



**ABInBev**

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**INVESTOR  
SEMINAR  
2018**





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Certain statements contained in these presentations that are not statements of historical fact constitute forward-looking statements, notwithstanding that such statements are not specifically identified. In addition, certain statements may be contained in the future filings of the Company with the competent securities regulators or other authorities, in press releases, and in oral and written statements made by or with the approval of the Company that are not statements of historical fact and constitute forward-looking statements.

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**ABInBev**

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# MIGUEL PATRICIO

Global Chief  
Marketing Officer



- Born in Lisbon, Portugal
- 20 years in our Company
- Favorite Beer Leffe
- I'm most proud of how AB InBev has evolved to become more consumer-centric



# Content Overview

1

Global Brands

2

Local Brands

3

Consumer  
Connections

**Bringing the Category Expansion Framework to life**  
with our strong portfolio of global and local brands

**Transforming our digital and creative abilities**  
to address evolving consumer trends across  
different markets





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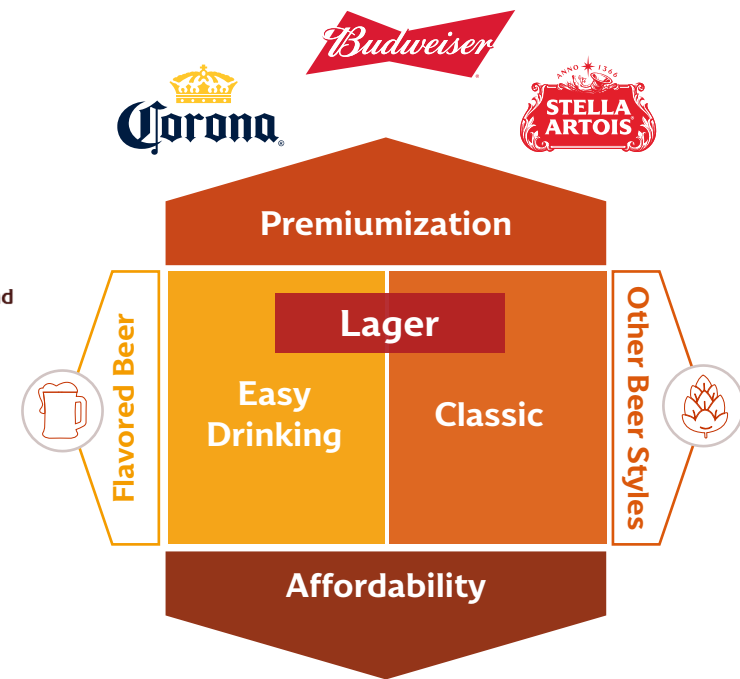
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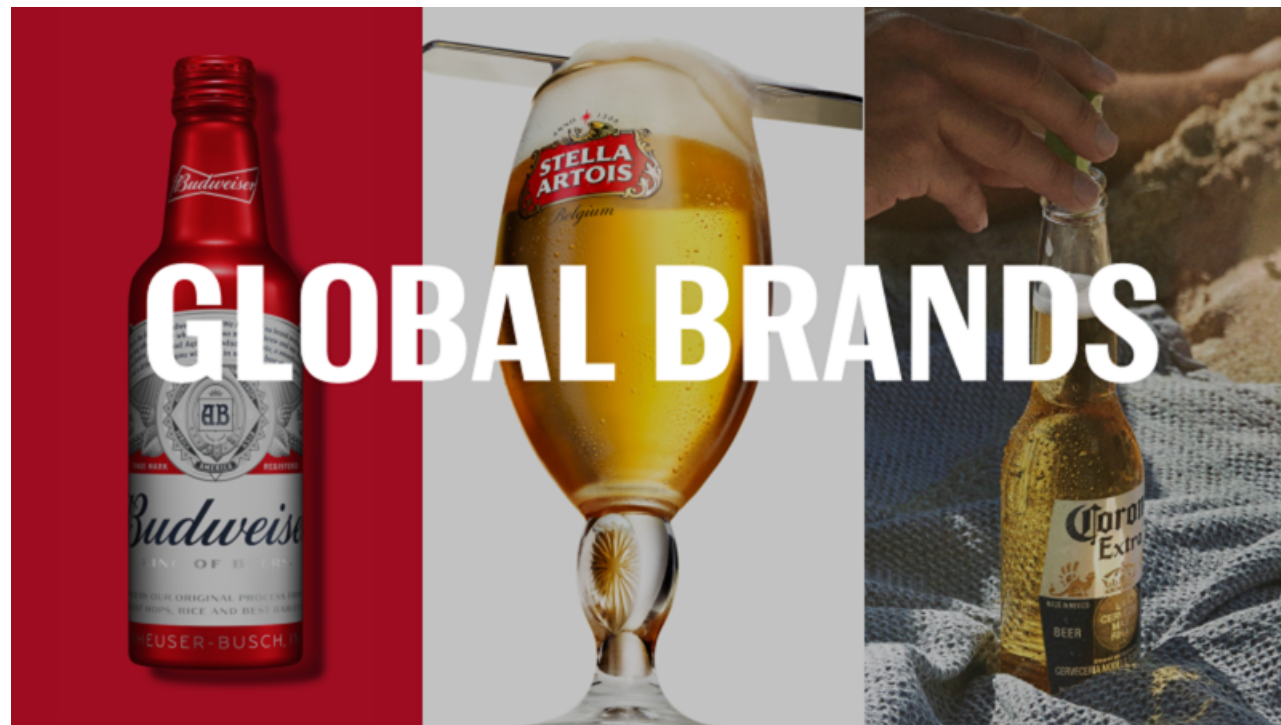
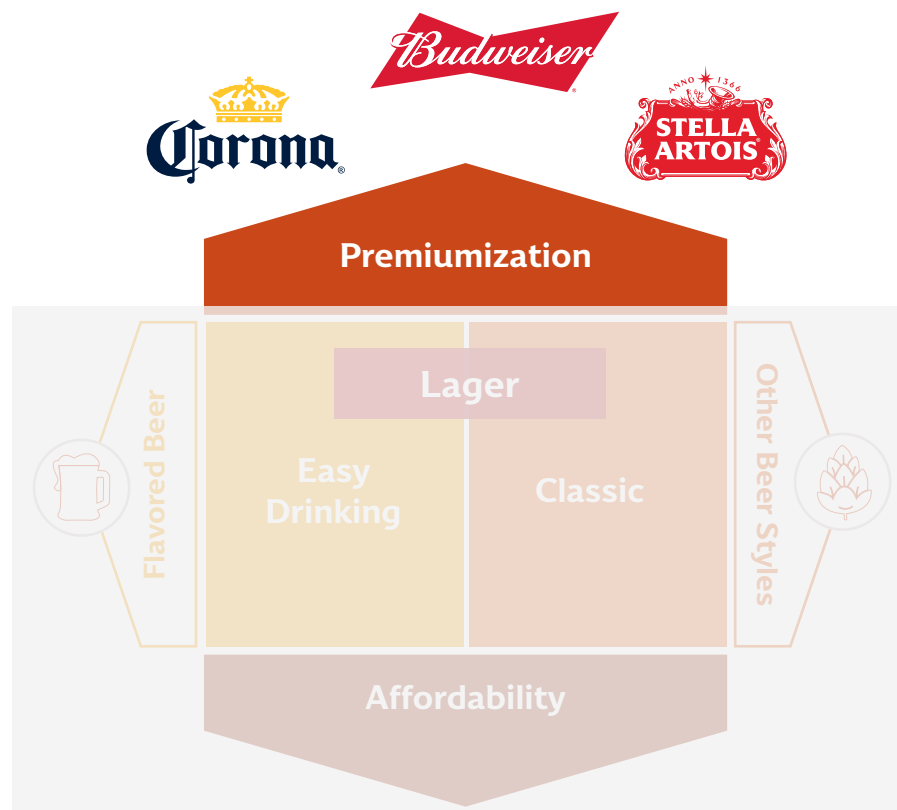
**Transforming our digital and creative abilities**  
to address evolving consumer trends across  
different markets







# Our Global Brand Portfolio expands and premiumizes the category across markets







**STRONG HY18 REVENUE GROWTH**  
**+9.1%**  
**(+14.6% ex-home markets)**





**PREMIUM  
PARTY**



**PREMIUM  
MEAL**



**PREMIUM  
CO-ED SOCIAL**

**PRICE POINT**

**PREMIUM**

**→ SUPER PREMIUM**



THIS IS LIVING





THIS IS LIVING





THIS IS LIVING











SALIDA  
MAIN EXIT





100 ISLANDS PROTECTED BY 2020







*Joie de bière*











# THE CHALLENGE

*663 Million People Lack  
Access  
to Clean Water*



**1** LIMITED EDITION CHALICE **= 5** YEARS CLEAN WATER



This is the only beer produced  
by any other brewer which is produced  
exclusive Beechwood Aging produces a taste, a smoothness  
and a drinkability you will find in no other beer at any price.

