



**ABInBev**

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**INVESTOR  
SEMINAR  
2018**



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**ABInBev**

**MARCEL  
REGIS**

BU President for  
Africa South



- 21 years in our Company
- Previous Roles: Head of Key Account, Regional Director, VP Soft Drinks and Commercial Integration AB InBev/SAB
- I'm most proud of: 10.8% revenue CAGR over the past 10 years



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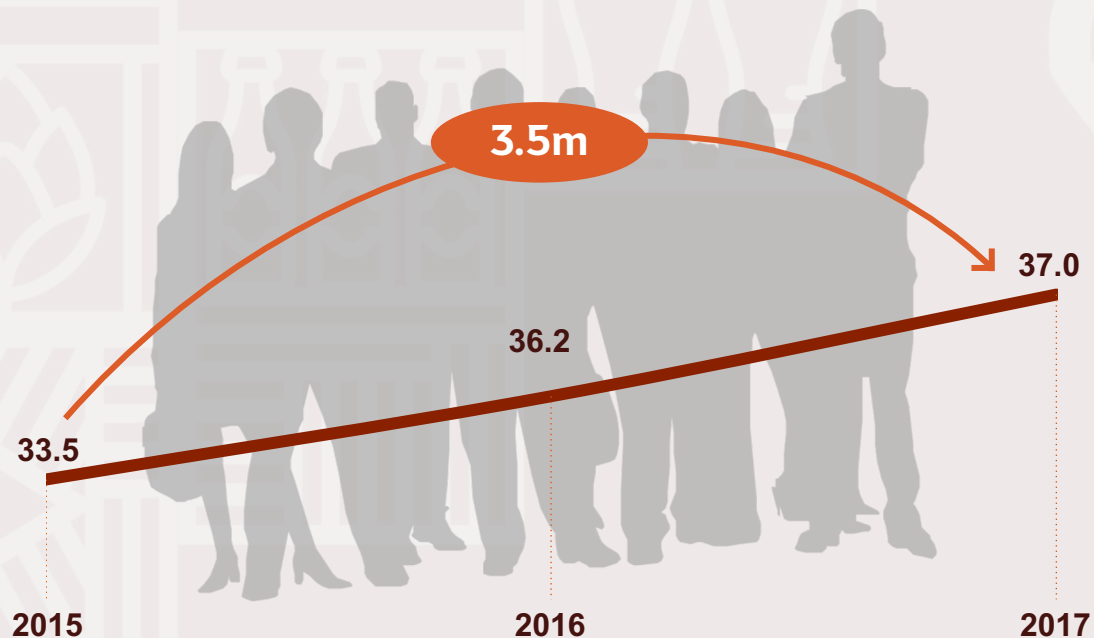
# Agenda

- South Africa Overview
- Q&A
- Market Visit

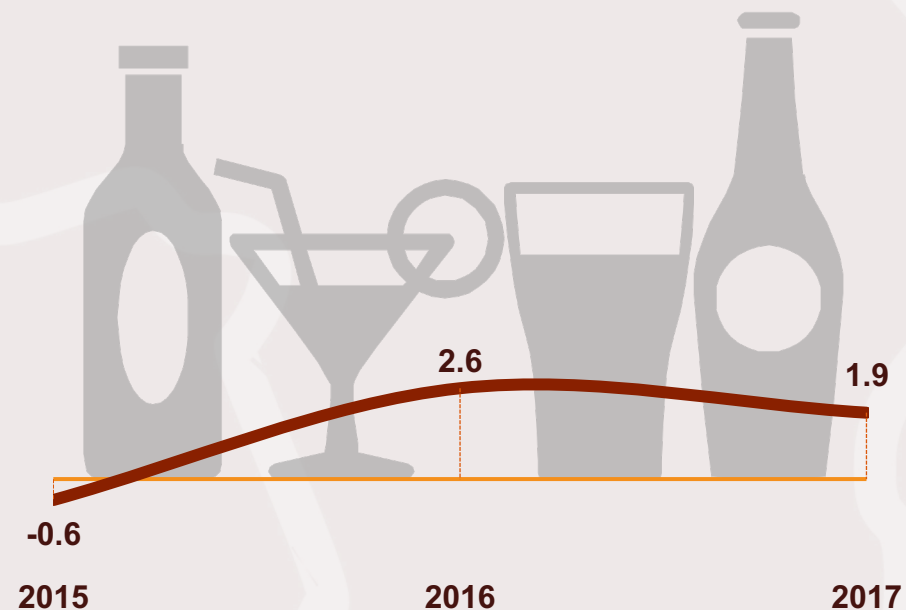


# South Africa presents a wide range of opportunities...

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**Total Population Growth**  
(Legal Drinking Age)



