

Anheuser-Busch InBev **Investor Seminar** **2019**



ABInBev

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EASY DRINKING

Immersion Booth Core/Core +



Andy Goeler

VP of Marketing, Bud Light

Hometown: St. Louis, Missouri

Time at ABI: 40 years

Favorite Beer: Bud Light



US COMMERCIAL PRIORITIES

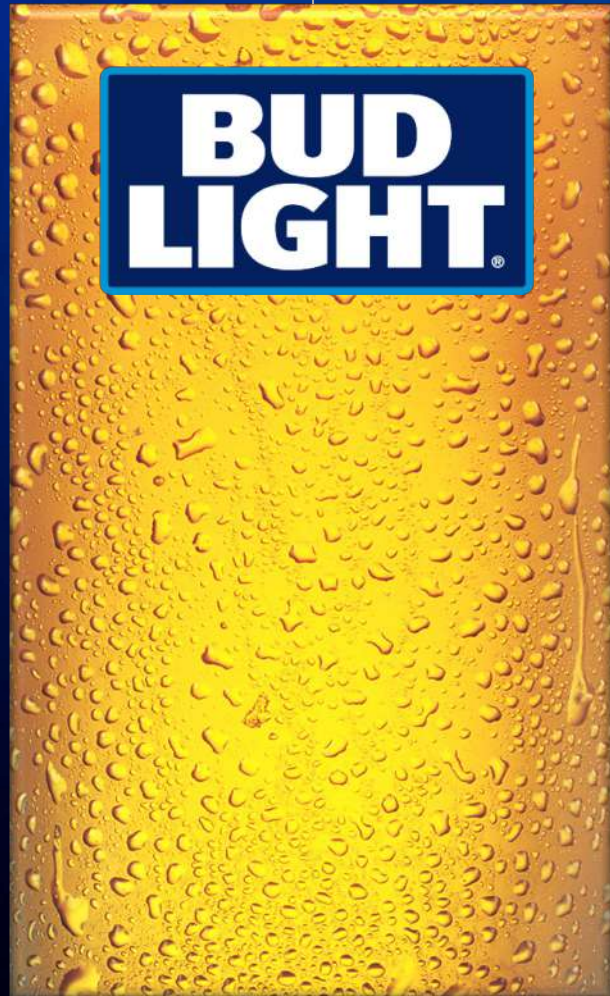
- 1 EXPAND CORE PLUS
- 2 LEAD & DEVELOP SUPER PREMIUM
- 3 DISRUPT PREMIUM
- 4 STABILIZE SHARE OF MAINSTREAM
- 5 CAPTURE GROWTH BEYOND BEER



THE
#1 BEER
IN THE INDUSTRY

LEAD BRAND IN MAINSTREAM SEGMENT

16,7%



7,2%

COMPETITOR 1

6,6%

COMPETITOR 2

1
CULTURAL RELEVANCE

2
POINT OF DIFFERENCE

3
EXPANDING
OCCASIONS





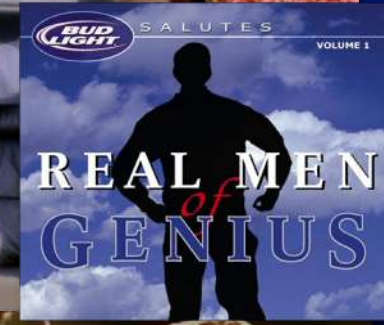
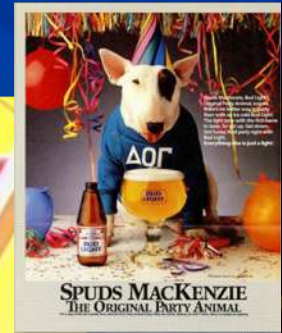
Worthy of the King of Beers.

There's a tradition at Anheuser-Busch. A tradition that says never be satisfied until you've achieved the best. Now, out of this tradition, comes a light beer worthy of the King of Beers. One with a clean, distinctive taste. Budweiser Light.

