St. Louis Investor Conference

Global Brands: Budweiser & Stella Artois

Frank Abenante, Global VP Brands

June 2nd, 2010

Saint Louis, MO

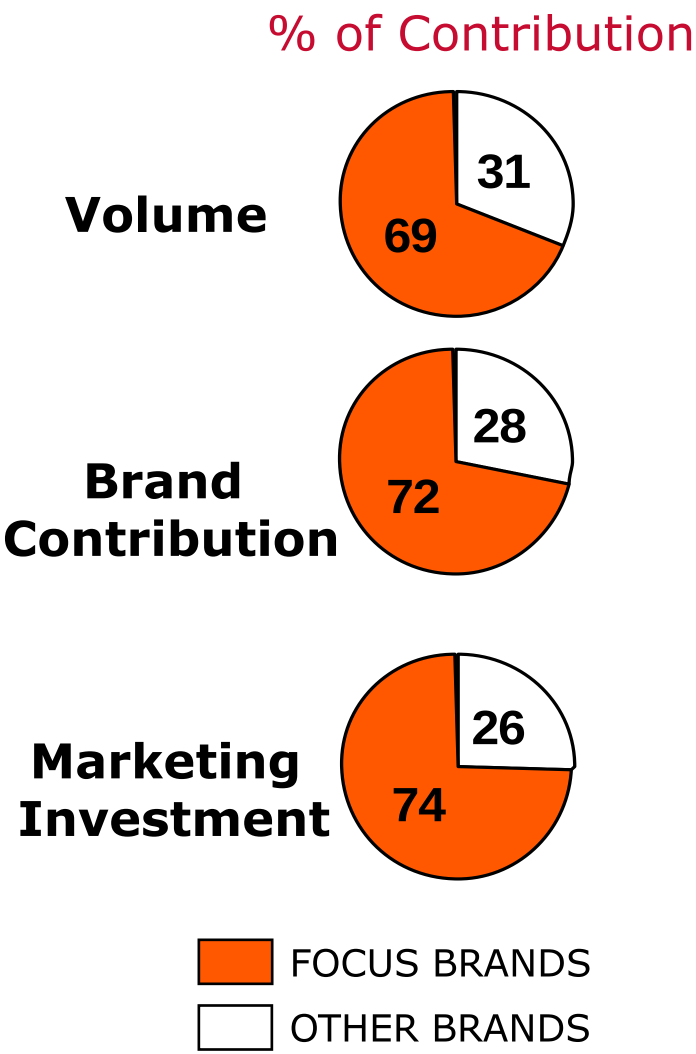
Agenda

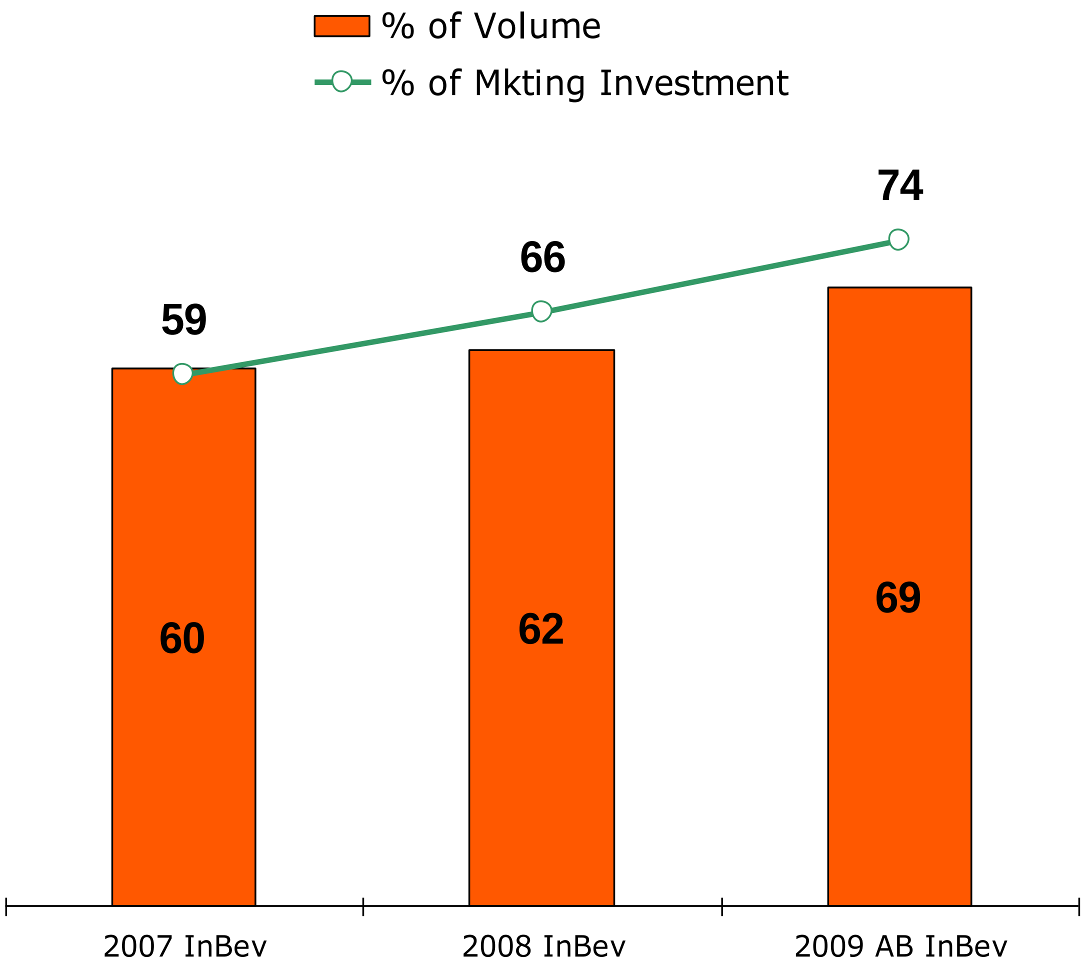
Focus Brands contribution

Two of our Global Brands at a glance

Focus Brands

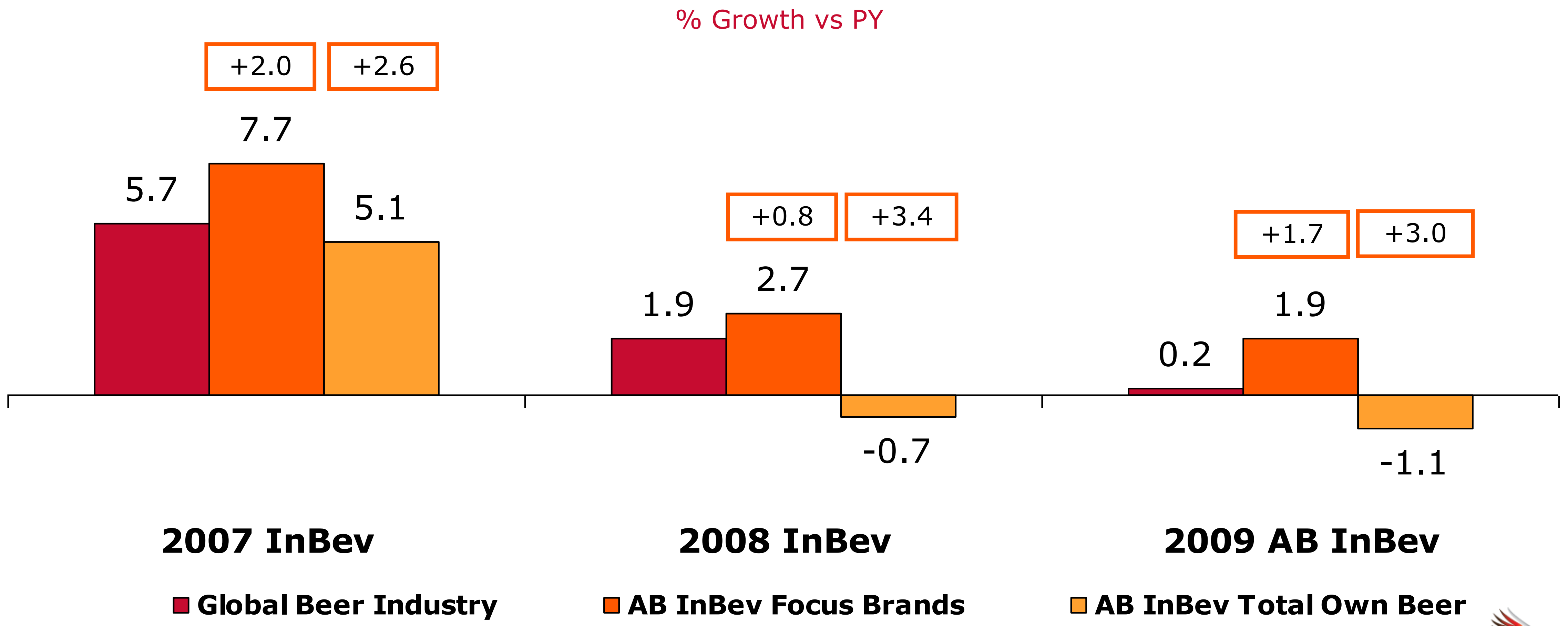
The Center of our Attention …





Focus Brands

………and a reliable Growth Engine, irrespective of Industry Trends



AB InBev

Source: Industry: Platologic and Company data

2 of our Global Brands at a Glance

The Stella Artois Global Dream

To be recognized by
the affluent consumer as
The Superior Premium
Beer in the World.

Brand Manifesto

Being the **symbol of perfection**, we strive for the endorsement of the most discerning and educated consumers around the world.

Through our **640 years of devotion** we are the symbol of **Belgian brewing heritage and craftsmanship**. Stella Artois is the **quintessential premium beer** in the World.