**Alcohol Beverage Growth (% YoY)**  
(Consumption)

Source: Nielsen

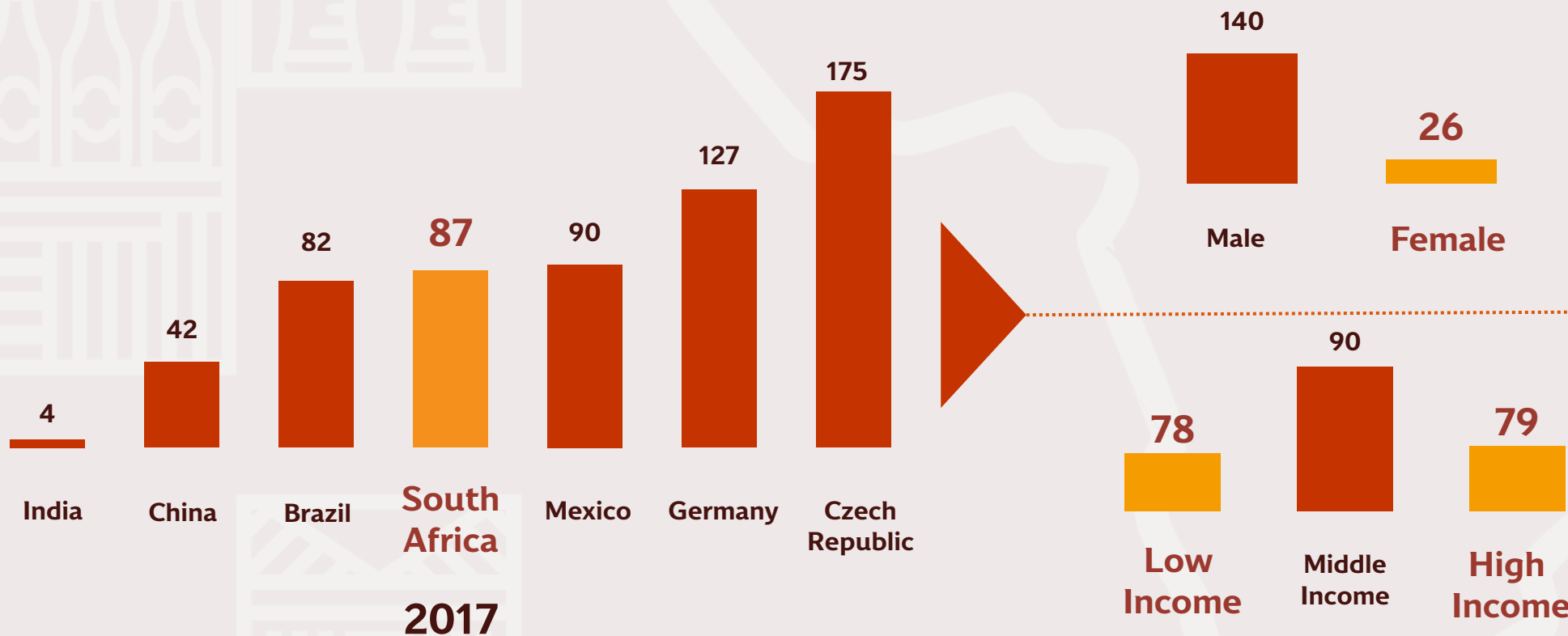




# ...with 3 clear buckets for beer per capita growth

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## Beer PCC for legal drinking age adults (Liters):