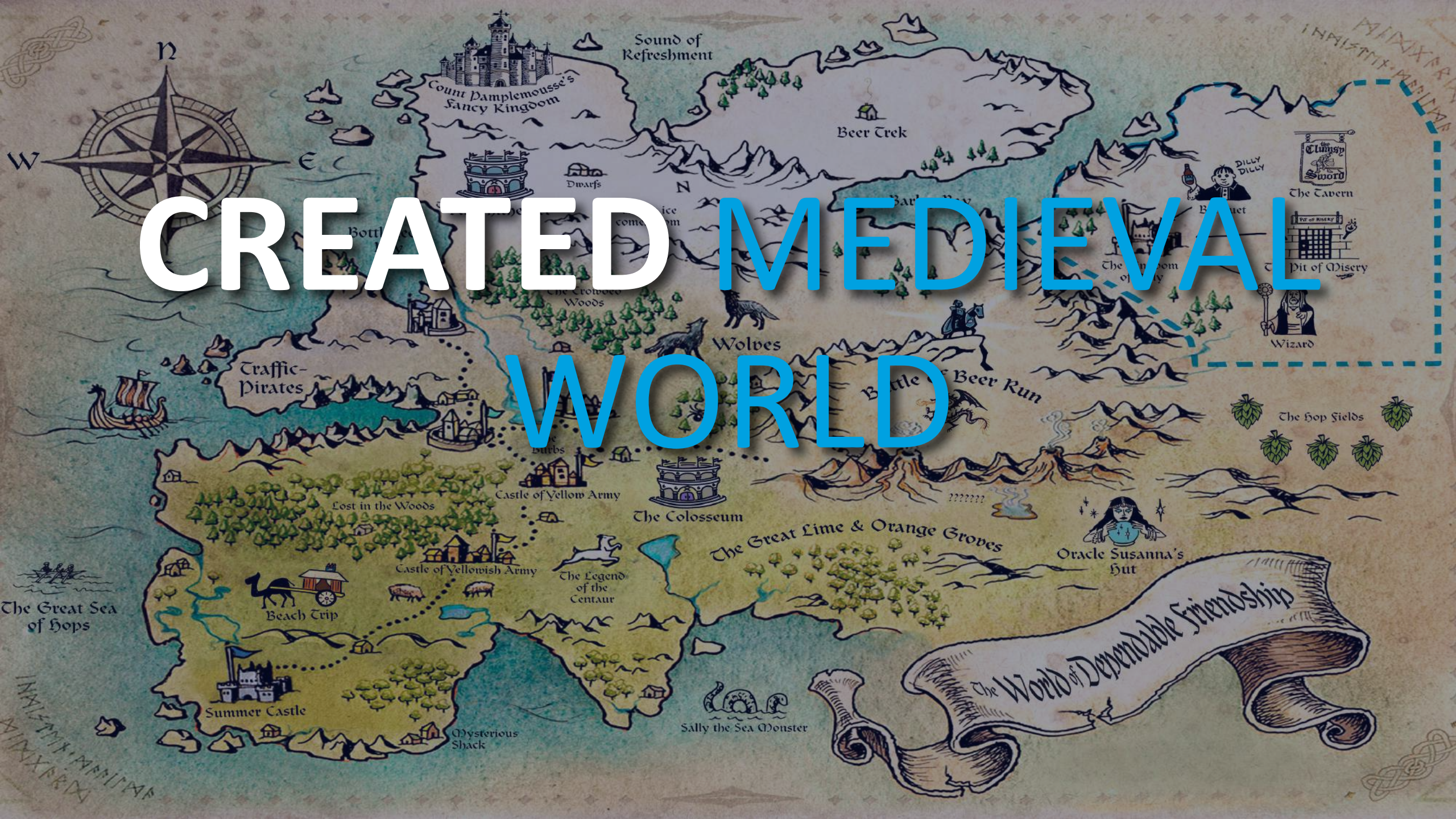
It took time. Patience. And a quest for quality that led to the proud list of ingredients and the Beechwood Aging process made famous by the King of Beers.

We know the best never comes easy. That's why there's nothing else like it.

Bring out your best.



CREATED MEDIEVAL WORLD





Wizard



Oracle Susan



Queen



Rory



Knight



King



Dampelmousse

**DILLY
DILLY**



Hear ye, Hear ye,
Citizens of Philadelphia:

The Eagle hath flown and your triumph
in battle hath inspired the King to make
good on his promise: during the great
victory parade, Bud Light shall floweth
in the taverns along the parade trail.