We aim to be the **Gold Standard of Lager excellence** in both the product and experience.

We are **pioneers** in everything we do. Breaking new ground in how we communicate and create enduring bonds with our consumers.

Intelligence, passion, substance and care is what made us great. We are recognized as being a true **authority** in the world of beer.

The Strategy

- Keep strengthening "Quest for Genuine Worth" Global Positioning
- Evolve Global Creative Idea
  - Globally relevant, customized locally
- Chalice – from a brand symbol to an Icon
- Single-minded Geographic strategy
- Drive Global Line Extensions where relevant
- Few, big Platforms
  - World Draught Master
  - Film

Geographic Strategy

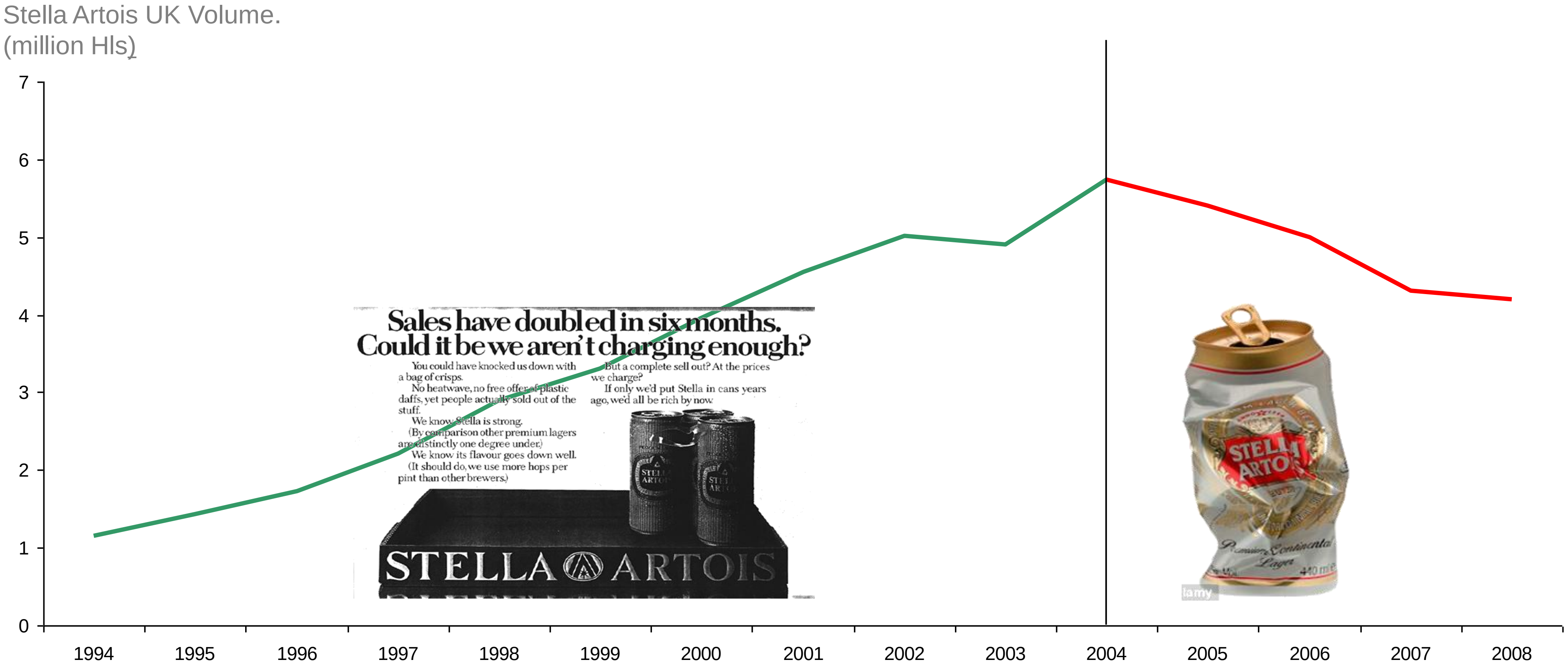
Country	Strategic Focus
UNITED KINGDOM	**Keep momentum**
UNITED STATES	**Unleash potential** in the largest premium beer market in the world
CANADA	**Re-ignite growth**
ARGENTINA	**Keep momentum**
RUSSIA UKRAINE	**Defend position**
	**Drive global presence** in key international cities

