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Population growth
Sub Saharan Africa
2.5%

Urbanization
Sub Saharan Africa
3%-5%

GDP / CAP
Sub Saharan Africa
3.7%

Source: World bank stats 2017
Drink Responsibly. Not for Sale to Persons Under the Age of 18
Worker Hero

Champion Man
CHAMPION MEN TODAY

SUPERHERO | POWERFUL | PATRIARCHAL | UNTOUCHABLE | INFLUENTIAL | CONFIDENT | TRADITIONAL | ADMIRE | WINNER | STRONG | PERSISTENCE | STATUS

CHAMPION MEN TOMORROW

AUTHENTIC | CONFIDENT | PROGRESSIVE | RESPECTFUL | SUBSTANCE | CHARACTERFUL | COMMITTED | DISCIPLINED | OPEN-MINDED | AMBITIOUS | MODEST | GENUINE | RESPONSIBLE | COURAGEOUS
Growing Middle Class
FLUIDITY
Ubuntu

“I am only a person because of other people”
Budweiser launch in Nigeria
In South Africa the expression of progress is multi-faceted
We have a portfolio that taps into multiple dimensions of progress

<table>
<thead>
<tr>
<th>CONSUMER NEED STATES</th>
<th>AMBITION</th>
<th>SOPHISTICATION</th>
<th>REJUVENATION</th>
<th>DISCERNMENT</th>
<th>INNOVATION</th>
</tr>
</thead>
</table>

We have a portfolio that taps into multiple dimensions of progress.
Afropolitans (LDA - 24)
Authenticity & Purpose
UNLOCK THE FUTURE OF BEER
Authenticity & Purpose
#NO EXCUSE
#NO EXCUSE
46% business in Ghana women owned

According to the recent MasterCard Index of Women’s Entrepreneurship (MIWE) 2018 release.
I AM NO LONGER ACCEPTING THE THINGS I CANNOT CHANGE. I AM CHANGING THE THINGS I CANNOT ACCEPT.
Women who drink beer are a turnoff.

Dineo Ranaka: After such a long day making magic, a cold beer is all that's needed to unwind. #HoldMyBeer

9:24 PM - 07 Mar 18

Dineo Ranaka: After such a long day making magic, a cold beer is all that's needed to unwind. #HoldMyBeer

127 likes · 100 retweets · 1,005 replies
Value Seekers

5
... “If you listen to us and see the way we are, then people will buy and drink your product.”
IT’S EAGLE TIME!
CELEBRATE THE TASTE OF OUR LAND

PROVA A NOVA IMPALA MILHO

O SABOR DAS NOSSAS MACHAMBAS

SÓ 25 MT

E PROIBIDA A VENDA E CONSUMO DE BEBIDAS ALCOÓLICAS A MENORES DE 18 ANOS DE IDADE