Joineth us and thy brave knight,
Sir Lane Johnson, for the parade of
tickered tapes, cheesed steaks, and the
kingdom's favored lighteth lager.

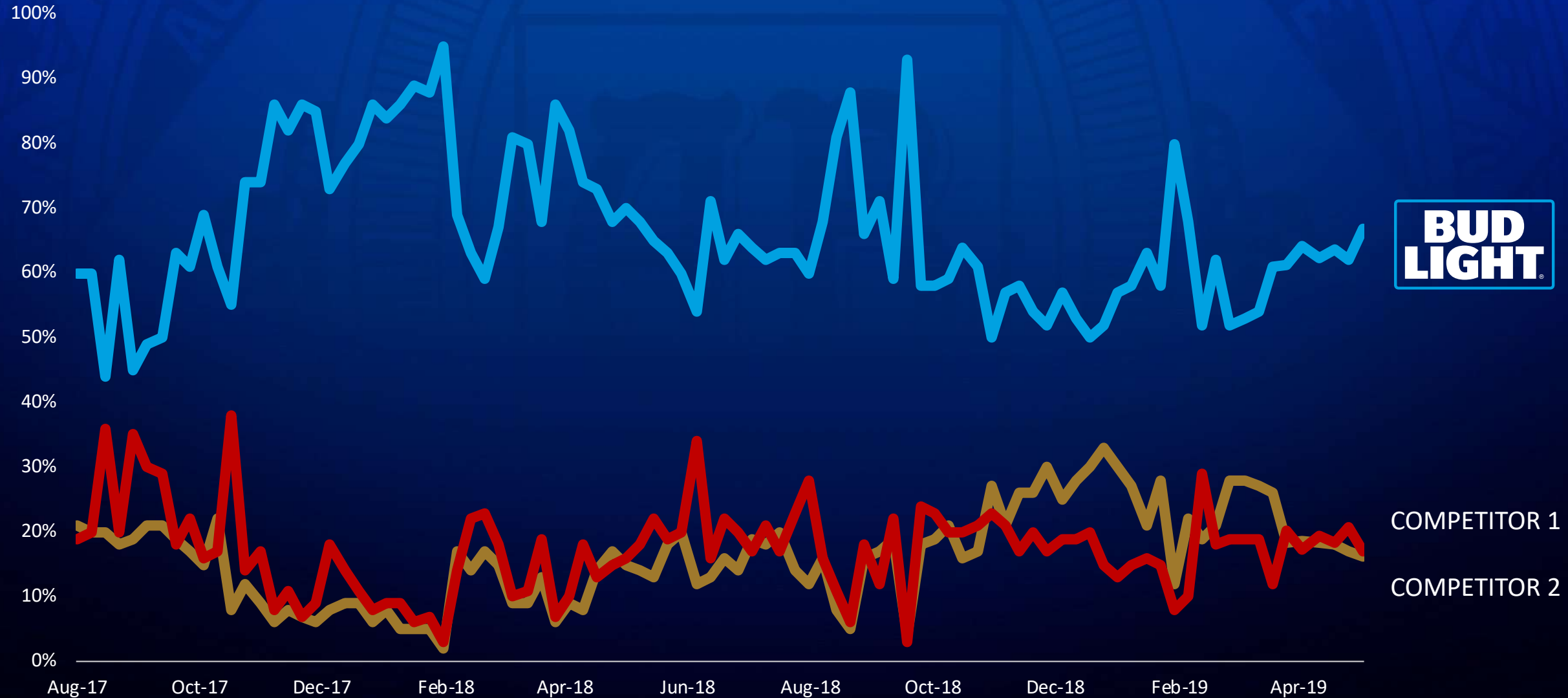
I thus decree that henceforth, this
parade day shalt be known as
Philly Philly Day!