Stella Artois Recovery in the UK

Rising Star for 20 Years, falls From the Sky in 4

- Volume x 5 in 10 years
- Iconic, award winning advertising.
- “Reassuringly Expensive”

- 25% of volume lost
- Lost connection with consumer.



A long term commitment to drive re-appraisal started with "back to basics"

FROM

TO

A long term commitment to drive re-appraisal started with "back to basics"

FROM

TO

We Evolved the Look Globally.....

FROM

……..Implementing First in the UK

TO

Our winning Creative Idea had to evolve; "Reassuringly Expensive" had run its course

FROM

We Changed the Tone….

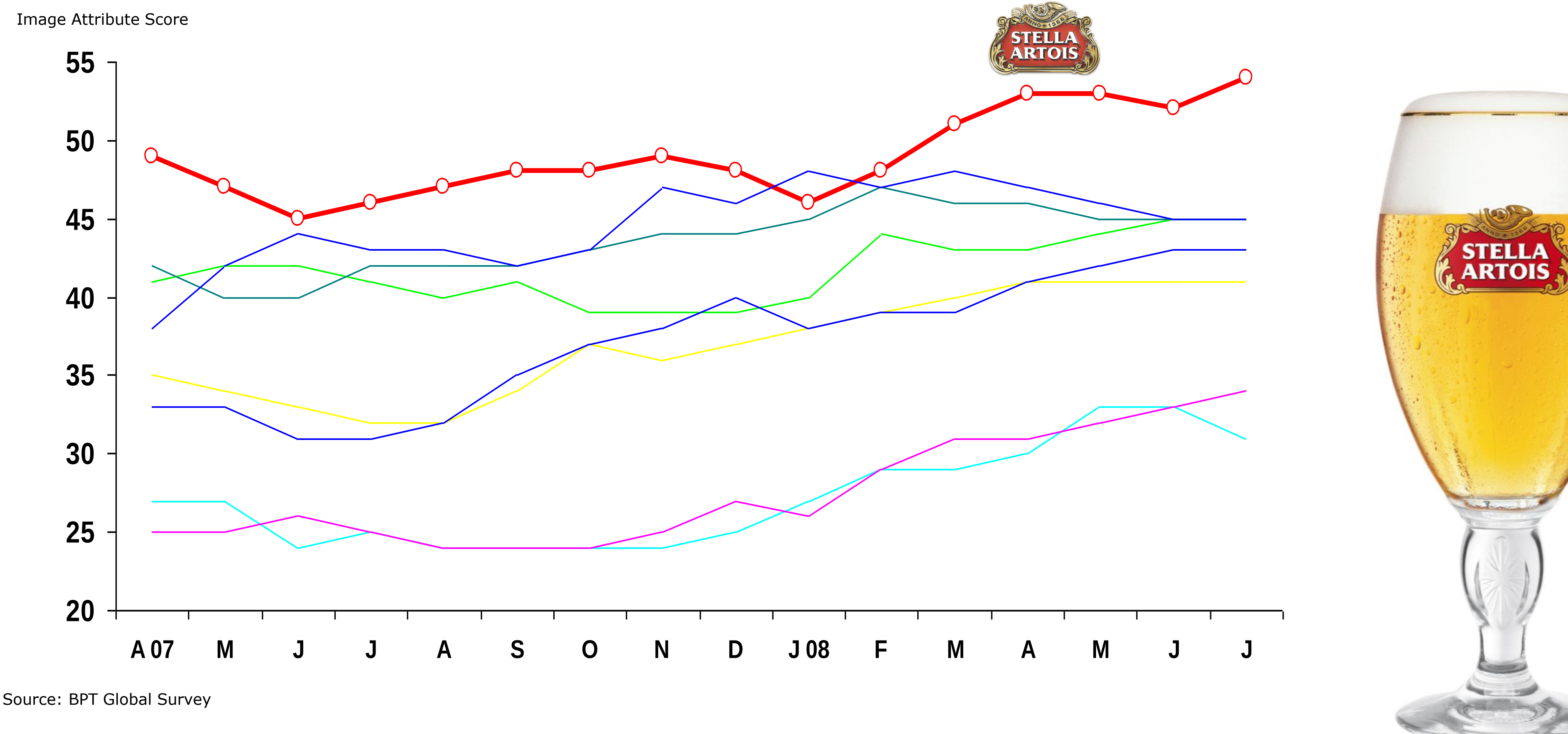
We also Tackled some Myths....

.....Without Losing the Wit

.....Without Losing the Wit

…building on our strengths…….