THE WORLD,  
RENOWNED

BUDWEISER  
LAGER BEER

TRADE MARK

REGISTERED

*Budweiser*®

KING OF BEERS®



A high-energy nightclub scene with a large crowd of people dancing. The room is filled with red light, creating a vibrant and energetic atmosphere. In the foreground, a person is seen from the back, holding a glass. The background features a stage with a DJ booth and various lighting fixtures, including a prominent white geometric light structure. The overall scene conveys a sense of social excitement and high energy.

# **HIGH ENERGY SOCIAL OCCASIONS**



An aerial night view of a city skyline, likely Hong Kong, featuring numerous illuminated skyscrapers and dense urban development. A large, stylized red heart outline is superimposed over the center of the image, framing the text.

# THE BEATING HEART OF THE WORLD'S GREAT CITIES





# LIGHT UP THE FIFA WORLD CUP™





# BIGGEST CAMPAIGN IN AB INBEV HISTORY

ФУТБОЛКА  
BUD  
ЗА 20 BUD  
В ЧЕКЕ

RUSSIA  
СВЯТЫЙ СТАКАН

BUD = СВЯТЫЙ СТАКАН /// 20 BUD = ФУТБОЛКА

ПОЛУЧАЙ  
ФУТБОЛКУ

ПОЛУЧАЙ  
20 BUD

ПОЛУЧАЙ  
СВЯТЫЙ СТАКАН

THE OFFICIAL BEER OF THE  
2018 FIFA WORLD CUP™

АНШУСЕР-БУСХ-ИНГ

УМЕРЕННОЕ УПОТРЕБЛЕНИЕ АЛКОГОЛЯ ВРЕДИТ ВАШЕМУ ЗДОРОВЬЮ

УМЕРЕННОЕ УПОТРЕБЛЕНИЕ АЛКОГОЛЯ ВРЕДИТ ВАШЕМУ ЗДОРОВЬЮ



## HOP TAKE: THE WINNER OF ANHEUSER-BUSCH INBEV

Cat Wolinski @beeraffair

HOP TAKE 3 MINUTE READ



Illustration By Danielle Grinberg



EC NEWS

MARKETING

## The Best World Cup Cam

🕒 28/06/2018 👤 Extreme Creations ✍️ [Leave a comment](#)

Now that the World Cup has well and truly kicked off, it's scoring high this summer. From big, brand blow-outs to the commentary on what's going on in the league of marketing.

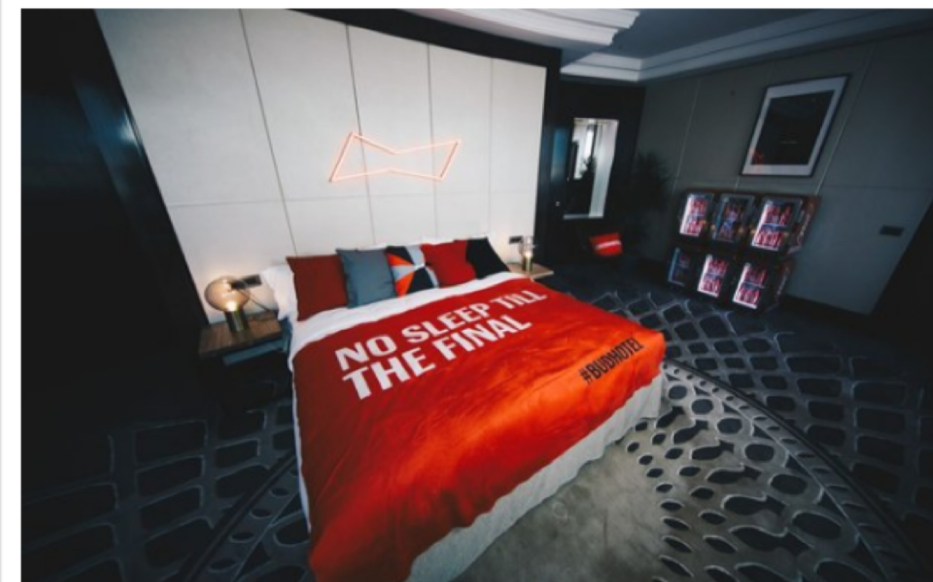
## Light Up The World Cup

Budweiser are lighting up the World Cup with their biggest yet. They created a cinematic commercial that features a fleet of drones and a whole host of experiential activity running alongside it.

BEVERAGES

## Budweiser Most Discussed On Twitter During World Cup

by Tanya Gazdik @TanyaGazdik, July 18, 2018



Football fans weren't the only people following the **#WorldCup**. Several brands joined the conversation as the action unfolded.

Budweiser was the most globally mentioned brand of the tournament, followed by Adidas, Coca-Cola, Nike and Apple, according to Twitter.

Budweiser's digital strategy propelled it to "win the digital World Cup," according to official Twitter analytics, which indicated that the brand had 637,925 mentions during the tournament.

The World Cup campaign was the brand's most ambitious to date for Budweiser and AB InBev, according to a spokesperson. Budweiser engaged fans in Moscow and in 50+ markets around the world through a variety of activations.



# **SOUTH AFRICA**

## **2018 FIFA WORLD CUP™ RESULTS**

**+10%**

**GAINS IN PREMIUM  
MARKET SHARE**

**13,000**

**POCS ACTIVATED**

**9%**

**OF GLOBAL  
BUDWEISER  
REVENUE GROWTH  
IN 2018**

\*Premium Market Share as calculated by Nielsen





**40+ MARKETS**

**LOCAL BRANDS  
MAXIMIZED THE  
WORLD CUP  
SPONSORSHIP**

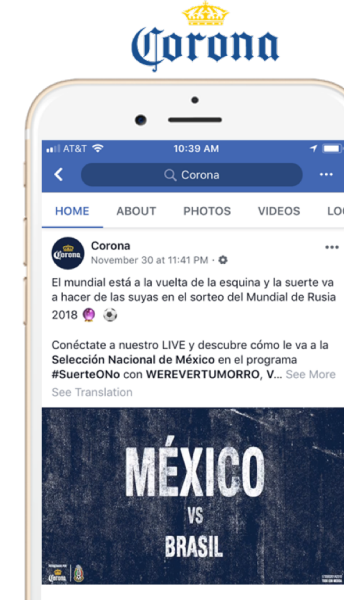
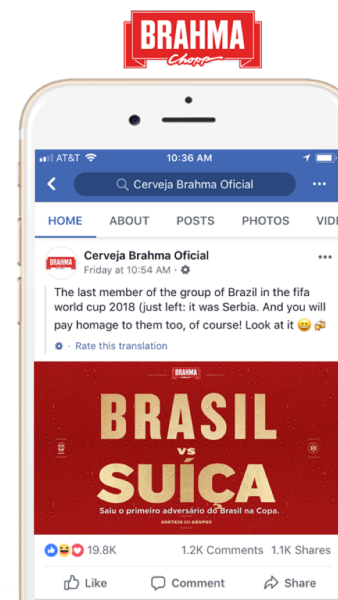