Source: Euromonitor, TNS Survey



# Our market trends provide us with a significant opportunity to expand the beer category

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## Premiumization



## Women



## Affordability





# Using the category expansion framework, these opportunities have been translated into commercial priorities

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1

Premiumization

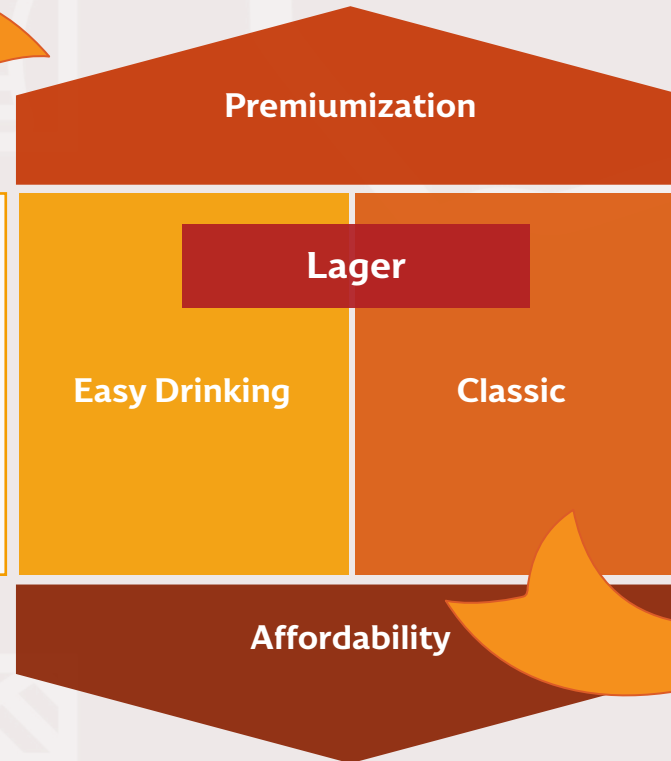


2

Bring Women into Beer



Flavored Beer



Other Beer Styles



3

Defend the Core & Address Affordability





# Our commercial priorities are linked to key initiatives

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## 1. Premiumization

- Expand Budweiser, Corona and Stella Artois to reach their full potential
- Scale up the recent launch of Beck's
- Increase beer share of the in-home occasion

## 2. Bring Women into Beer

- Evolve brand communication to be more inclusive
- Launch female-friendly packs and easy drinking liquid profiles
- Increase representation in the near-beer sub-category

## 3. Defend the Core & Address Affordability

- Use Lion as an affordable offering
- Expand our 1L pack to reach its full potential
- Leverage our new price ladder



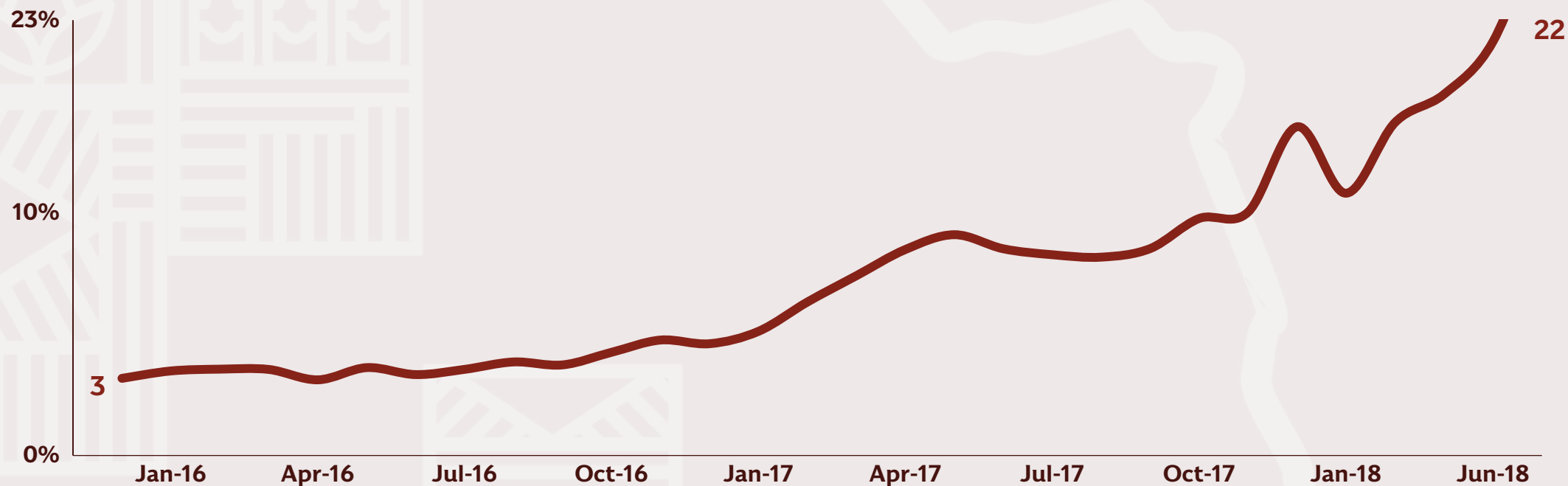


# 1. Premiumization:

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Substantial share gains in Premium and Super Premium...

