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Cesar Vargas  
US Chief External Affairs Officer  

Born: Los Angeles, California  
Time at ABI: 1.5 years  
Favorite Beer: Budweiser
REPUTATION IS A KEY ENABLER OF OUR COMMERCIAL STRATEGY
ENGAGED IN MEANINGFUL DIALOGUE WITH STAKEHOLDERS
STRONG HISTORY AND HERITAGE
$70+ billion
Anheuser-Busch, Lyft Giving Out Free Weekend Rides To Curb Drunk Driving

Budweiser & The NBA Want You to Drink Wiser
LEADER IN SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP

Could Beer Brewed With Wind Power Help Save the Planet?

Anheuser-Busch Recognized for Excellence in Green Power Use in 2018 EPA Leadership Awards

Anheuser-Busch orders hundreds of hydrogen trucks from zero-emission startup Nikola. The deal, for “up to 80” trucks, is 10 times as big as the one the beer distributor struck with Tesla.
Anheuser-Busch sets out US sustainability goals

Anheuser-Busch, Already The World's Largest Beer Brewer, Also Wants To Be The Most Sustainable

Anheuser-Busch Announces U.S. 2025 Sustainability Goals
Anheuser-Busch sending 300,000 cans of drinking water to areas ravaged by Hurricane Michael
POWERFUL CONSUMER STORIES THROUGH OUR BRANDS

BUDWEISER TOUTS WIND POWER IN SUPER BOWL AD BACKED BY BOB DYLAN

BUDWEISER USES SUPER BOWL TO CELEBRATE EMPLOYEES AND TELL DISASTER RELIEF STORY
STRONG COMMUNITY AND CHARITABLE PARTNERSHIPS

Habitat for Humanity gets $100,000 donation from Anheuser Busch

Budweiser launches red lager in support of US war veterans

Habitat for Humanity gets $100,000 donation from Anheuser Busch
MORE VISIBLE AND VOCAL ON ISSUES OF IMPORTANCE

MICHEL DOUKERIS
North American Zone President and Anheuser-Busch CEO

INGRID DE RYCK
U.S. Chief Procurement and Sustainability Officer

MARCEL MARCONDES
U.S. Chief Marketing Officer

DAVE TAYLOR
U.S. Chief Supply Officer

CESAR VARGAS
U.S. Chief External Affairs Officer
MORE CONSISTENT AND MORE EFFECTIVE COMMUNICATION
STRONG YEAR OVER YEAR PROGRESS

Awareness

- Economic impact: 7pp
- Responsible Drinking: 8pp
- Emergency Drinking Water Program: 7pp
- Environmental Sustainability: 5pp

Favorability

- August 2018: 8pp
- December 2018: 8pp
SUCCESSFULLY POSITIONED TO LEAD FUTURE GROWTH

- Build Winning Brands
- Lead The Trade Up
- Stabilize Mainstream
- Capture Growth Beyond Beer
- Lead Category Growth

- Dream, People, Culture
- Consumer Insights & Data Analytics
- Reputation
- Regional Approach
- Operational Efficiency