**40+ BRANDS**

# LEVERAGING THE EQUITY OF OUR BRANDS...



# ... AND SCALING IDEAS AROUND THE WORLD





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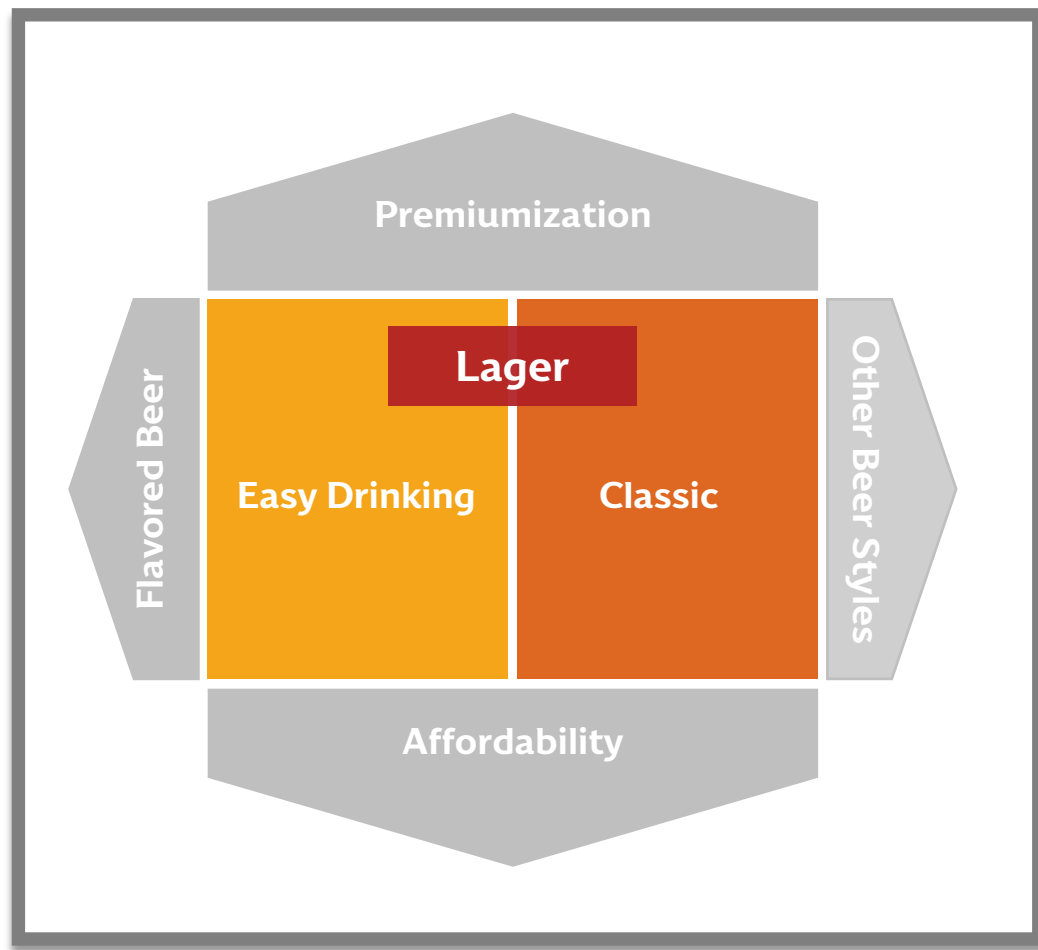
**Transforming our digital and creative abilities**  
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# The differentiation of our core brands allows us to scale faster and broader across our brand portfolio in three ways



**1**

**Defining brand positions to reduce overlap**

**2**

**Articulating brand roles within the local portfolio**

**3**

**Executing best practices to scale success faster**





A can of Desce Redondo Cerveja Pilsen is shown on a wooden surface. The can is yellow and white with a large red and white circular logo. The background is a blurred beach scene with a blue sky and ocean. The text "EASY DRINKING" is overlaid in large white letters.

# EASY DRINKING



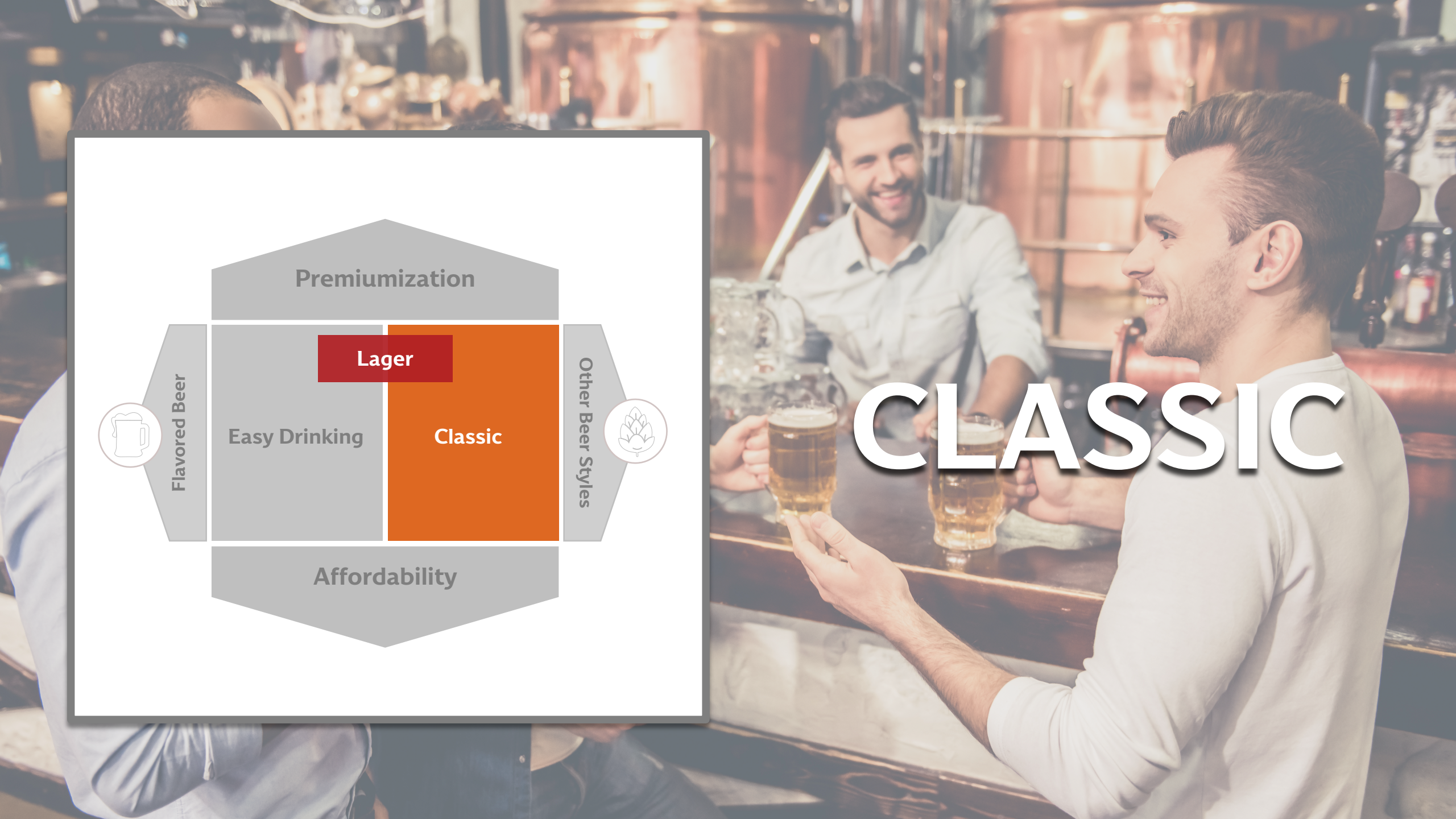
A bottle of Quilmes Clásica beer and a glass of beer are shown on a wooden surface. The bottle is dark brown with a white label that says "Quilmes CLÁSICA CERVEJA". The glass is filled with beer and has a thick head of foam. The background is a blurred sunset scene with warm orange and yellow colors. The text "CLASSIC" is overlaid in large white letters.