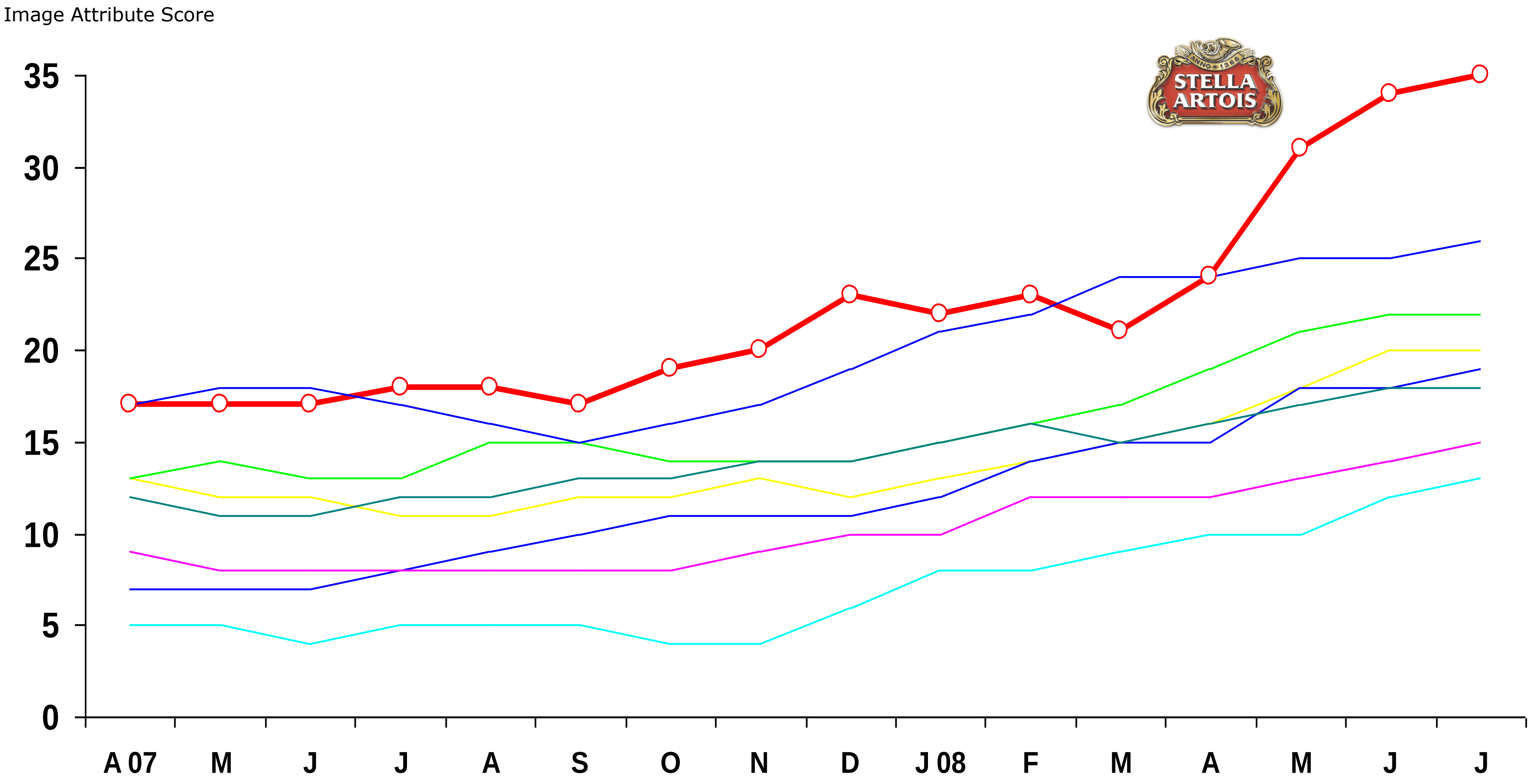
"It's a Brand Worth Paying more for"



Source: BPT Global Survey

...building on our strengths.......

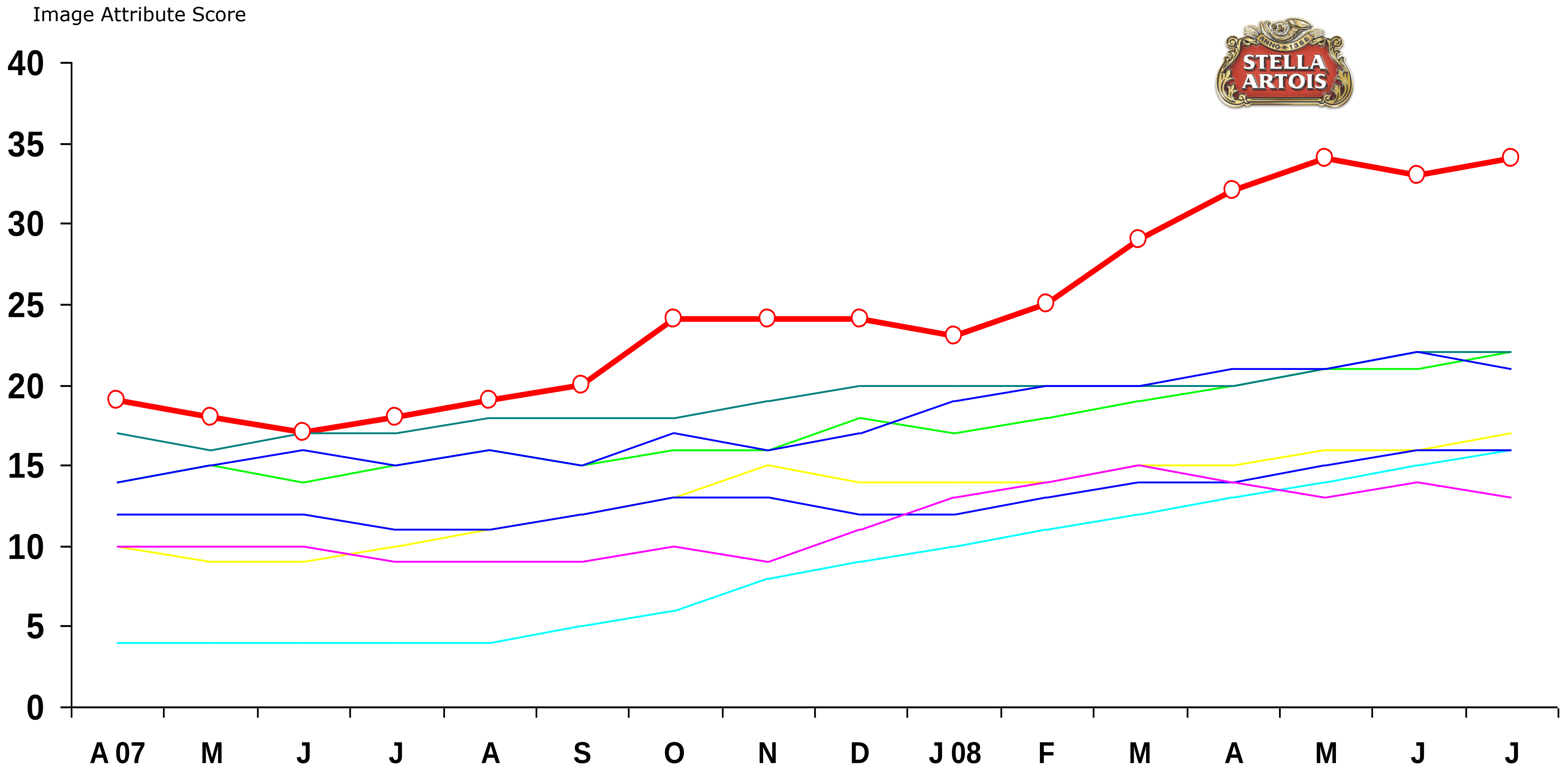
"It's a High Quality Brand"



