

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



ABInBev

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Amanda Tilley

VP – Category Leadership

Born: Melbourne, Australia

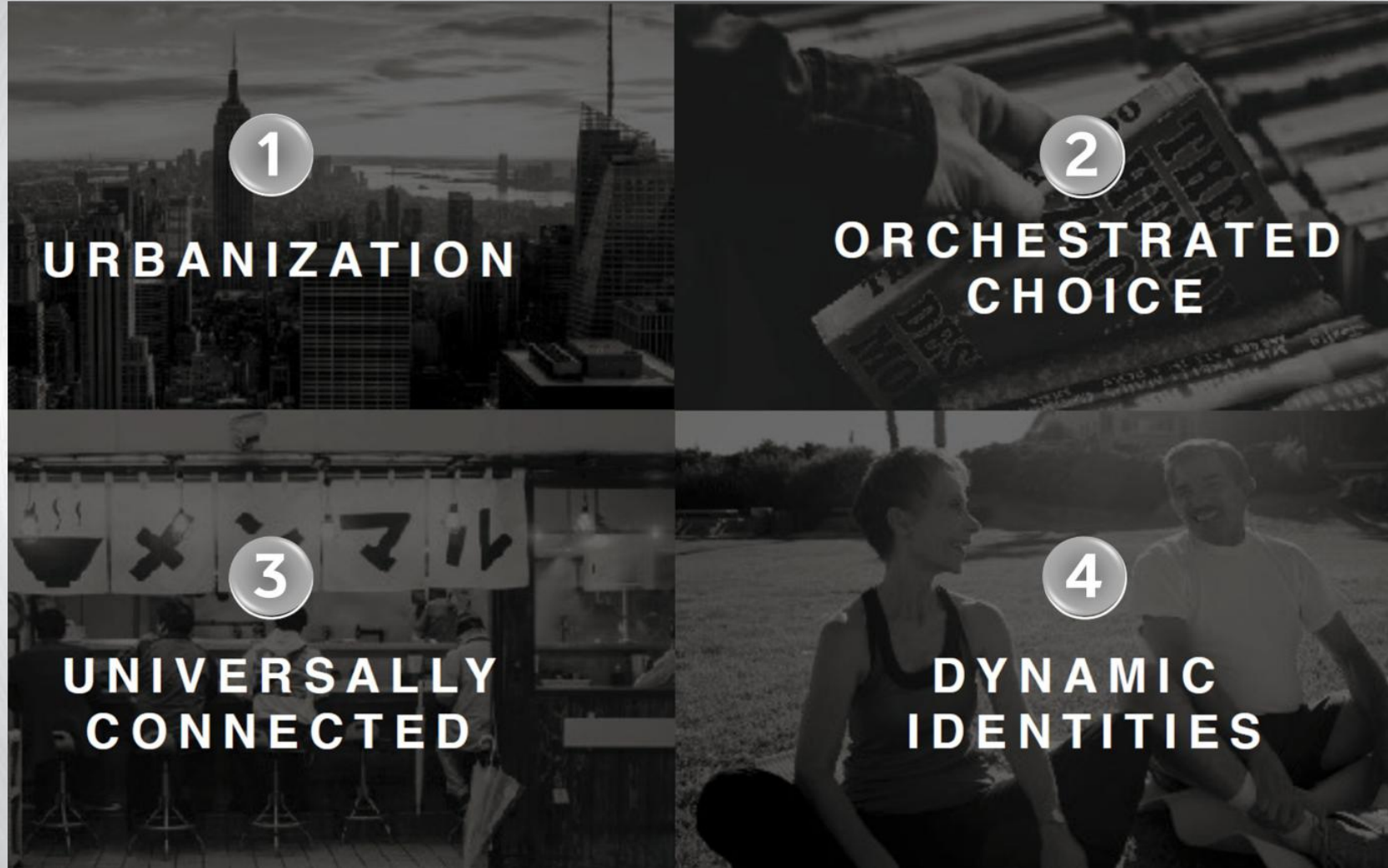
Time at ABI: 3.5 years

Favorite Beer: Stella Artois

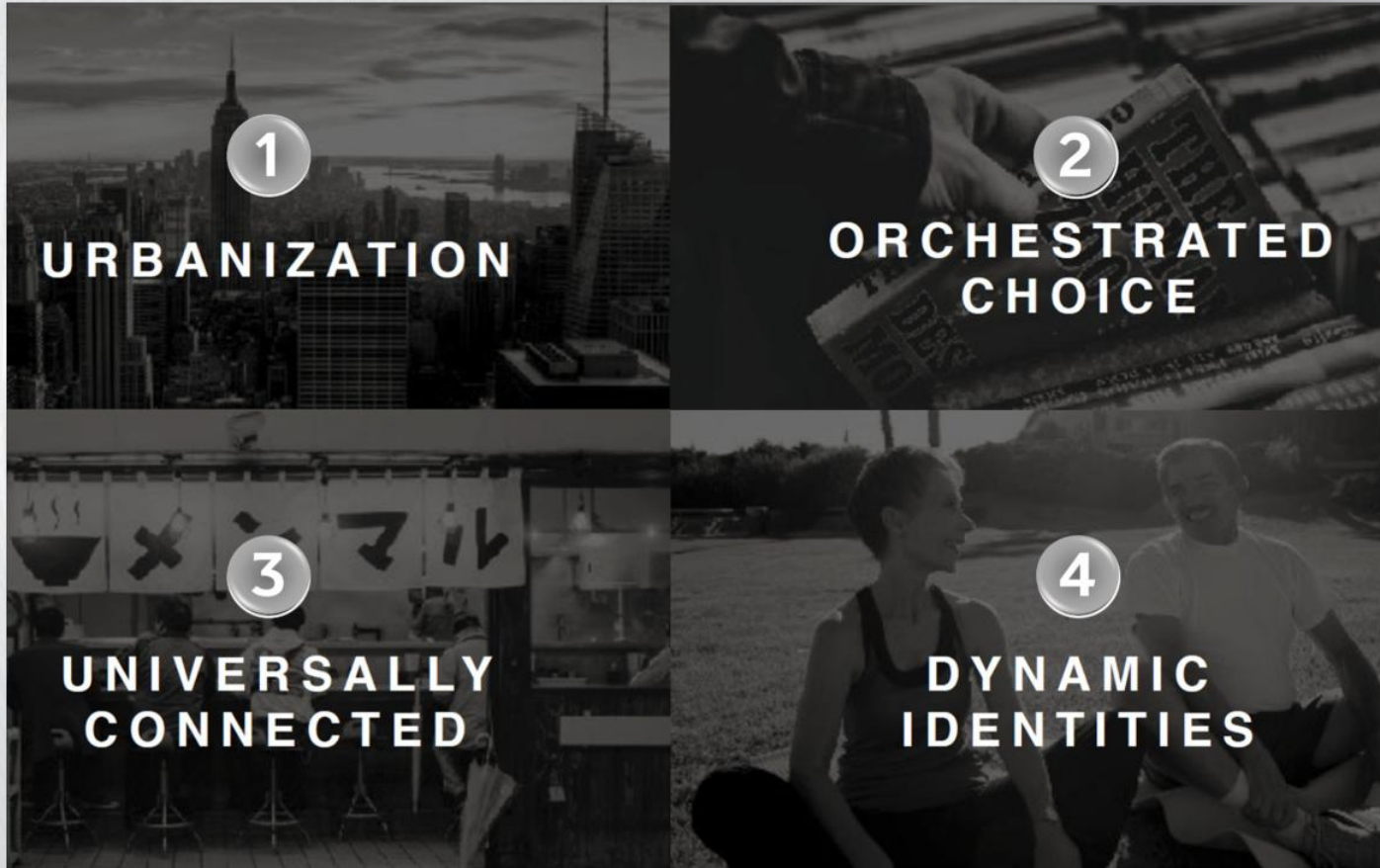




THE WORLD IS CHANGING...



AND RETAIL IS CHANGING WITH IT



BUSINESS
INSIDER

April 12, 2018

Walmart is remodeling 500 stores as part of an \$11 billion spending plan — here's how stores will change

FOOD & WINE

7-Eleven Opened a Sit-Down Cafe Concept

March 15, 2019

sn SUPERMARKET
NEWS

Kroger, Microsoft partner on retail-as-a-service platform

Retail and tech giants plan to commercially market RaaS product

Jan 7, 2019

The Brussels Times

Delhaize introduces its new shopping format

Oct 24, 2018

RETAILERS WANT GUIDANCE ON HOW TO GROW

URBANIZATION



We need a **concept store for urban** grocery. How should it look and what should be in it?

ORCHESTRATED CHOICE



We need to **make alcohol a destination** category. How do we stand out from other retailers?