# CLASSIC





# CLASSIC





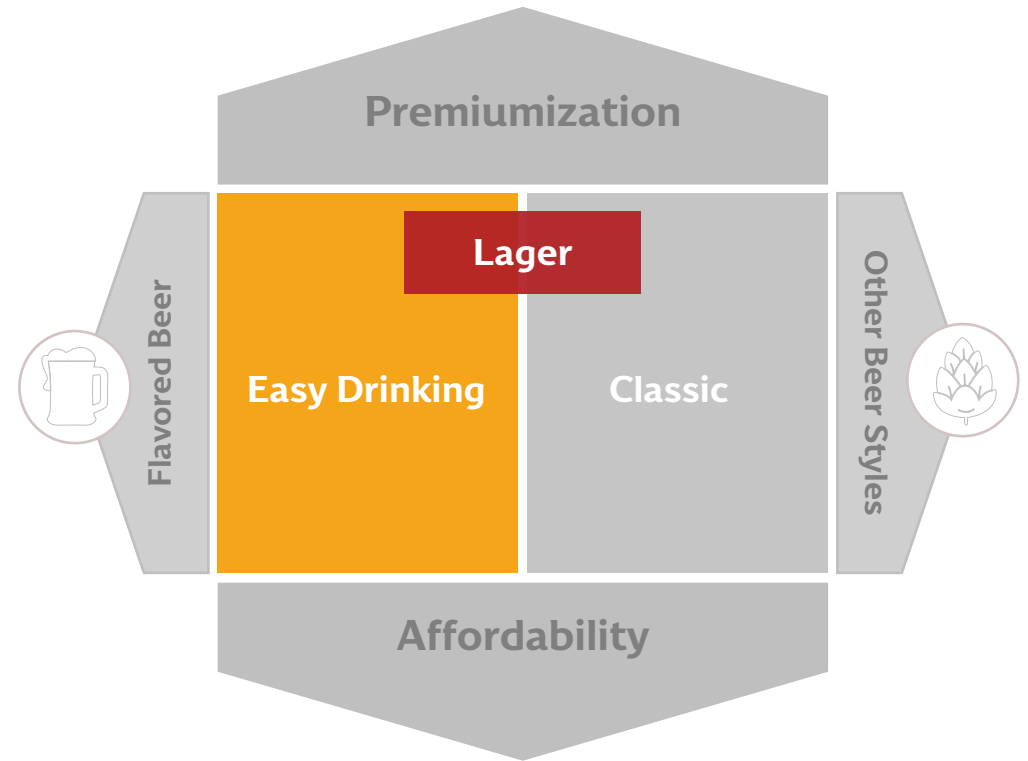


# Our Classic Lagers are firmly rooted in masculinity, sports and national pride





# EASY DRINKING





Our Easy Drinking beers deliver a highly refreshing, perfectly balanced and crisp lager for mixed-gender, social drinking occasions







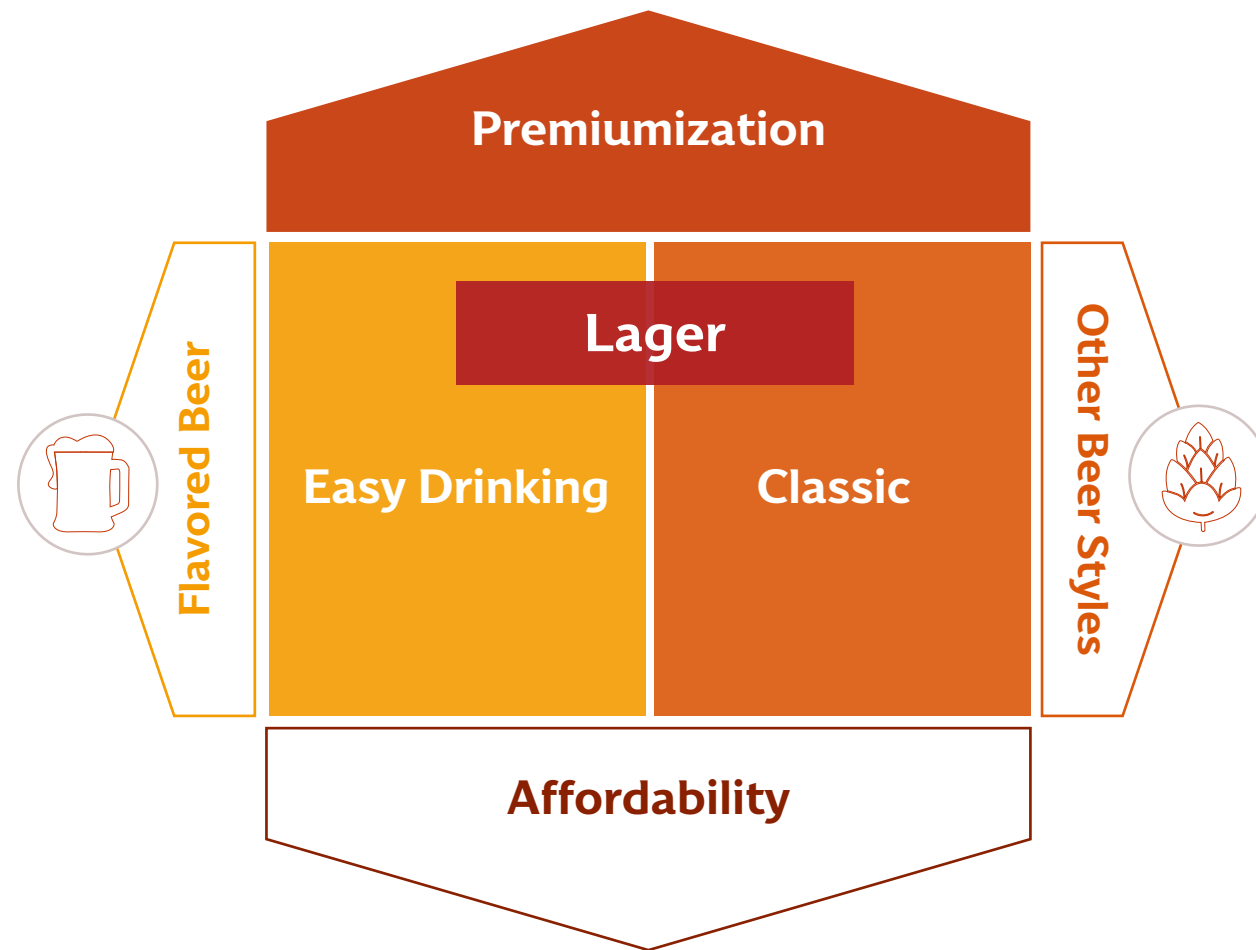
NOVA  
**SKOL**  
LONG NECK







# Category Expansion Framework building the right portfolio, at the right time







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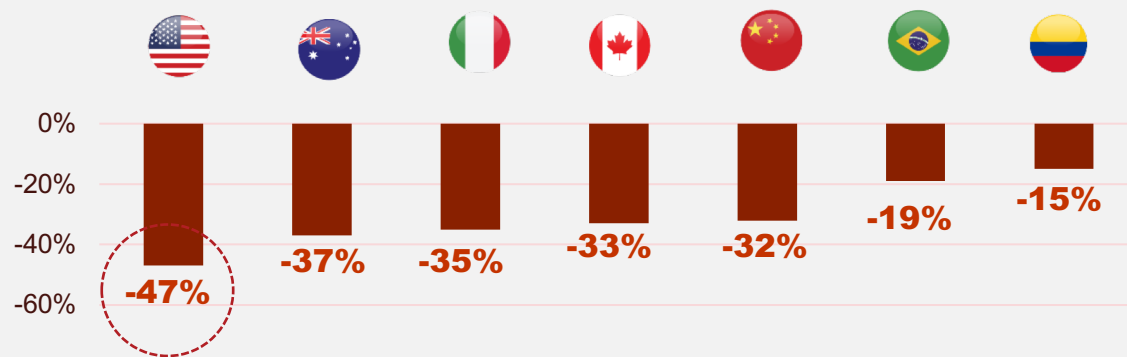




# Cost of reaching consumers via TV has increased 2-3x in past 10 years due to reduced TV viewership combined with increased media costs

TV viewership in the US has declined ~50% in past 10 years and also declining at high pace in other markets