Market share – Premium and Super Premium beer (%)



Source: Nielsen



# 1. Premiumization:

...by leveraging global portfolio

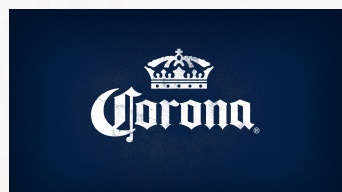
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Expand Global  
Portfolio

New  
Packs

World Class  
Experiences

High Quality  
Execution





# 1. Premiumization:

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We have a strong portfolio appealing to different consumer needs, giving us a clear advantage in the market

Date  
Launched

Jan 2017



SOPHISTICATION

Jan 2017



REJUVENATION

Mar 2018



AMBITION

Jul 2018



DISCERNMENT



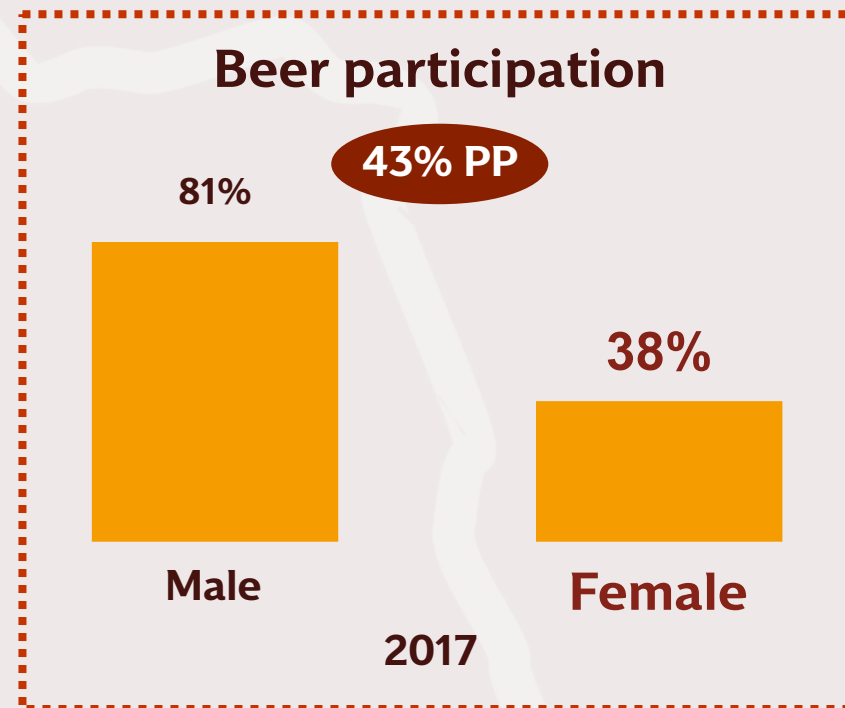
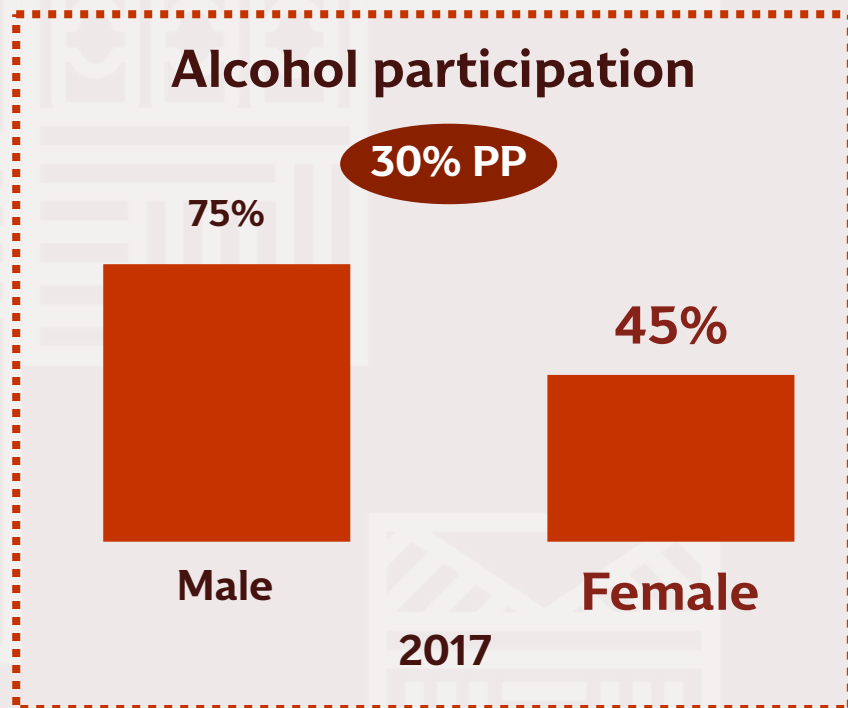