Source: BPT Global Survey

...building on our strengths.......

<u>**"It's a Sophisticated Brand"**</u>



Source: BPT Global Survey

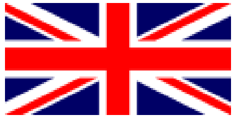
.....with a strong PR Plan,


THE GROCER 21.6.08

the big interview

ACCENTUATE THE POSITIVE

InBev's ebullient new boss, Stuart MacFarlane, talks to Robyn Lewis about his plans to transform the brewer

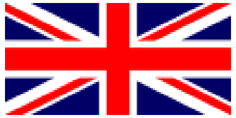


We Innovated

Stella Artois 4

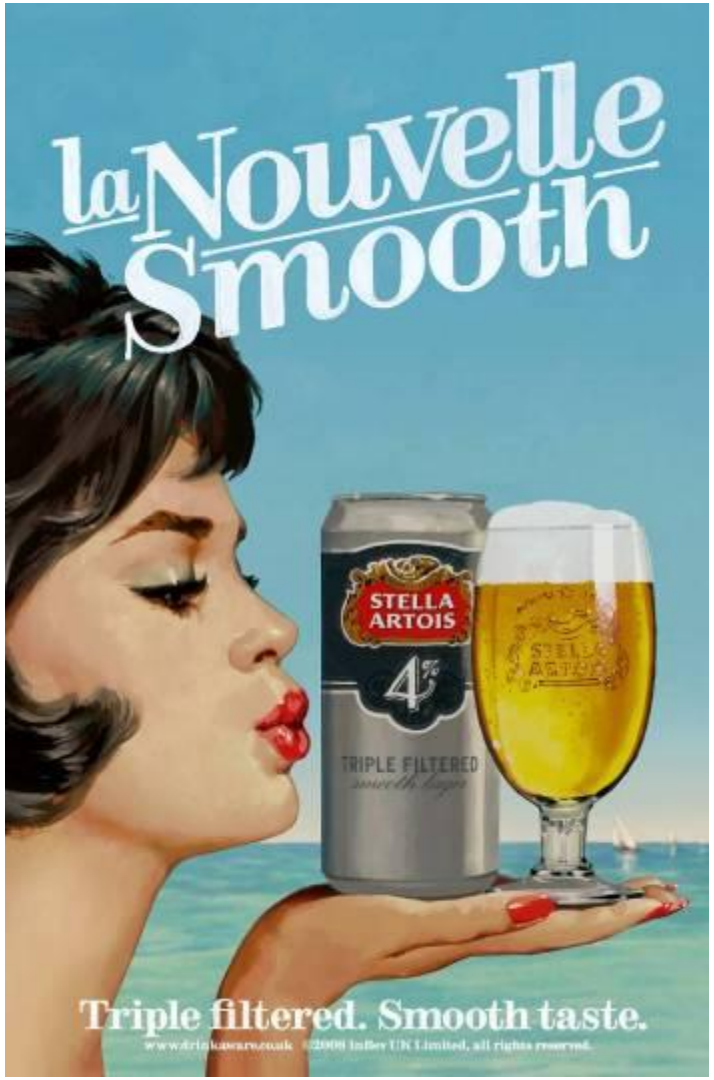
Smoother, easy to drink Stella Artois flavor experience
Tripled Filtered smooth outcome

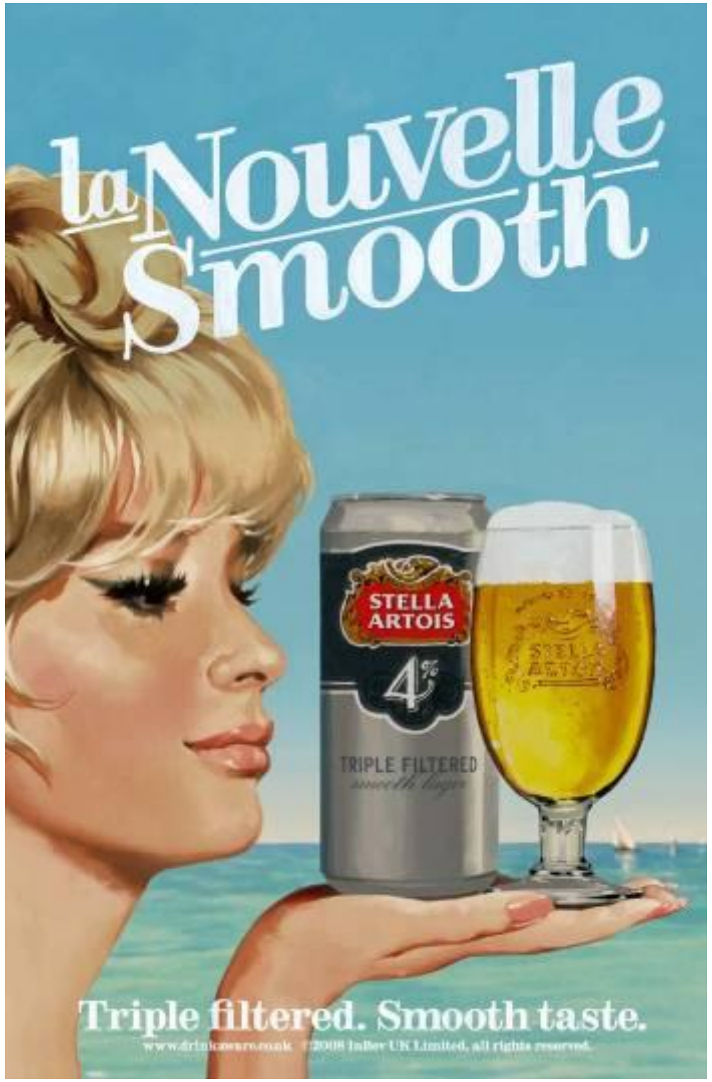
Stella Artois 4% - Activation Launch Campaign