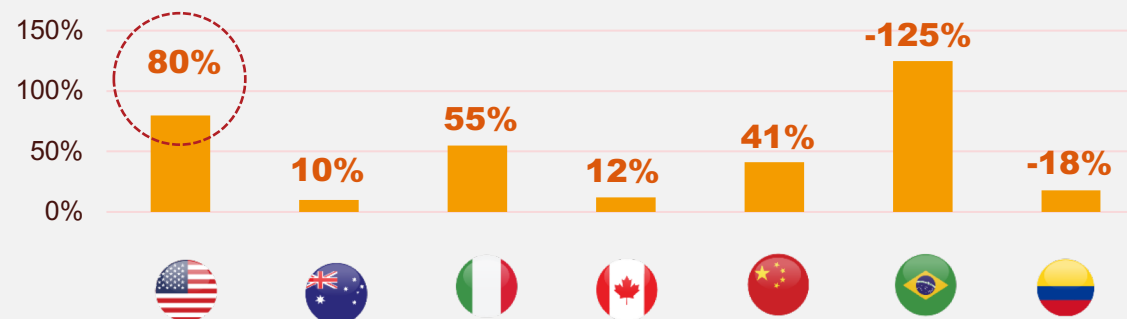
10Y TV VIEWERSHIP CHANGE LDA - 49



Sources: Kantar Ibope Media, Nielsen, BARB, Infoys, Metro5

...While cost to advertise on TV has grown significantly above inflation

CUMULATIVE MEDIA INFLATION ABOVE CPI



Sources: World Bank, Local Agencies/published industry data



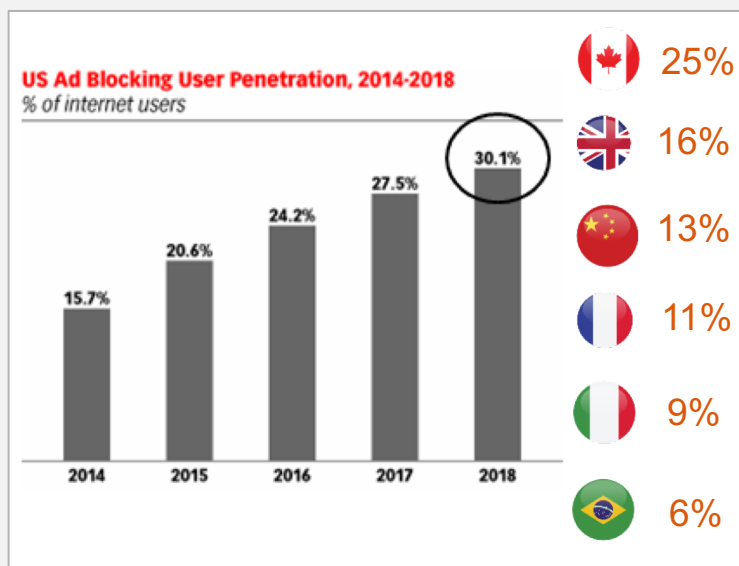




# Trends are driving us to evolve the way we connect with consumers

## HARDER TO REACH CONSUMER WITH **DIGITAL PAID MEDIA**

### Ad blocking used by 30% of USA & growing 50% annually



Source: eMarketer, Feb 2017

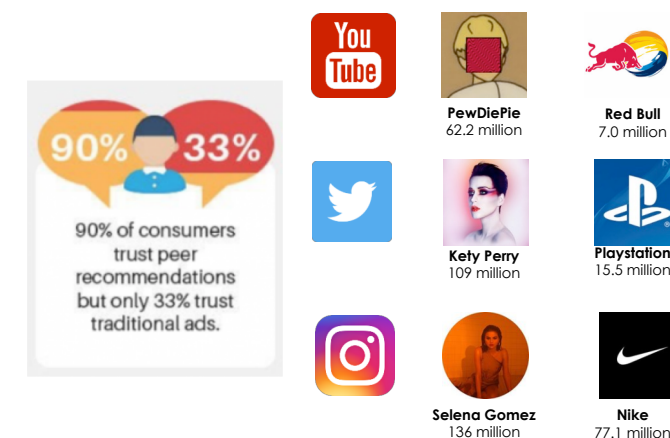
### Subscription content platforms reaching over 60% penetration

#### Top 5 Market

	NETFLIX
Mexico	72%
Brazil	67%
Argentina	63%
USA	62%
Canada	56%

Source: Netflix 2017 Global Streaming Statistics

### Consumers trust peers and influencers 3 times more than ads



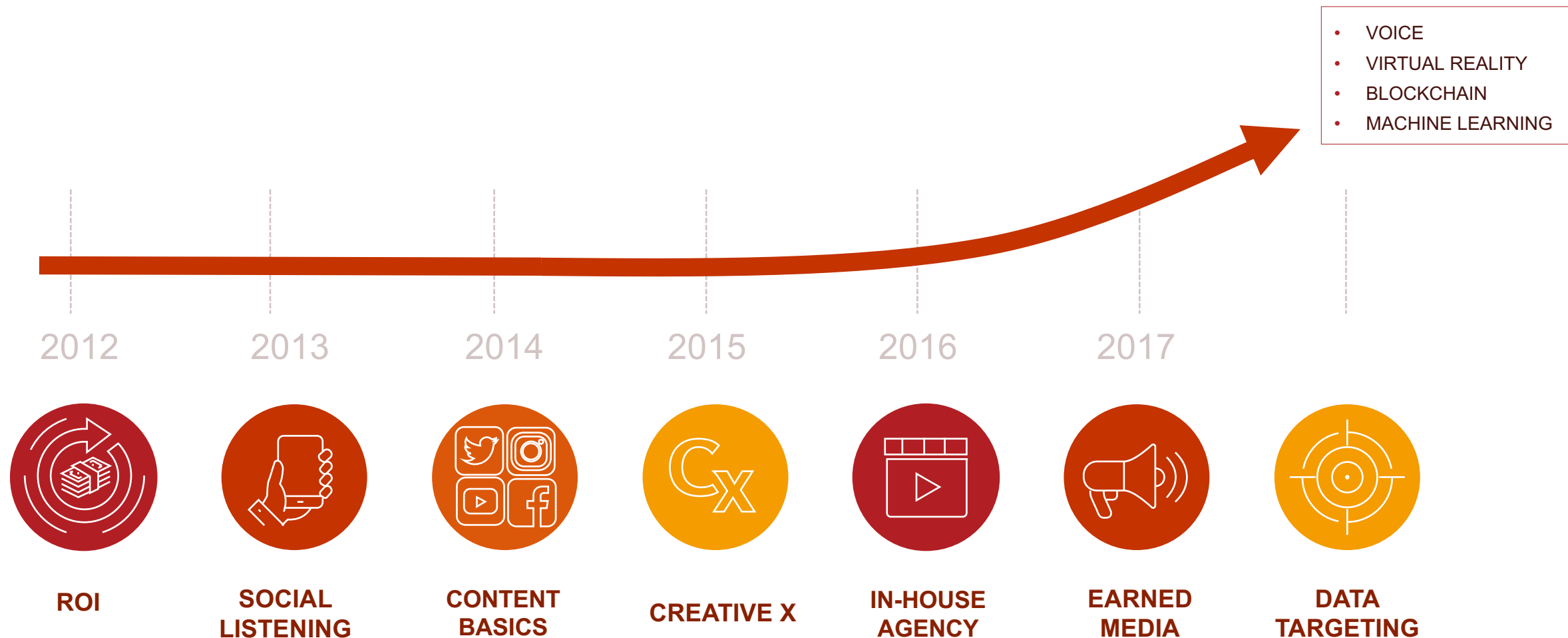
Source: AdWeek April 7, 2017







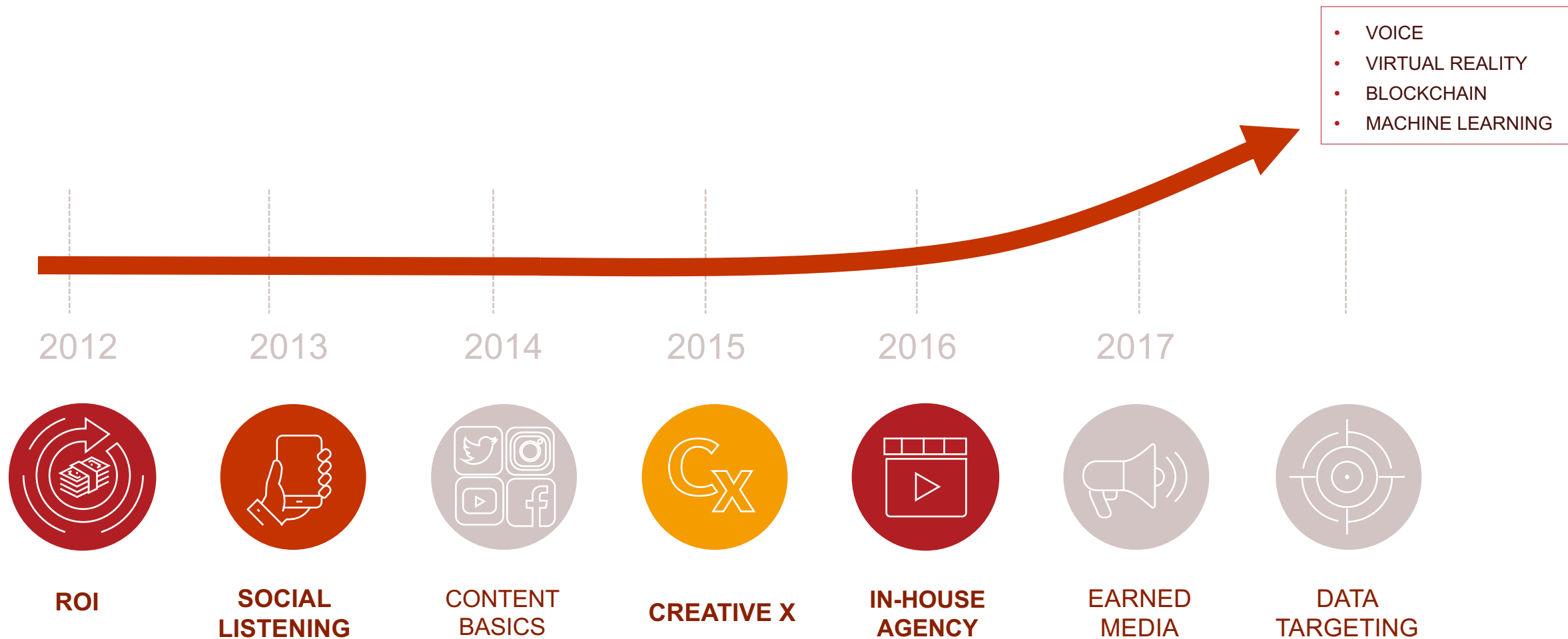
# To adapt to the changing consumer trends, we have gone through our own transformation