## 2. Bring Women into Beer:

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Women currently under-index in all aspects of alcohol consumption

### Alcohol and beer participation (%)



Source: TNS Survey



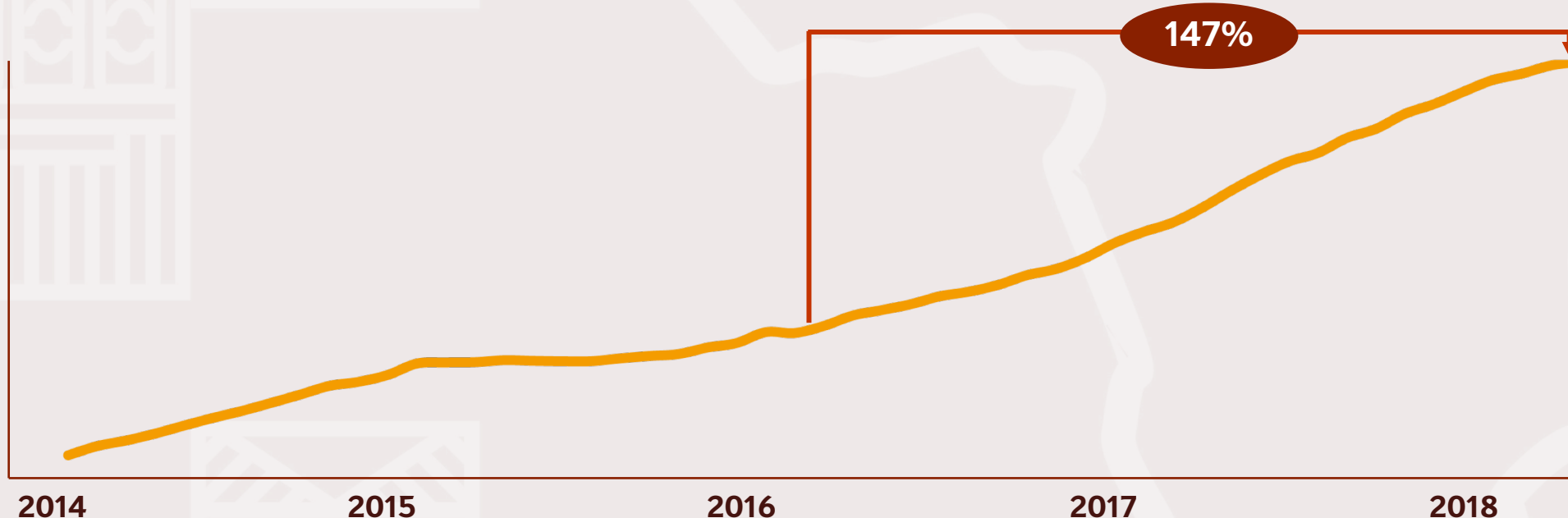


## 2. Bring Women into Beer:

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Our main mixed-gender offering, Flying Fish, shows the room for growth

Flying Fish sales (k hl)





## 2. Bring Women into Beer:

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And we are innovating to further meet the needs of women

Liquid



Pack Innovation

Coming soon...



Brand Communication

Coming soon...

