Hungary</td>
<td>1994</td>
<td>2004</td>
</tr>
<tr>
<td>Romania</td>
<td>1996</td>
<td>2003</td>
</tr>
<tr>
<td>Serbia/Mngro</td>
<td>1997</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Beck’s & S.A. volumes total CE (moving annual total)
Romania 2003: Beck’s on top of Stella Artois

- Stella Artois
- Beck’s +15%
Hoegaarden, Leffe, Belle Vue

- Segments still “underdeveloped” compared to Western Europe
- INTB specialty brands have over 50% segment/share
- Early entry guarantees advantage in the mid/long term