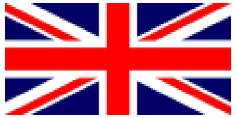
Stella Artois 4% - Activation

Print & Out-of-Home





Stella Artois 4% - Activation



Print & Out-of-Home

ECO Program Activation

Every time you buy this pack, we grow a hedge in the British countryside

THE TREE COUNCIL

ECO Program Activation
Recyclage De Luxe

Our cans are made with 80% recycled aluminium

Our bottles are made with 75% recycled glass

Stella Artois Hedge Fund promo - 370,000 new hedges planted in UK countryside 2009

Hedge Fund Locations – UK Midlands & South

THE TREE COUNCIL

We Keep Innovating in 2010

Stella Artois Christmas Program

1926

2010

Stella Artois was first brewed in Belgium for the festive season in 1926, when it was launched on the market as Christmas beer with a bright colour.

Christened “Stella, after the Christmas star that adorned the bottles, and Artois after Sebastian Artois, the master brewer who founded the company all those centuries ago.

It was so well received that it became available year round.

Stella Artois Christmas Program

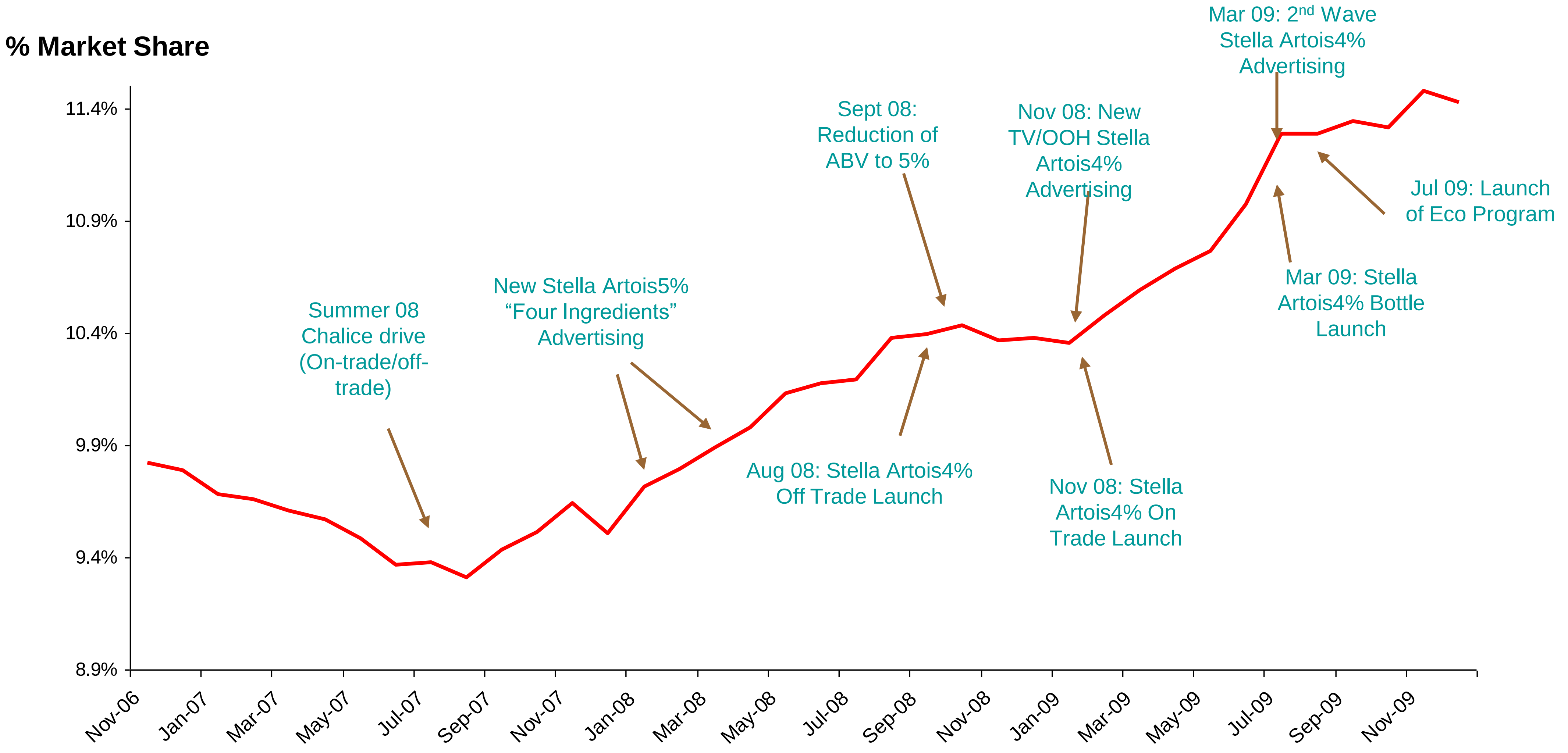
TV

At The POC

OnLine

We Also Innovated in Mobile

Results:
Share growth returned after 5 years of consecutive decline



Source:
SVS, including LBS. Total Trade Rolling MAT

Results:
The press came back to praise Stella Artois in 2009

The Sun

A STELLA RESULT

RETAIL EXPRESS 18.11.08-1.12.08

SMOOTHLY DOES IT FOR STELLA 4%

Lindsay Sharman

STELLA ARTOIS is back on TV with a new advertis-ing campaign set in the Riviera. The campaign has been designed to convey the idea of "smoothness".