The King & Bud Light

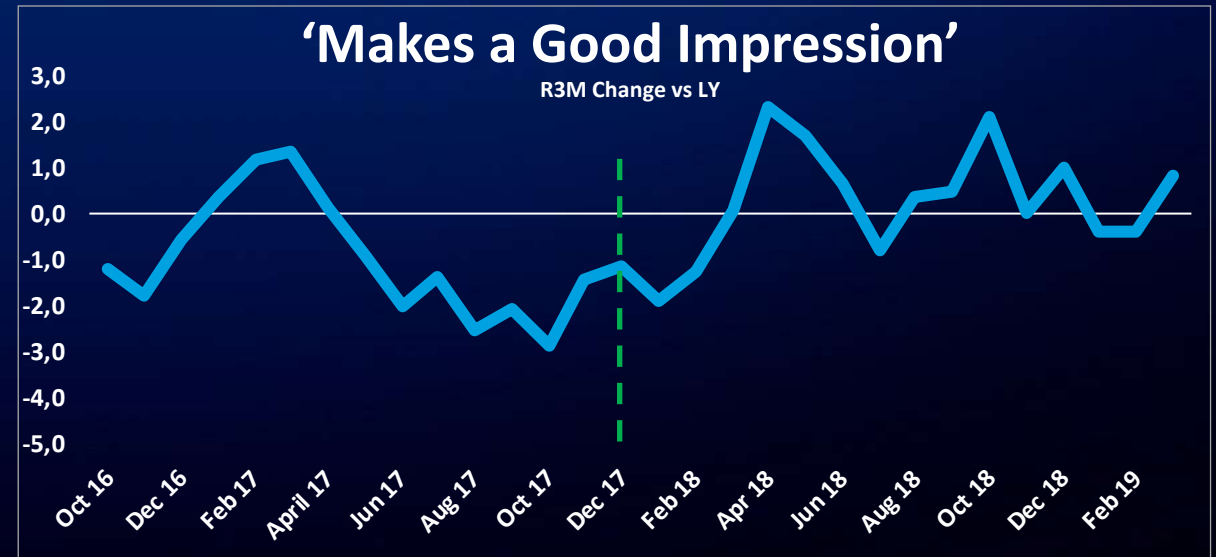
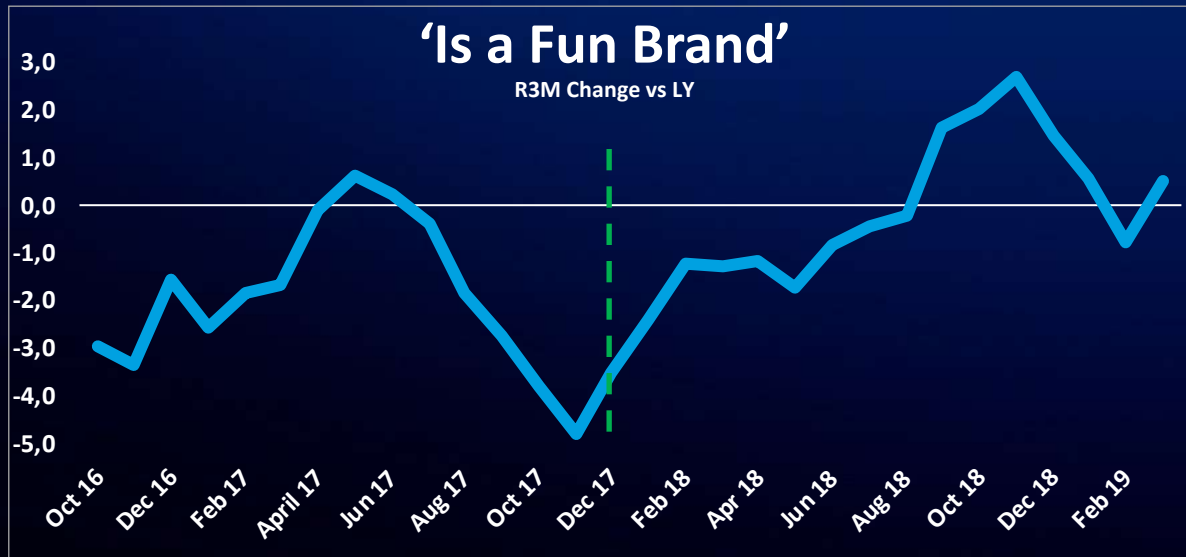
