

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



ABInBev

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Brendan Whitworth

US Chief Sales Officer


Born: Philadelphia, PA

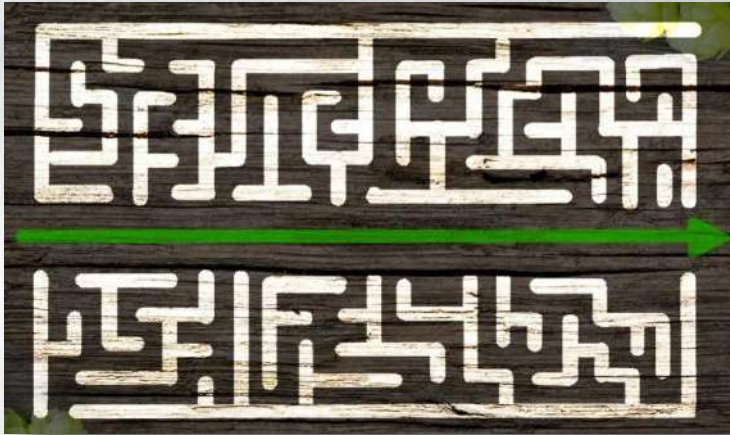
Time at ABL: 6 years

Favorite Beer: Budweiser

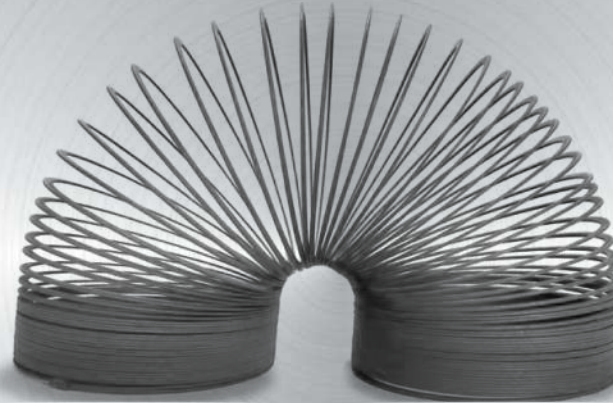




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- 1 EXPAND CORE PLUS**
 - 2 LEAD & DEVELOP SUPER PREMIUM**
 - 3 DISRUPT PREMIUM**
 - 4 STABILIZE SHARE OF MAINSTREAM**
 - 5 CAPTURE GROWTH BEYOND BEER**



SIMPLICITY



AGILITY



REGIONAL APPROACH

**#1 Share
Gainer**



**Triple Digit
Growth**



**Resulting in
Balanced Growth**



**BREWERS
COLLECTIVE**



**Craft
+19% Q1**

**~\$100MM
Annualized
Revenue**



**Gaining Share
of Mainstream**







Region VPs
(7)