The campaign, which launched during coverage of the UEFA Champions League games on

ALCOHOL

MarketingWeek

Public backs Stella Artois eco-friendly repositioning

The eco-friendly positioning also had a positive effect on its "Corporate" rating, which climbed four points in the week following the campaign's launch.

"So, Stella, please please, please continue with your 'Hedge Fund'"

http://oldermanse.wordpress.com/

thePublican
LICENSEES' CHOICE 2009
Best New Launch
GOLD

Best on-trade launch 2009, The Publican, Aug

"a clever move for the brand"

http://community.brandrepublic.com/blogs/gemmacharlesgreenblog/archive/2009/08/07/a-stella-r-idea

New Iconic Can

Available in the US Q4 2010

We are determined to underline our Point of Difference

The standard Draught Experience

The Stella Artois Draught Experience

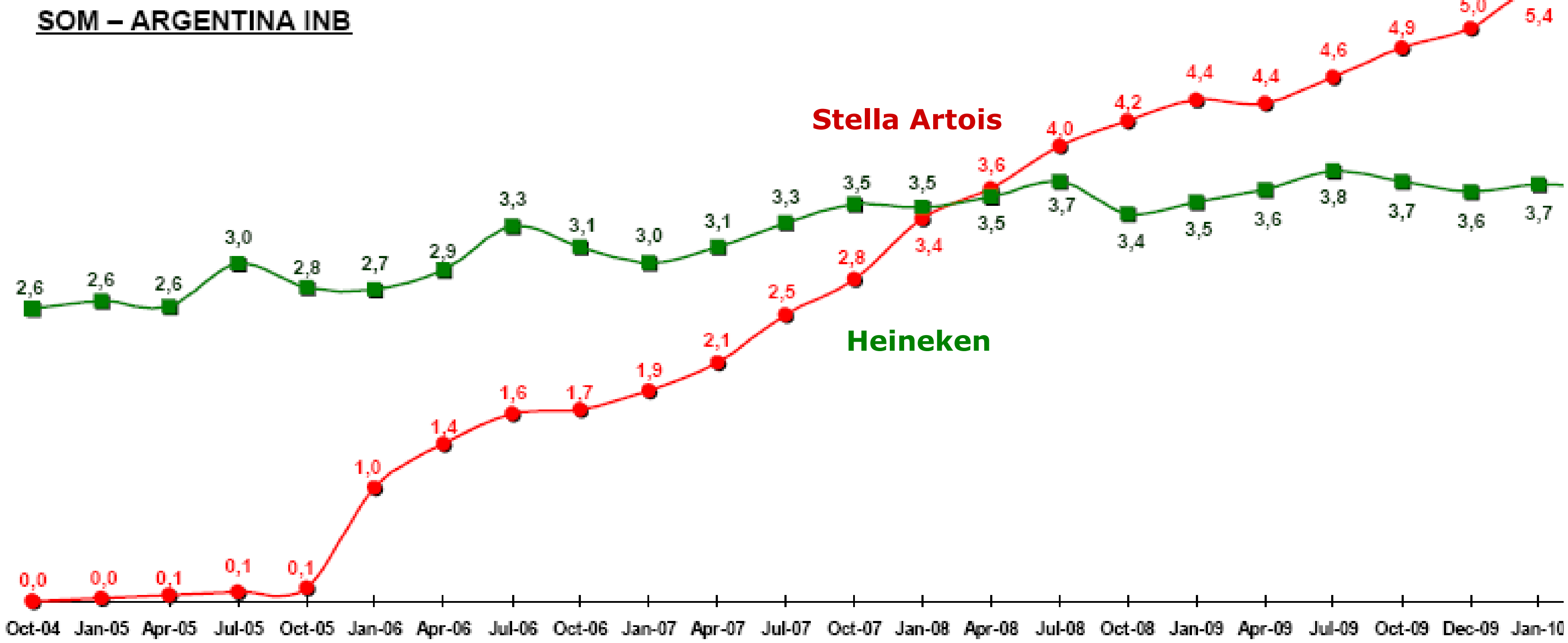
A perfectly poured and preciously presented Stella Artois


THE RITUAL


STELLA
ARTOIS

Another example of Sustained Brand Building

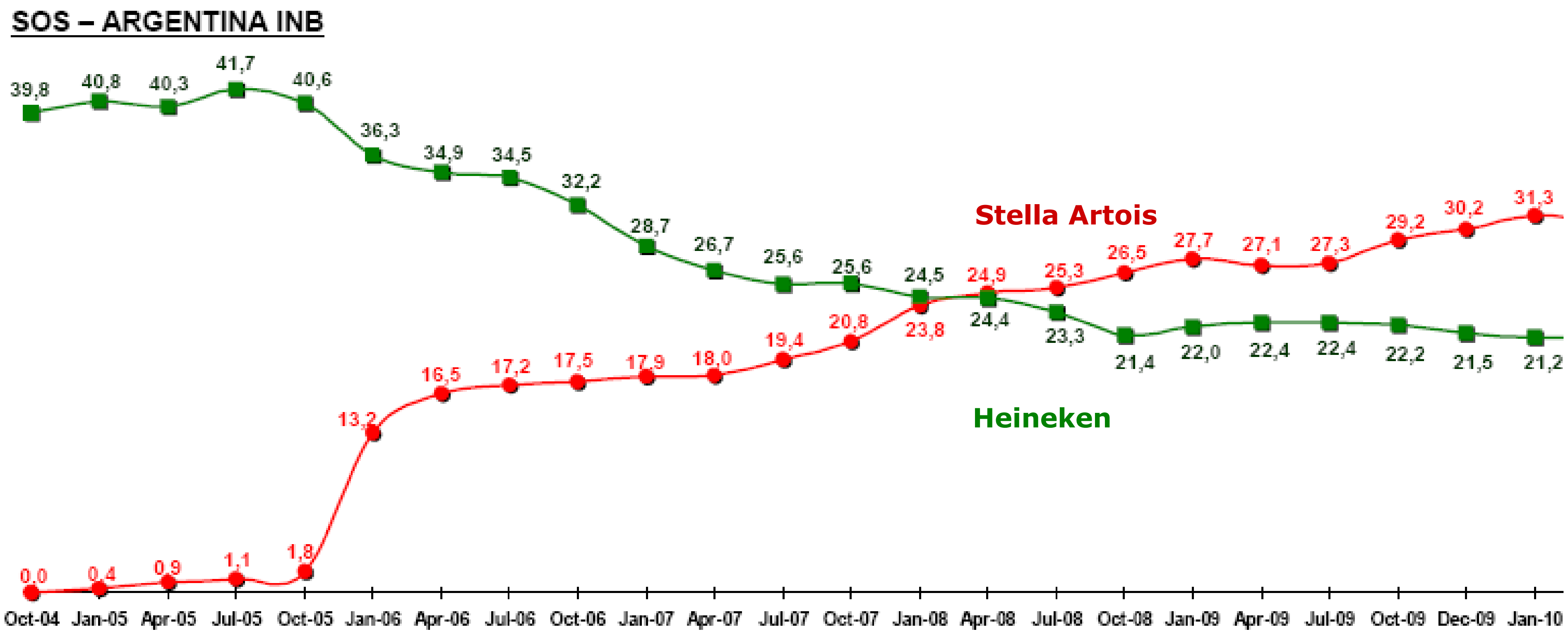
Surpassing Heineken as Premium Leading brand,
In the market.........