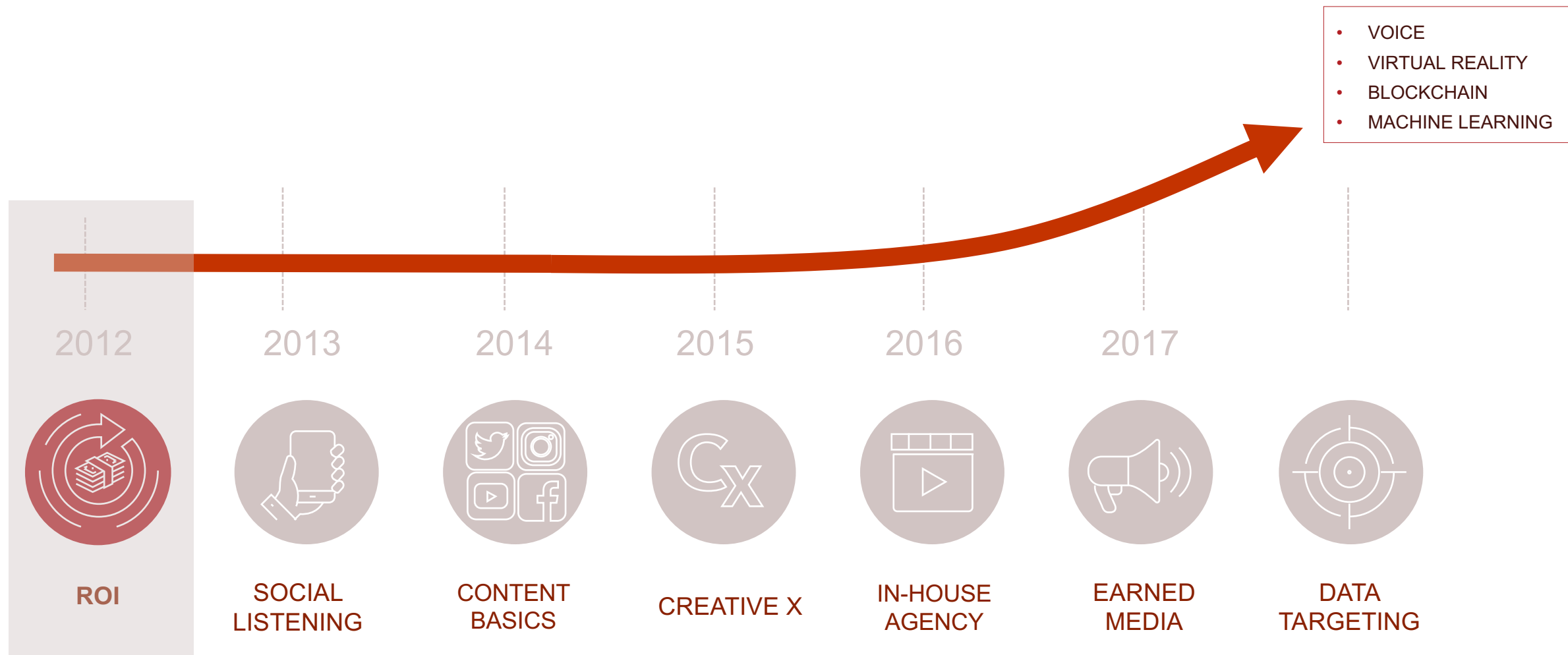
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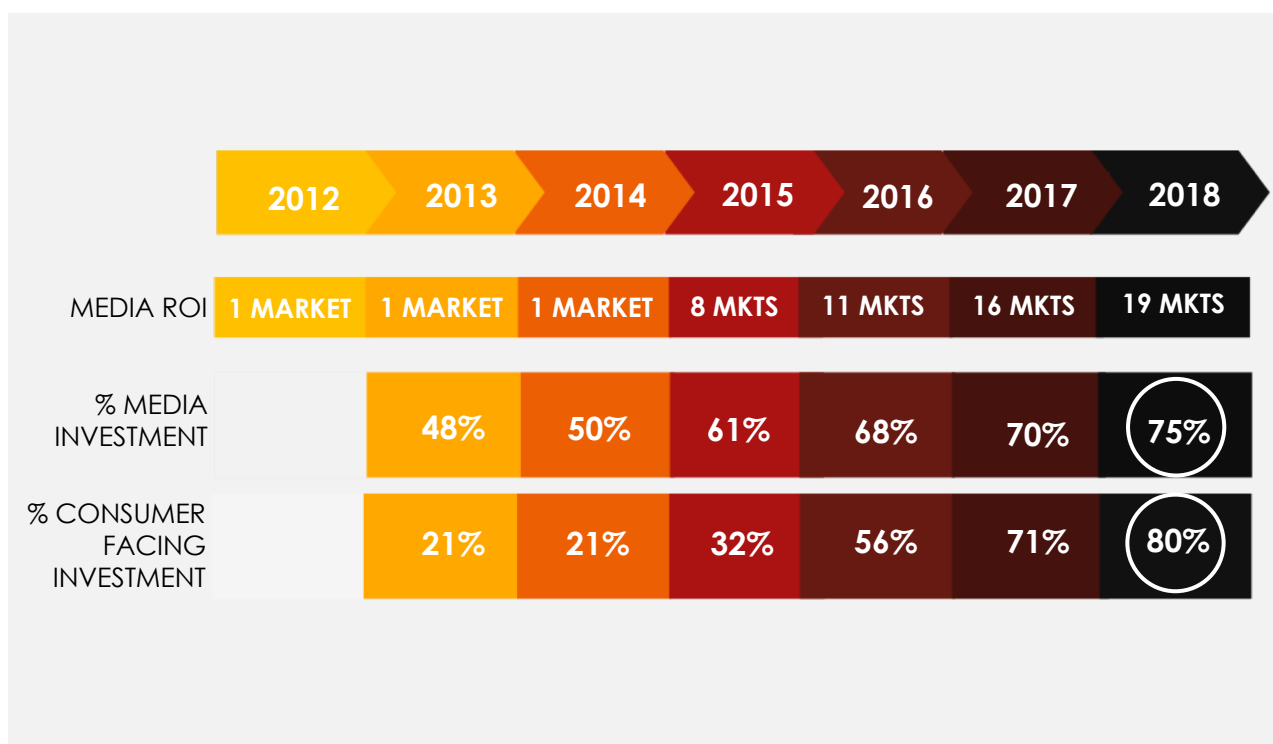


