

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



ABInBev

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CLASSIC LAGER

**Super Premium
Premium**



PETER VAN OVERSTRAETEN

VP, PREMIUM & SUPER PREMIUM

Hometown
Time at ABI
Favorite Beer

Gent, Belgium
12 years
Hoegaarden



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





>90%
AWARENESS

**STELLA ARTOIS IS AN
ESTABLISHED
PREMIUM BRAND IN THE US**

SOURCE: KANTAR MILLWARD BROWN BRAND
GUIDANCE PROGRAM: SEPT 2016 R12M

ANNO 1366
**STELLA
ARTOIS**



QUALITY

1.5x
CLOSEST
COMPETITOR

**STELLA ARTOIS IS
RESPECTED FOR ITS
QUALITY AND SOPHISTICATION**

2.5x
CLOSEST
COMPETITOR

SOPHISTICATION

SOURCE: KANTAR MILWARD BROWN,
BRAND GUIDANCE TRACKING



P4W PENETRATION, LAST 52 WEEKS



SOURCE: KANTAR MILLWARD BROWN BRAND
GUIDANCE PROGRAM; SEPT 2018 R13M

**STELLA ARTOIS
HAS A BROAD
CONSUMER BASE**



SHOPPER FREQUENCY 52W
(ABOVE CORE BRANDS)



THE
OPPORTUNITY
IS IN DRIVING
FREQUENCY

SOURCE: KANTAR MILLWARD BROWN ECT P4W PENETRATION, LAST 52 WEEKS



JOB TO BE DONE:

EVOLVE STELLA FROM A BRAND FOR SPECIAL OCCASIONS
ONLY TO A BRAND THAT MAKES MORE MOMENTS SPECIAL



A woman with long brown hair and bangs is holding a tall glass of Stella Artois beer. The glass has the brand name 'STELLA ARTOIS' and 'Belgium' printed on it. The background is a soft-focus portrait of the woman.

APPROACHABILITY

RELATABILITY | OCCASIONS



SUPERBOWL 2019

CHANGE UP
THE USUAL, MAN.



StellaArtois.com/DoGood



CARRIE BRADSHAW
SEX AND THE CITY



THE DUDE
THE BIG LEBOWSKI



NYC CHIC



CALIFORNIA COOL

1. Clean water access to >300,000 people
2. 3rd most talked about brand in SB and #1 gainer in followers among AB brands
3. Nearly 11 billion impressions, bringing us in the same range as iconic Budweiser
4. 3x the mentions and video views vs. last year
5. 5x the PR story coverage

RESULTS



A small, scruffy dog with white and tan fur is sitting at a table. The dog is looking towards the right and has a red strawberry in its mouth. In front of the dog is a glass of beer with a thick white head of foam. To the right of the dog is a bowl of fruit containing strawberries, yellow cherry tomatoes, and red cherry tomatoes. In the background, a person wearing a white and grey striped shirt is partially visible. A larger glass of beer is also visible on the table to the right.

SO WHAT'S NEXT?



Stella Artois Dollars % Share of Beer



SOURCE: IRI TOTAL US - MULC

**WE SEE A BIG
OPPORTUNITY
TO DRIVE
RELATABILITY
IN SUMMER**

**STELLA
ARTOIS**



**THIS SUMMER WE WANT TO
GIVE CONSUMERS PERMISSION
TO DRINK STELLA ARTOIS**



SUMMER LIKE YOU'RE ON VACATION



CHANGE UP THE USUAL



[Home](#) | [Our Brand](#) | [Water](#) | [Stella Artois Cidre](#) | [Stella Artois Spritzer](#) | [Find Stella Artois](#) | [Limited Glass Bottle Recall](#) | [Heritage](#)

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What are you looking for?



This Summer, make the most of your weeknight meals. Reimagine some of your favorite Summer dinner recipes with these quick one-ingredient upgrades from Stella Artois.

THIS SUMMER, WE
WILL BE INSPIRING
CONSUMERS TO
ELEVATE THEIR
MEALS AT HOME



A photograph of two women laughing and talking outdoors. The woman on the left has long brown hair and is wearing a pink shirt. The woman on the right has blonde hair and is wearing a dark top. They are both holding green bottles of Stella Artois beer. The background shows palm trees and a bright sky. A large red banner with white text is overlaid across the middle of the image.

**DOES THE FOCUS ON
APPROACHABILITY WORK?**



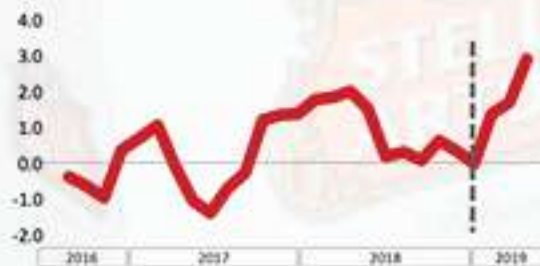
SIGNIFICANT INCREASES IN TRAJECTORY ACROSS ALL KEY BRAND HEALTH METRICS SINCE SUPER BOWL.

SHOPPER FREQUENCY CHANGE VS LY



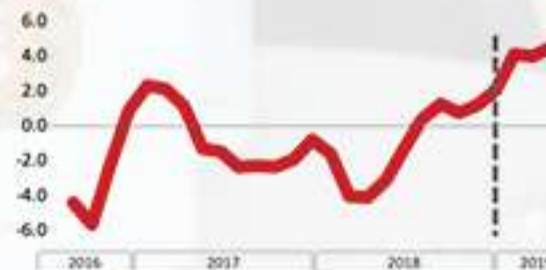
SOURCE: IRI PANEL END 03-31-19

P4W PENETRATION R3M CHANGE VS LY



SOURCE: KMB, R3M TREND THROUGH END MAR TUS 21-65

CONSIDERATION R3M CHANGE VS LY



SOURCE: KMB, R3M TREND THROUGH END MAR TUS 21-65

WORTH R3M CHANGE VS LY



SOURCE: KMB, R3M TREND THROUGH END MAR TUS 21-65

STELLA
ARTOIS



**THANK
YOU**