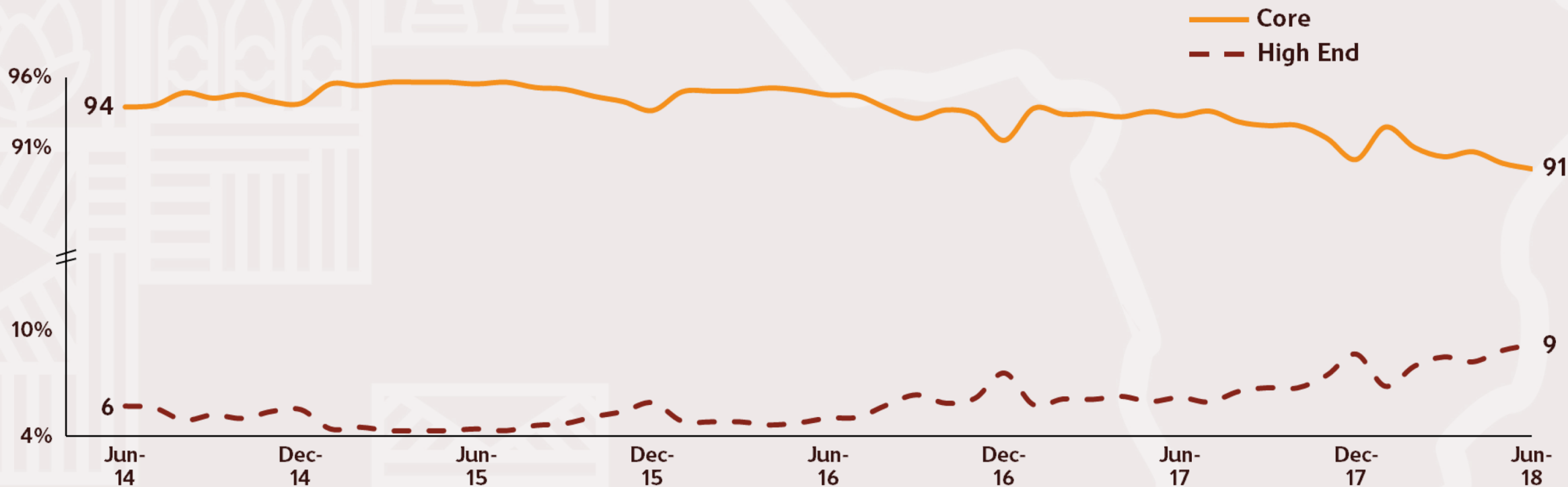




### 3. Defend the Core & Address Affordability: ABInBev

Core segment still accounts for over 90% of the beer market

Segment contribution - Core vs High End beer (%)



Source: Nielsen





# 3. Defend the Core & Address Affordability: ABInBev

We have identified 3 pillars to target growth within this segment

Ideal Price Ladder

1L and Lion @ R10


Revitalizing brand messaging

2018

	Castle Lite 910ml	R20
	Black Label 1L	R19
	Bud 660ml Castle 1L	R18
	Castle Lite 660ml Beck's 660ml	R17
	Black Label 750ml	R16
	Castle 750ml	R15
	Hansa 750ml	R14
	Lion 750ml	R10



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

SOCIABILITY TODAY



TRADITIONAL GENDER ROLES | STABLE PERSONAL  
RELATIONSHIPS | FAMILIARITY | CULTURAL PURITY

SOCIABILITY TOMORROW

TOLERANCE | FRIENDSHIP | CURIOSITY | EQUALITY  
| FREEDOM | SOCIAL | ENJOYING LIFE



# South Africa overview summary

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Our commercial priorities were defined by understanding the trends in context of the category expansion framework

## Market Trends



Population  
Growth



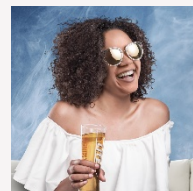
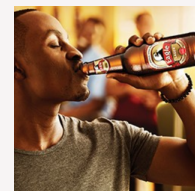
Alcohol  
Growth

## Consumer Trends

Premiumization



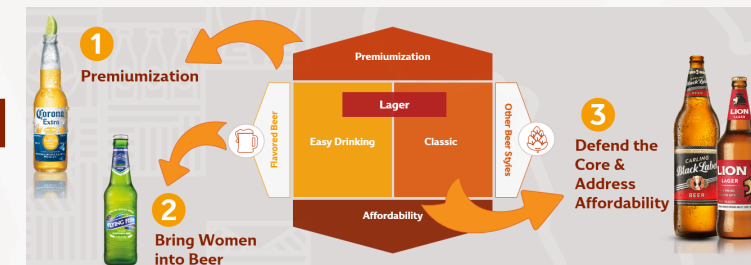
Affordability



Women

## Category Expansion Framework

Commercial Priorities





**Thank you very much**



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# Agenda

- **Market Visit**



# We will be visiting a sample of typical Johannesburg POCs

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12

Mini buses

12

Different routes

4 to 5

POCs visited



Tavern (On Premise)