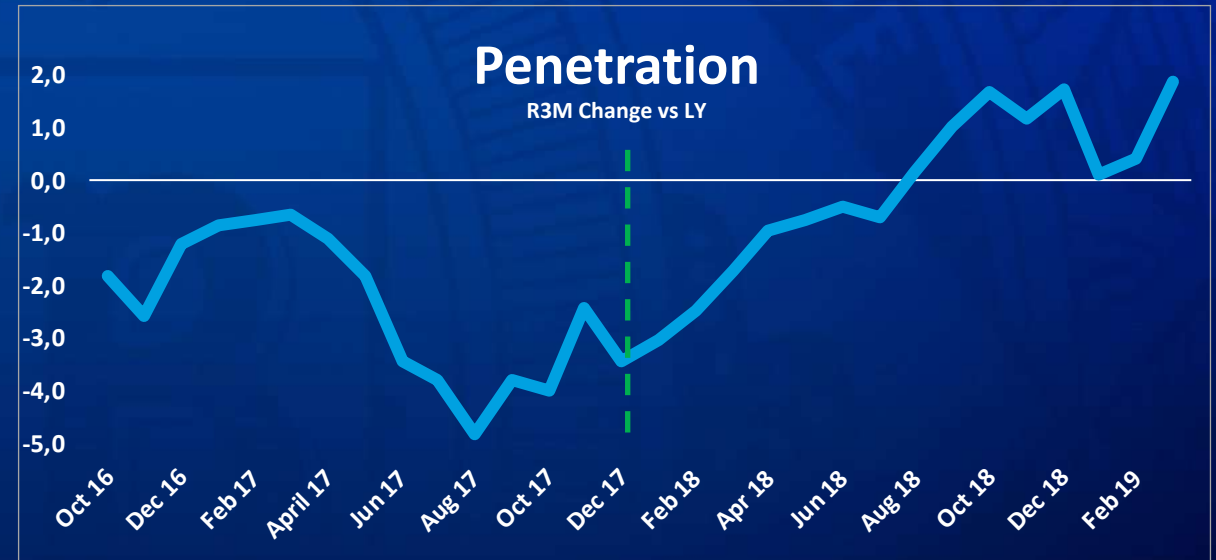
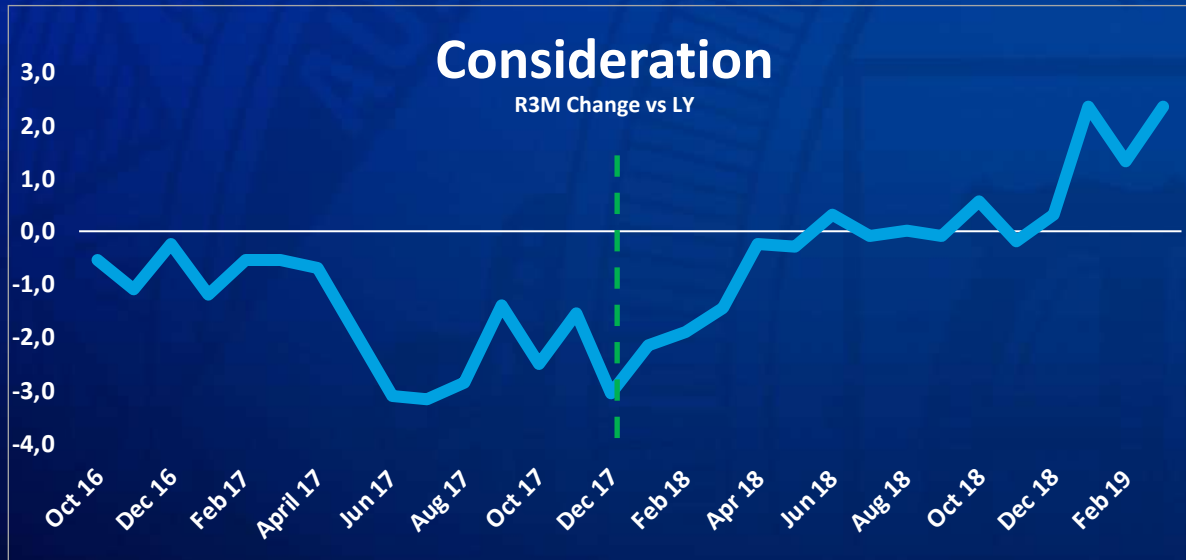