# We have increased media return on investment by 20% in the past 4 years

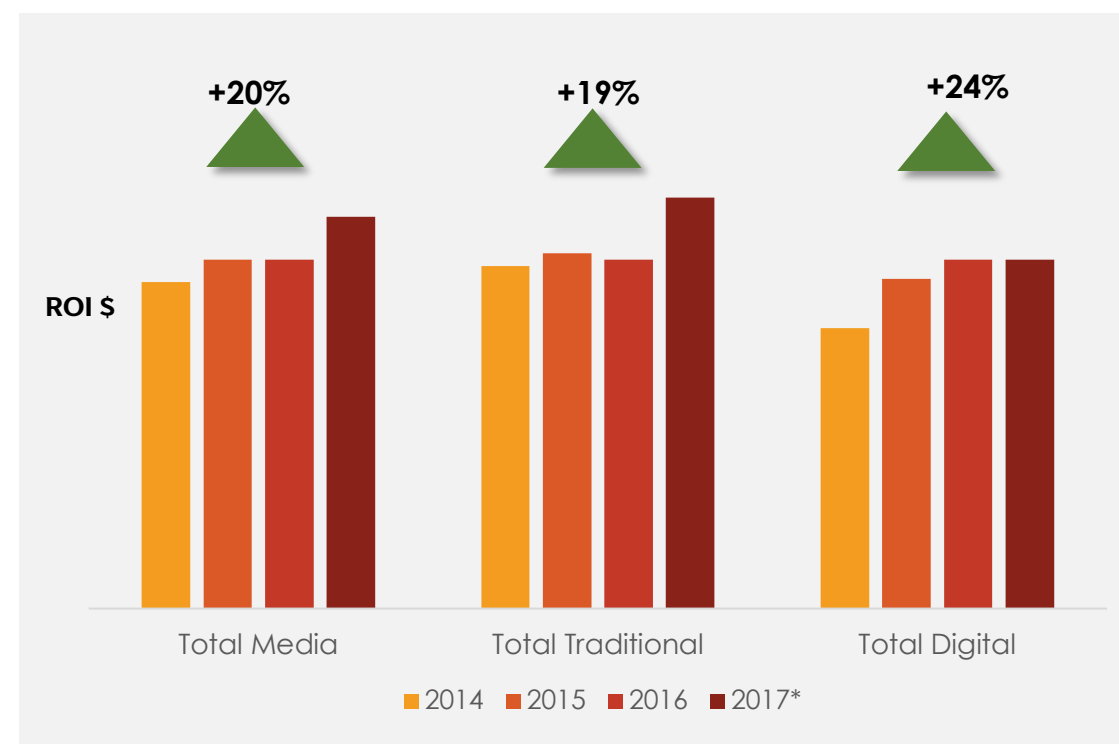


ROI

## ROI JOURNEY



## GLOBAL MEDIA ROI EVOLUTION



ABInBev







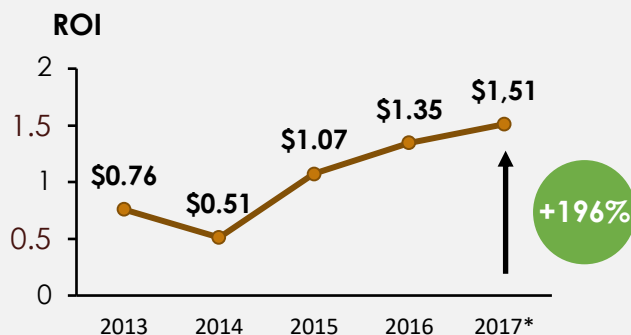
# Disciplined use of this model has helped us to improve our Facebook ROI in the US by 196% and increase Media ROI in Europe by 19%



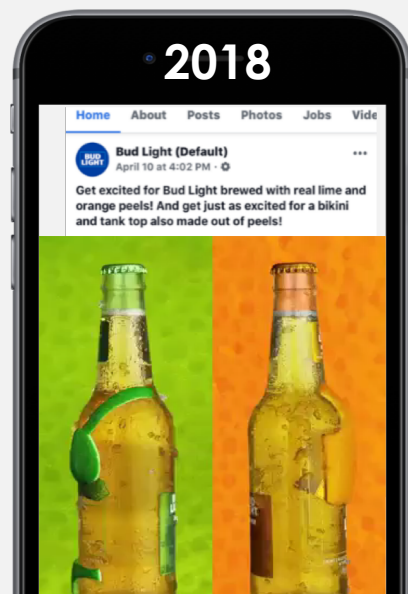
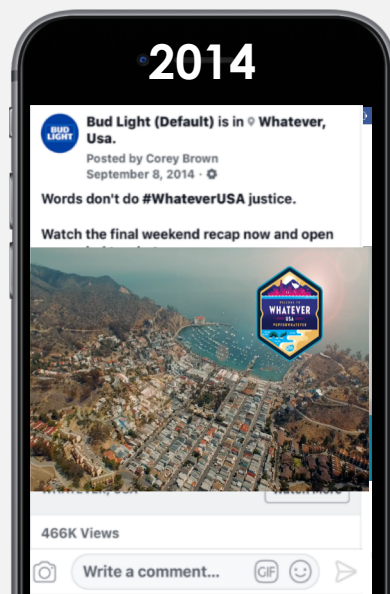
ROI



## FACEBOOK ROI EVOLUTION

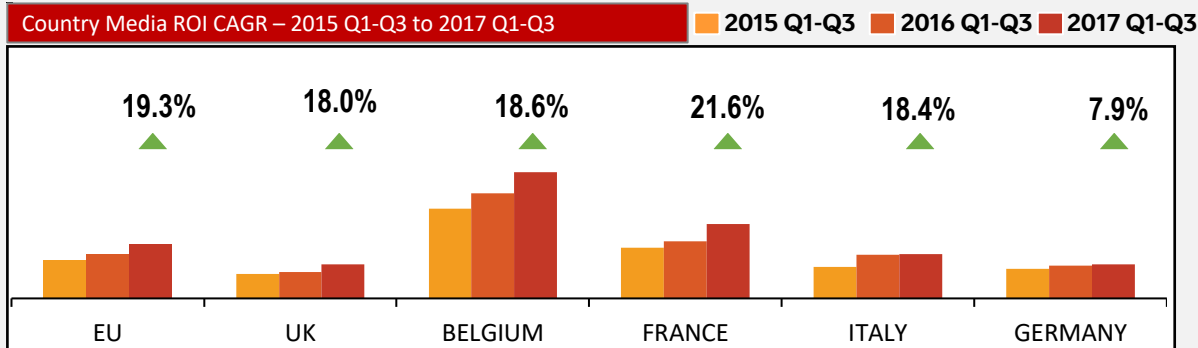


- Brilliant Basics creative
- Broader targeting
- Frequency optimization
- Data-based targeting

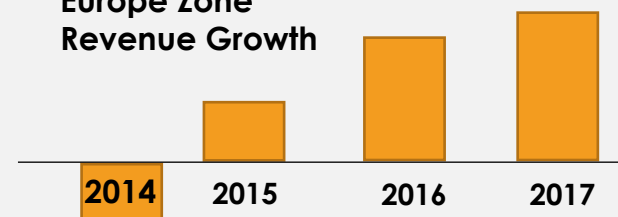


## MEDIA ROI

- Allocation to right markets and brands (premium)
- Channel mix allocation based on ROI (+10pp digital)
- Spend based on seasonality
- Creative testing