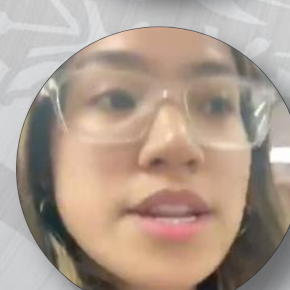
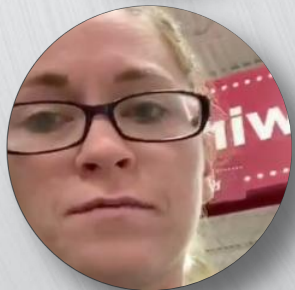
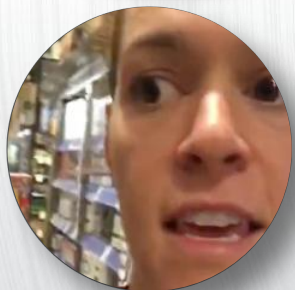
Should we offer **home delivery**?



How do we get **women to shop** our stores and cold rooms?

UNIVERSALLY CONNECTED

DYNAMIC IDENTITIES



WE'VE BUILT A CATEGORY ORGANIZATION TO DELIVER THOUGHT LEADERSHIP FOCUSED ON ELEVATING THE SHOPPING EXPERIENCE IN ALL CHANNELS

A-B CATEGORY ORGANIZATION

- Increase in headcount
- 1:1 contact model with our retailers
- New Center of Excellence
- Amplified investment in shopper research



TRANSLATING OUR RICH UNDERSTANDING OF THE CONSUMERS, SHOPPERS AND CATEGORY EVOLUTION THROUGH THE RETAILER LENS



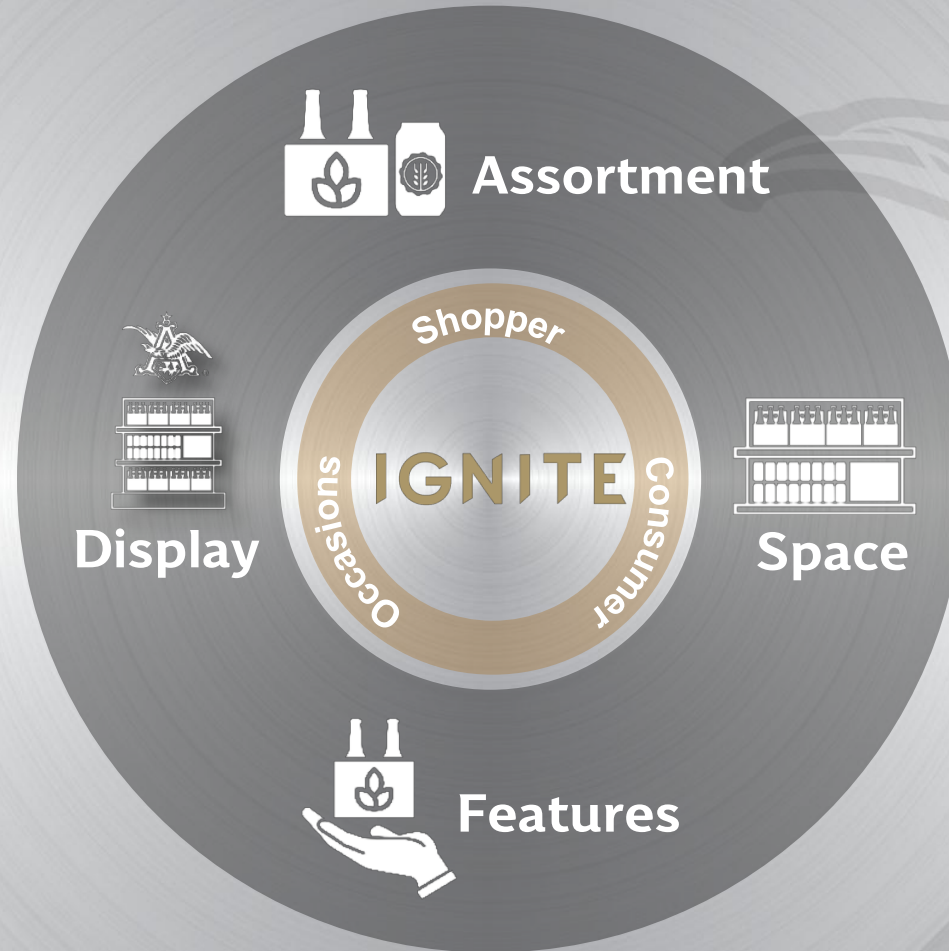


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Recruit in





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STEPPING UP THE FUNDAMENTALS



ASSORTMENT



SHELF FLOW



NAVIGATION

+7% Uplift
40%
increase in
shopper
conversion

ACTIVATING AGAINST GROWTH DRIVERS



WE ARE LEADING THE WAY

BEST IN CLASS CATEGORY ORGANIZATION



WINNING RETAILER CATEGORY STRATEGY



NEW WAYS TO COLLABORATE WITH RETAIL PARTNERS





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FUELING CATEGORY GROWTH