Anheuser-Busch InBev
Investor Seminar
2019
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CLASSIC LAGER

Super Premium

Premium
PETER VAN OVERSTRAETEN
VP, PREMIUM & SUPER PREMIUM

Hometown: Gent, Belgium
Time at ABI: 12 years
Favorite Beer: 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
STELLA ARTOIS IS AN ESTABLISHED PREMIUM BRAND IN THE US

>90% AWARENESS

SOURCE: KANTAR MILLWARD BROWN BRAND GUIDANCE PROGRAM; SEPT 2018 R12M
Stella Artois is respected for its quality and sophistication.

Quality

1.5x closest competitor

2.5x closest competitor

Sophistication

Source: Kantar Millward Brown, Brand Guidance Tracking
P&G PENETRATION, LAST 52 WEEKS

Stella Artois has a broad consumer base.

Source: Kantar Millward Brown Brand Guidance Program; Sept 2018 R12M

Modelo 11.2  
Stella Artois 13.5
SHOPER FREQUENCY 52W (ABOVE CORE BRANDS)

THE OPPORTUNITY IS IN DRIVING FREQUENCY

STELLA ARTOIS: 4.3
CORONA: 7
MODELO: 7.9
HEINEKEN: 8.8
ULTRA: 9.2

SOURCE: KANTAR MILLWARD BROWN EST P+W 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
SUPERBOWL 2019

CHANGE UP THE USUAL, MAN.

StellaArtois.com/DoGood
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
SO WHAT’S NEXT?
WE SEE A BIG OPPORTUNITY TO DRIVE RELATABILITY IN SUMMER
THIS SUMMER WE WANT TO GIVE CONSUMERS PERMISSION TO DRINK STELLA ARTOIS
SUMMER LIKE YOU’RE ON VACATION

CHANGE UP THE USUAL
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
DOES THE FOCUS ON APPROACHABILITY WORK?
SIGNIFICANT INCREASES IN TRAJECTORY ACROSS ALL KEY BRAND HEALTH METRICS SINCE SUPER BOWL.

**Shopper Frequency**
- Change vs LY
  - 1Q18: 2.3
  - 1Q19: 2.6
  - +12%

  #1 of top import brands

**P4W Penetration**
- R3M change vs LY

**Consideration**
- R3M change vs LY

**Worth**
- R3M change vs LY

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Source: IRI Panel End 03-31-19
Source: KMB, R3M Trend Through End March 21-4Q
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