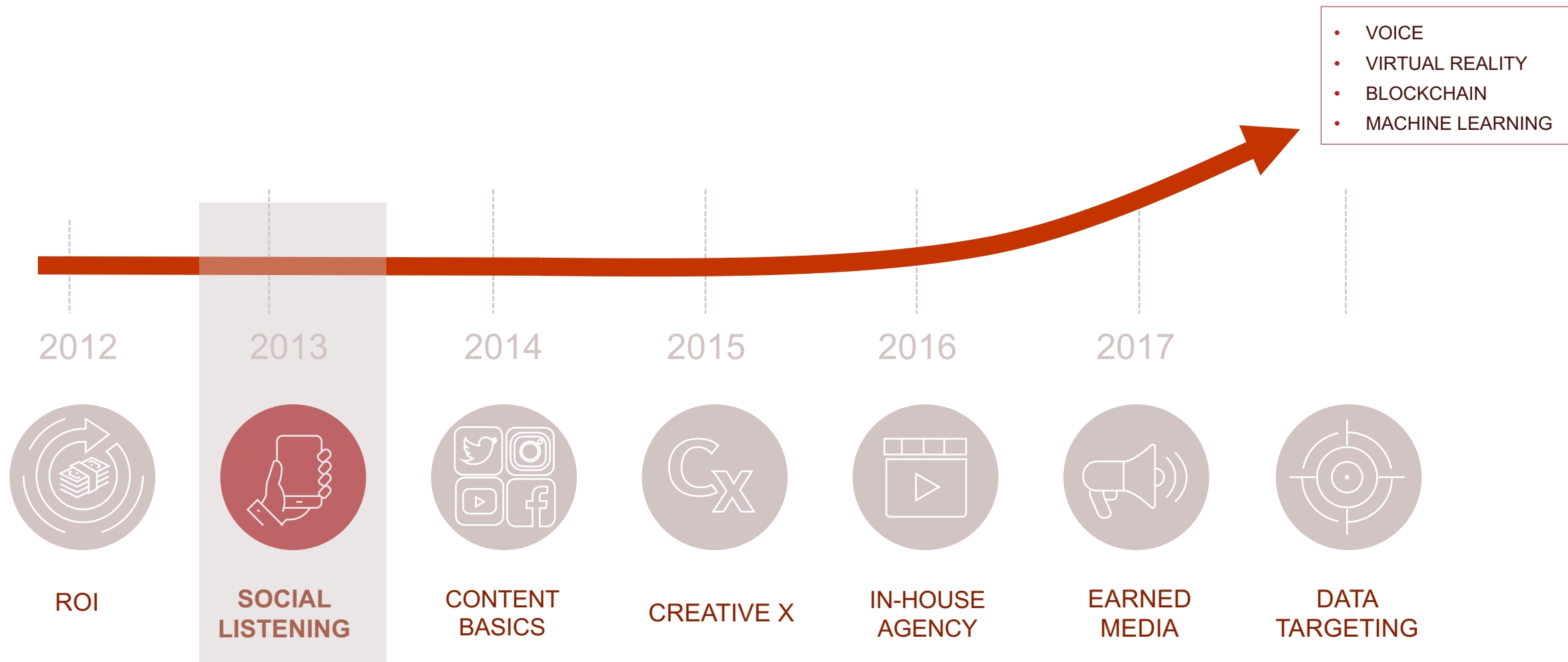
## Europe Zone Revenue Growth







# To adapt to the changing consumer trends, we have gone through our own transformation







# Social Listening and in-house agency capabilities allow us to discover, create and react to cultural moments in real time



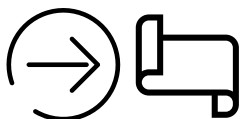
SOCIAL  
LISTENING

## THE POWER OF SOCIAL LISTENING

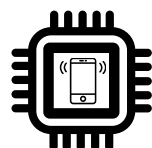
TO WIN WITH OUR CONSUMERS TODAY WE NEED TO BE...



BOLD



FASTER  
FLEXIBLE



DIGITALLY  
NATIVE



CULTURALLY  
RELEVANT



MORE  
EFFECTIVE



DATA  
DRIVEN



ABInBev





# BUD US MOTHER'S DAY PRESS UPDATE



**25**  
Number of  
Placements



**26.8M**  
Impressions



**100%**  
Key Message Inclusion

## USA TODAY

Budweiser's NBA Mother's Day ad stars Durant's mom



## MAN JR

Budweiser Puts The Spotlight On NBA Players Biggest Fans



Tim Nudd  
@nudd

Follow

Love this @NBA Mother's Day spot from @Budweiser [youtube.com/watch?v=4b7Zuq...](https://www.youtube.com/watch?v=4b7Zuq...)



9:04 AM - 11 May 2018

## AdAge

KEVIN DURANT LISTENED TO HIS MOM,  
REVEALS BUDWEISER'S MOTHER'S  
DAY SPOT

## HYPEBEAST

Kevin Durant's Mom Stars in  
Budweiser Mother's Day Ad



Wanda and Kevin Durant star in touching Mother's Day commercial

## Notable Quotes

"Mother's Day is around the corner, and Budweiser put together a good gift for NBA fans: An ad paying tribute to basketball moms and the game itself voiced by Kevin Durant's mother Wanda."

Charles Curtis in USA Today

Budweiser recognizes that behind almost every amazing NBA player, sitting front row at every game, there exists the real MVP: their mom. We wanted to share a new Budweiser video created just for this occasion called "Mother's Day Tribute: This Bud's For The Real MVPs" that will air this weekend on TV."

Art Eddy in Man Jr.

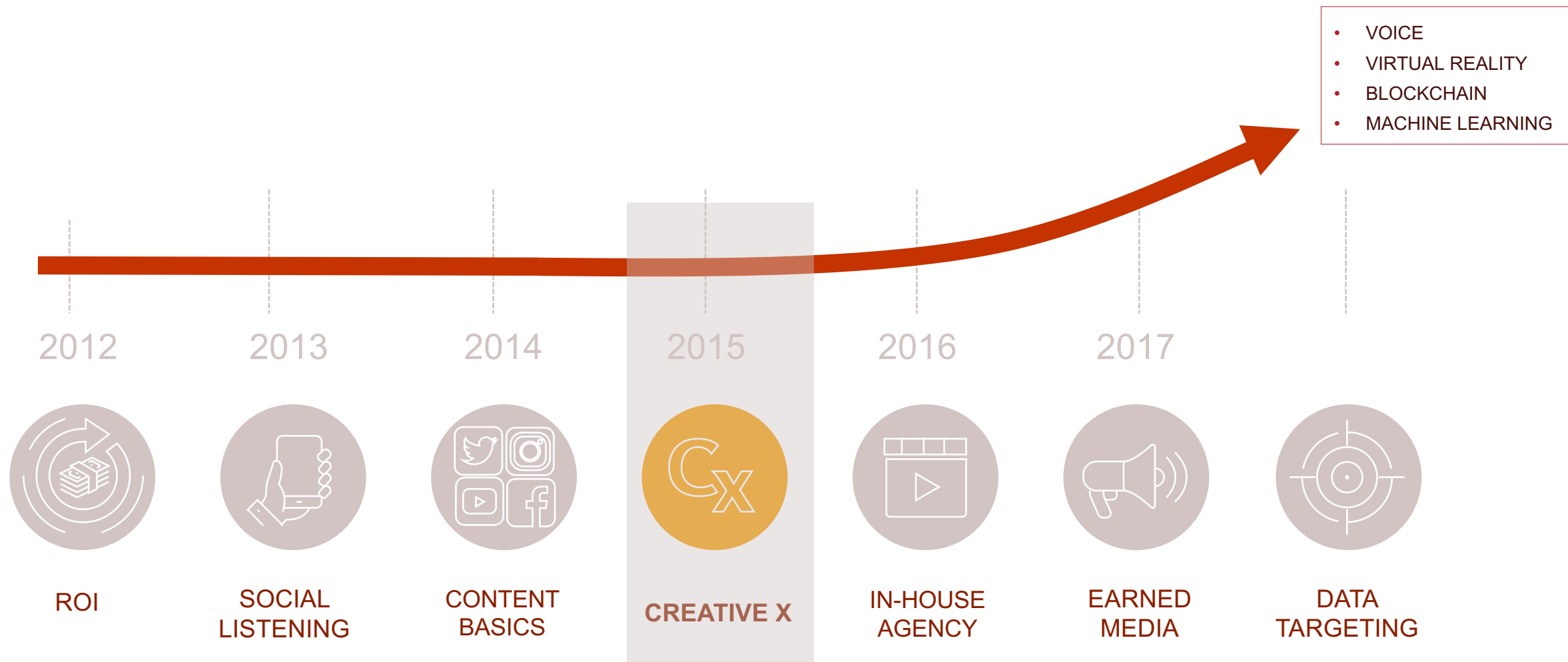
"We don't normally put commercials on here, but sometimes they hit us in the feels. This year, Budweiser put together a terrific Mother's Day commercial starring Kevin Durant and his mother, Wanda, as well as many other NBA players. It's pretty special."

Brady Klopfer Golden State of Mind





# To adapt to the changing consumer trends, we have gone through our own transformation







# "2018 AB INBEV MOST AWARDED COMPANY" AT CANNES



CREATIVE X

campaign<sup>US</sup>

News

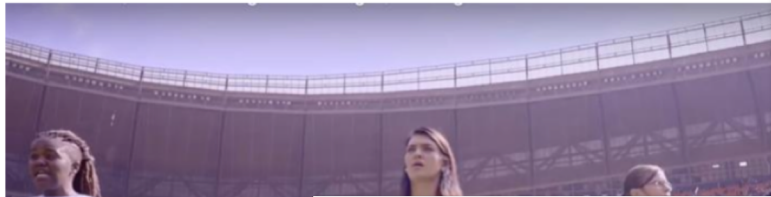
Opinion

The Work

Q

ABInBev, Apple and P&G are most-awarded brand owners at Cannes Lions 2018

by Kim Benjamin and Omar Oakes  
June 26, 2018



TO SAY THERE  
#NOEXCUSE F  
WOMEN ABUS

LET

Carling's "Soccer Song for Change": won Radio &

ABInBev, Apple and Procter & Gam  
year's Cannes Lions festival after n



ABInBev





# In conclusion