Enjoyeth Responsibly

SHARE OF SOCIAL CONVERSATION



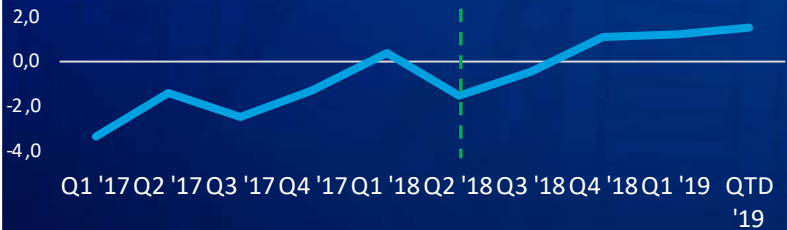
BRAND HEALTH METRICS ARE GROWING



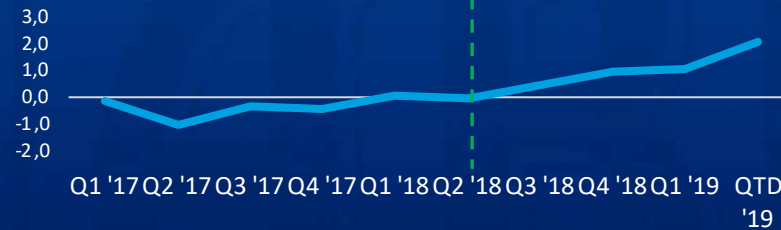
REVERSING SHARE TRENDS IN 9 OF 15 2019 FOCUS MARKETS

BUD LIGHT Volume Share of Premium Light
(Change vs. YA, 2017 – 2019)

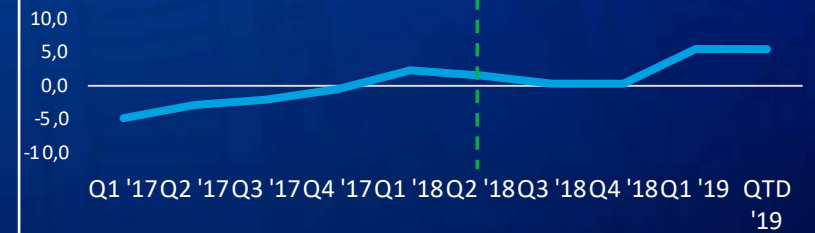
Boston, MA



Cleveland, OH



Denver, CO



Tampa, FL



St. Louis, MO



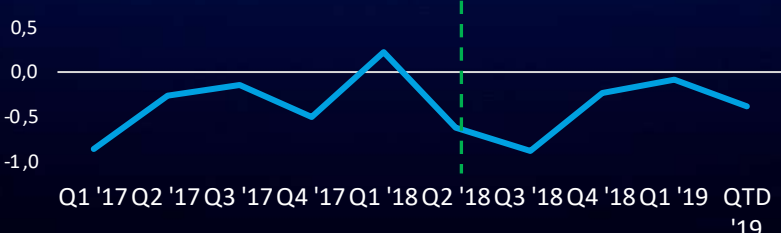
Philadelphia, PA



Milwaukee, WI



Cincinnati, OH



Indianapolis, IN



1
CULTURAL RELEVANCE

2
POINT OF DIFFERENCE

3
EXPANDING
OCCASIONS



SALE!
2/\$7

4.29
SALE!
2/\$7

3.29

SALE!
2/\$7





WE WILL TAKE

THE LEAD

IN THE BEER INDUSTRY

12 | 12 FL OZ
BOTTLES

**Hops.
Barley.
Water.
Rice.**



NO CORN SYRUP



NO PRESERVATIVES



NO ARTIFICIAL
FLAVORS



**BUD
LIGHT**

PREMIUM LIGHT LAGER

12 | 12 FL OZ
BOTTLES

**Hops.
Barley.
Water.
Rice.**

No Corn Syrup

No Preservatives

No Artificial Flavors

SEE BOTTOM PANEL

**BUD
LIGHT**

BEER USING THE CHOICEST
ESTIMATED MALT AND RICE

BUD-BUSCH, INC.



