Anheuser-Busch InBev
Investor Seminar
2019
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Brendan Whitworth
US Chief Sales Officer

Born: Philadelphia, PA
Time at ABI: 6 years
Favorite Beer: Budweiser
1. EXPAND CORE PLUS
2. LEAD & DEVELOP SUPER PREMIUM
3. DISRUPT PREMIUM
4. STABILIZE SHARE OF MAINSTREAM
5. CAPTURE GROWTH BEYOND BEER
REGIONAL APPROACH

SIMPLICITY

AGILITY

REGIONAL APPROACH
#1 Share Gainer

Triple Digit Growth

Resulting in Balanced Growth

Gaining Share of Mainstream

Craft +19% Q1

~$100MM Annualized Revenue
<table>
<thead>
<tr>
<th>Region VPs (7)</th>
<th>Channels</th>
<th>Revenue Management &amp; Sales Intelligence</th>
<th>High End</th>
<th>Beyond Beer</th>
<th>WOD</th>
<th>Category</th>
<th>Trade Marketing &amp; Tech Sales</th>
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**SALES**

**MARKETING**

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<th>Bud Light</th>
<th>Core &amp; Value</th>
<th>Michelob Ultra</th>
<th>Premium + Super Premium</th>
<th>Beyond Beer</th>
<th>Innovation</th>
<th>Insights &amp; Strategy</th>
<th>Connections</th>
<th>Culture &amp; Learning</th>
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Regional approach driving local empowerment & localization above and beyond national plans
FROM 30 KPIs Nationally Driven TO 10 KPIs Locally Customized
% of Wholesalers achieving Q1 share goals per # of WJBP KPIs executed

- 50% for 0-3 KPIs
- 53% for 3-4 KPIs
- 60% for 5-6 KPIs
- 64% for 7-8 KPIs
- 75% for 9-10 KPIs

75% of Wholesalers executing 9 out of 10 WJBP KPIs are hitting Q1 market share targets.
Regional growth lab efforts delivering incremental Ultra results

On track to become #2 brand in Southwest Region
VOLUME RATE MIX

Price Partition & Magic Price Points  
Local Market Pricing  
Premiumization & Packaging
#1 in beer, but not satisfied with our position
Control Pilot

+1.5pp lift in pilot & Region 3 launch