Source:: Niielsen

Another example of Sustained Brand Building

…..AND in the segment



Source: Nielsen


ANNO 1366
STELLA
ARTOIS
She is a Thing of Beauty

“Iconic” Print / Posters

TV ads


She
IS A THING
OF BEAUTY


STELLA
ARTOIS
She IS
A THING
OF BEAUTY


STELLA
ARTOIS

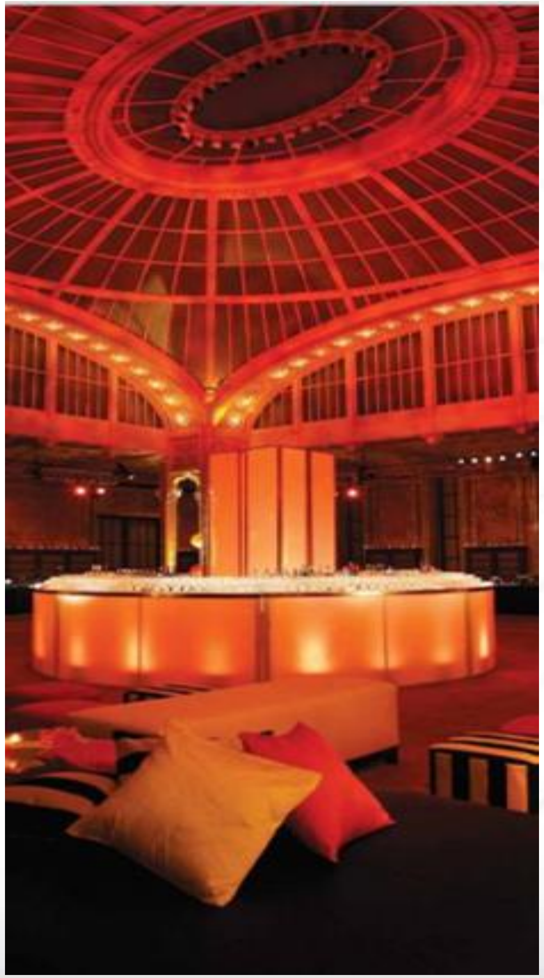
STELLA ARTOIS

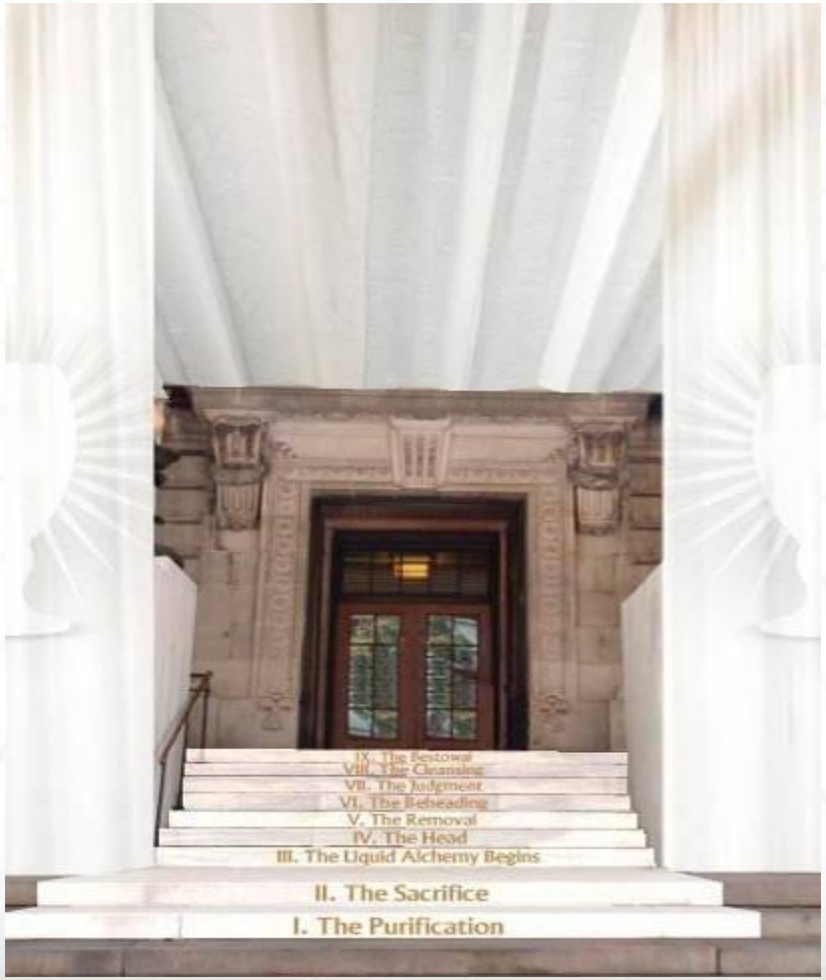
WORLD DRAUGHT MASTER

STELLA ARTOIS
WORLD DRAUGHT MASTER

A great event in an inspiring venue
New York Public Library

A great event in an inspiring venue





A great event in an inspiring venue

STELLA ARTOIS

WORLD DRAUGHT MASTERS

LONDON
28 OCTOBER 2010

ANNO 1366

STELLA ARTOIS

&

FESTIVAL DE CANNES

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