Bar / Restaurant (On Premise)



Counter Service (Off Premise)



Self Service (Off Premise)





# Things to check in trade - Tavern

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1

Pricing ladder

2

Cold availability of main SKUs  
(Including recent launches of  
Budweiser and Beck's)

3

1 Lead brand per POC



Tavern (On Premise)





# Things to check in trade – Self Service

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Self Service (Off Premise)

1

Pricing ladder

2

Displays of August (Carling Black Label, Castle Lite 910 and Becks)

3

Cold availability of recent launches (Budweiser, Beck's and Castle Lite 910)





# Things to check in trade – Bar/Restaurant

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1

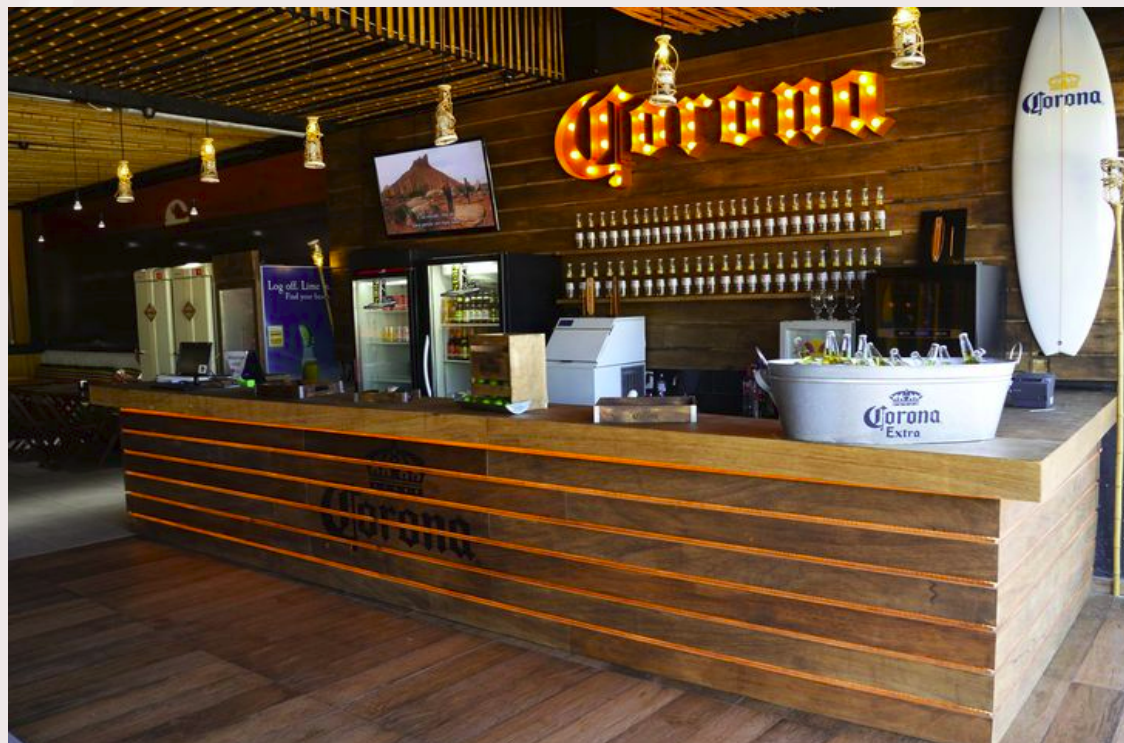
1 Lead brand per POC with premium look and feel

2

Draught availability with great visibility

3

Rituals and glassware



Bar / Restaurant (On Premise)





# Logistics of Market Visit

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**1**

Each mini bus will be assigned to a brand.

**2**

Each individual is also assigned to a specific brand, and this information is on your badge.

**3**

Your host will be standing outside the main reception with a sign indicating the brand and will take you to your mini bus.





# Logistics of Market Visit

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A few more things

**1**

**Each mini bus will have a security person and a sales host.**

**2**

**Avoid taking valuable items into the trade. The driver will remain in the bus and can look after your bags.**

**3**

**Please stick to your group and follow your host's guidance.**

**4**

**You will be dropped off at your hotel by 5pm and collected again for the State dinner by 6pm.**





**ENJOY** the Market Visit

Thank you very much