NO CORN SYRUP



NO PRESERVATIVES



**NO ARTIFICIAL
FLAVORS**

12 | 12 FL OZ
BOTTLES

**Hops.
Barley.
Water.
Rice.**



NO CORN SYRUP



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No Corn Syrup

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SEE BOTTOM PANEL

**BUD
LIGHT**

BEER USING THE CHOICEST
ESTIMATED MALT AND RICE

BUD-BUSCH, INC.

Ingredients

Water, Barley, Rice, Hops

Serving Facts

Serving Size: 12 fl oz

Amount per serving

Calories 110

% Daily Value

Total Fat 0g **0%**

Saturated Fat 0g **0%**

Trans Fat 0g **0%**

Polyunsaturated Fat 0g **0%**

Monounsaturated Fat 0g **0%**

Total Carb. 6.6g **2%**

Total Sugars 0g

Incl. 0g Added Sugars **0%**

Protein 0.9g

ADDED AN
INGREDIENT
LABEL

ATTENTION LIGHT BEER DRINKERS:

You have gone far too long without knowing what ingredients are in your beer.

And that's a shame. Because beer is pretty great.

Especially when it's made with great stuff.

And Bud Light is made with the best stuff around.

Which is why, beginning in February,

**WE'RE PUTTING AN INGREDIENTS
LABEL ON OUR PACKAGING.**

Because it's the right thing to do.

**BECAUSE YOU DESERVE TO KNOW
YOUR BEER'S INGREDIENTS.**

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**BECAUSE YOU DESERVE TO KNOW
YOUR BEER'S INGREDIENTS.**



Ingredients

Water, Barley, Rice, Hops

Serving Facts

Serving Size 16 fl oz

Amount per serving

Calories 110

% Daily Value

Total Fat 0g

Saturated Fat 0g

Trans Fat 0g

Polyunsaturated Fat 0g

Monounsaturated Fat 0g

Total Carb. 6.8g

Total Sugars 0g

Incl. 0g Added Sugars

Protein 0.9g

Ingredients

Water, Barley, Rice, Hops

Serving Facts

Serving Size 16 fl oz

Amount per serving

Calories 110

% Daily Value

Total Fat 0g

Saturated Fat 0g

Trans Fat 0g

Polyunsaturated Fat 0g

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532 PRESS STORIES ON THE LABEL

AP Associated Press

Starting next month, Bud Light will have prominent labels showing the beer's ingredients

Esquire

Bud Light's New Nutrition Labels Mark a New Era for Beer



Bud Light went with a big, black-and-white label, similar to the ones required by the FDA

THE TAKEOUT

Bud Light becomes first American beer labeled with nutritional facts

Bloomberg

Bud Light Wants You to Know What's in Your Beer



Bud Light packages will now show nutritional information



...any other...
Our Beechwood Aging process produces a light-bodied lager with
a fresh taste, a crisp, clean finish, and a smooth drinkability.

INGREDIENT TRANSPARENCY

...only other...
Our Beechwood Aging process produces a light-bodied lager with...
a fresh taste, a crisp...
...both drinkability...



Find out
what's in
your beer.



Find out
what's in
your beer.

Hops.
Barley.
Water.
Rice.

Find out what's
in your beer.

Hops.
Barley.
Water.
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QUALITY ATTRIBUTES ARE GROWING

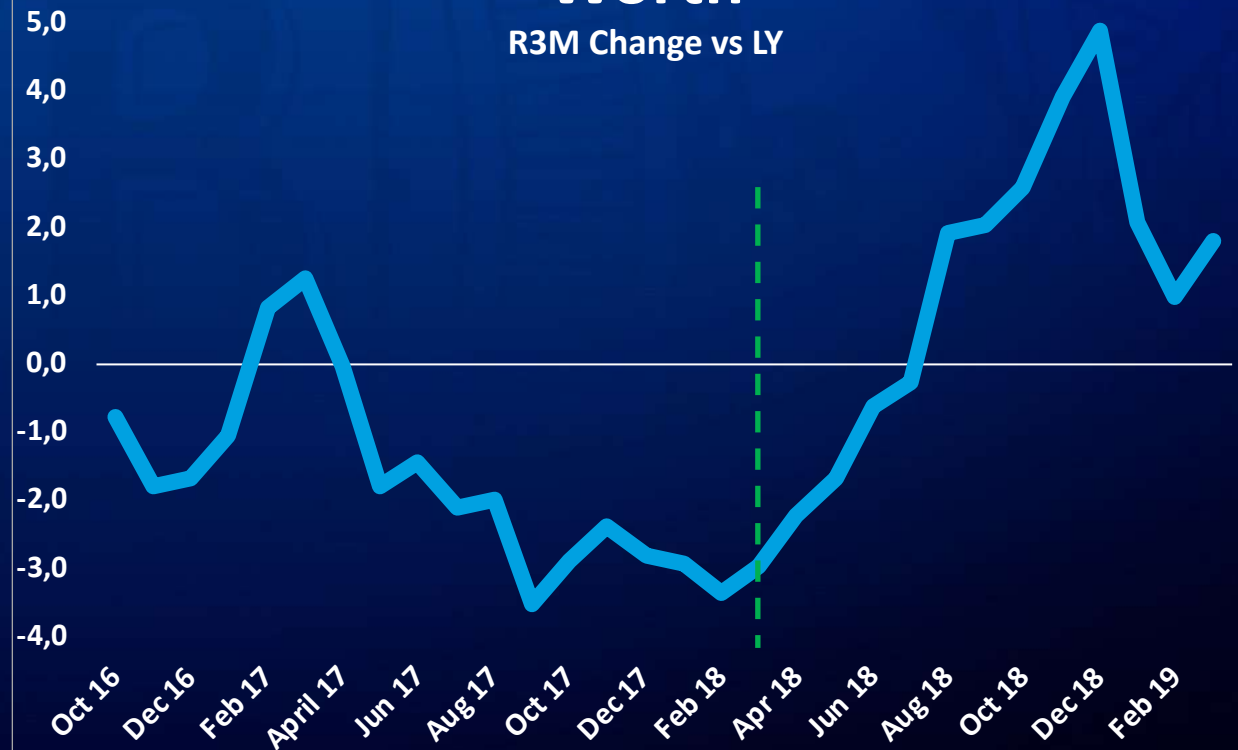
'High Quality Brand'

R3M Change vs LY



Worth

R3M Change vs LY



1
CULTURAL RELEVANCE

2
POINT OF DIFFERENCE

3
EXPANDING
OCCASIONS



#1

INNOVATION OF 2018



12 12 FL. OZ. BOTTLES

BUD LIGHT

Brewed with Real Orange Peels



12 12 FL. OZ. BOTTLES

Brewed with Real Orange Peels



SEE BOTTOM PANEL

12 12 FL. OZ. BOTTLES

BUD LIGHT

Brewed with Real Lemon Peels and Aged on Tea Leaves



12 12 FL. OZ. BOTTLES

Brewed with Real Lemon Peels and Aged on Tea Leaves



SEE BOTTOM PANEL



12 12 FL. OZ. BOTTLES

Brewed with Real Lime Peels



SEE BOTTOM PANEL



BREWED WITH REAL
LEMON PEELS
AGED OVER BLACK
TEA LEAVES





NEW!
Real Lemon Peels.
Real Tea Leaves.

BUD LIGHT
LEMON TEA

This billboard features a bright yellow background. In the top left corner, a green circular badge with the word "NEW!" in white is positioned above the text "Real Lemon Peels. Real Tea Leaves." in white. A realistic lemon peel is shown curling over the top edge of the billboard. On the right side, a can of Bud Light Lemon Tea is displayed, showing its label with the Bud Light logo and "LEMON TEA". A green tea leaf is visible in the bottom left corner of the billboard.



Real Orange Peels.

BUD LIGHT
ORANGE

This billboard has an orange background. A realistic orange peel is shown curling over the top edge. On the right, a can of Bud Light Orange Tea is featured, with its label clearly visible. A slice of orange is shown in the bottom left corner.



Real Lime Peels.

BUD LIGHT
LIME

This billboard has a green background. A realistic lime peel is shown curling over the top edge. On the right, a can of Bud Light Lime Tea is displayed, showing its label. A slice of lime is visible in the bottom left corner.

1
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THE #1 BEER IN THE INDUSTRY