Channels

Revenue
Management
& Sales
Intelligence

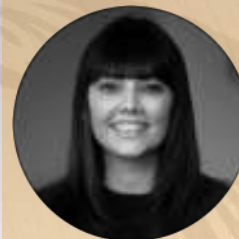
High End

Beyond Beer

WOD

Category

Trade
Marketing &
Tech Sales



SALES

MARKETING

Bud Light

Core &
Value

Michelob
Ultra

Premium +
Super
Premium

Beyond
Beer

Innovation

Insights &
Strategy

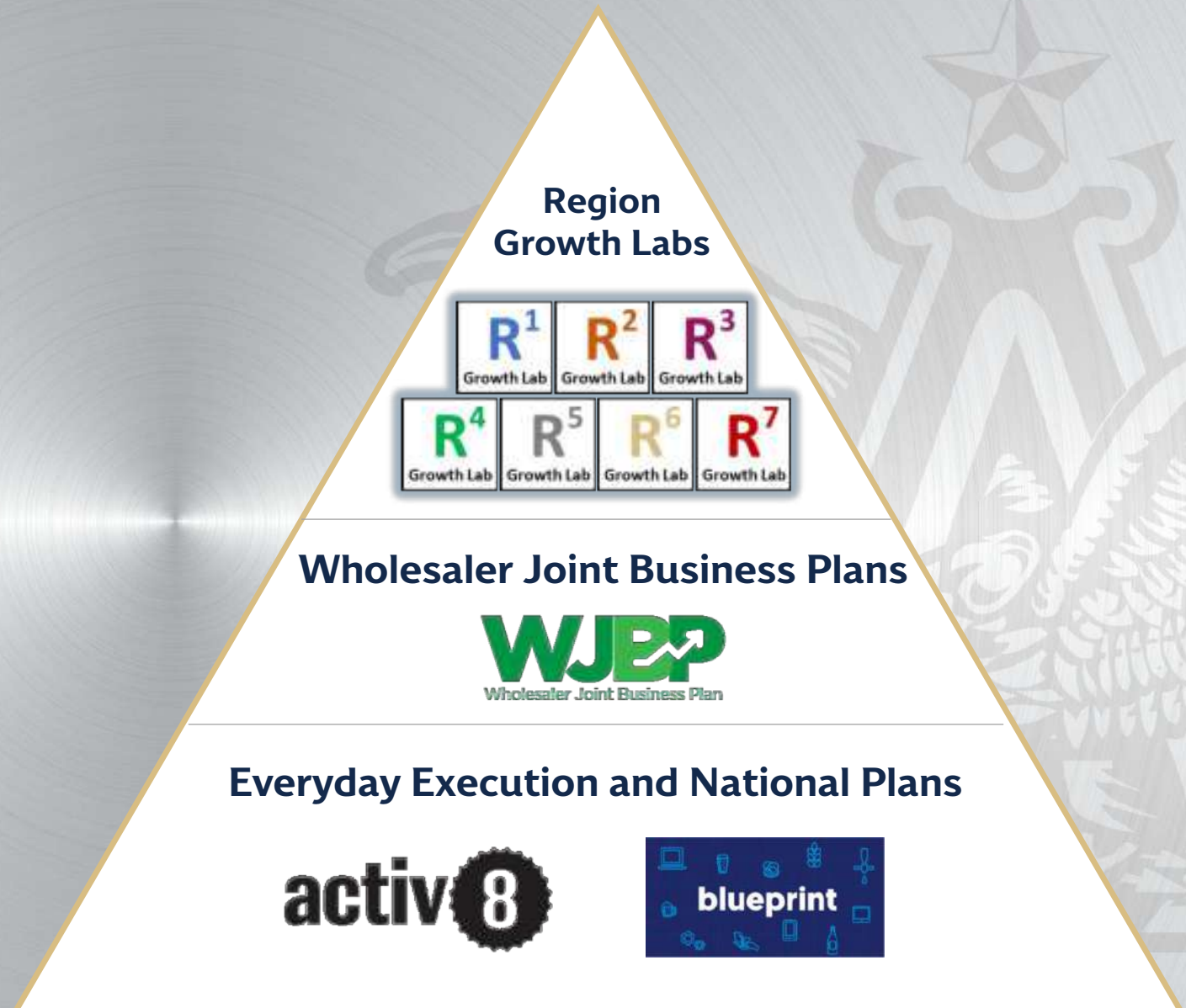
Connections

Culture &
Learning





**Regional approach driving
local empowerment &
localization above and
beyond national plans**





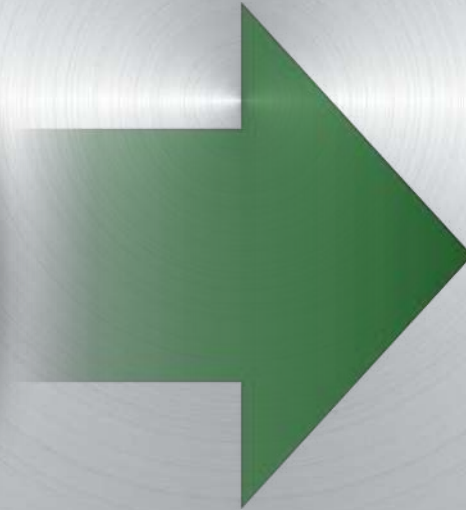
Wholesaler Joint Business Plan

FROM

30
KPIs



**Nationally
Driven**



TO

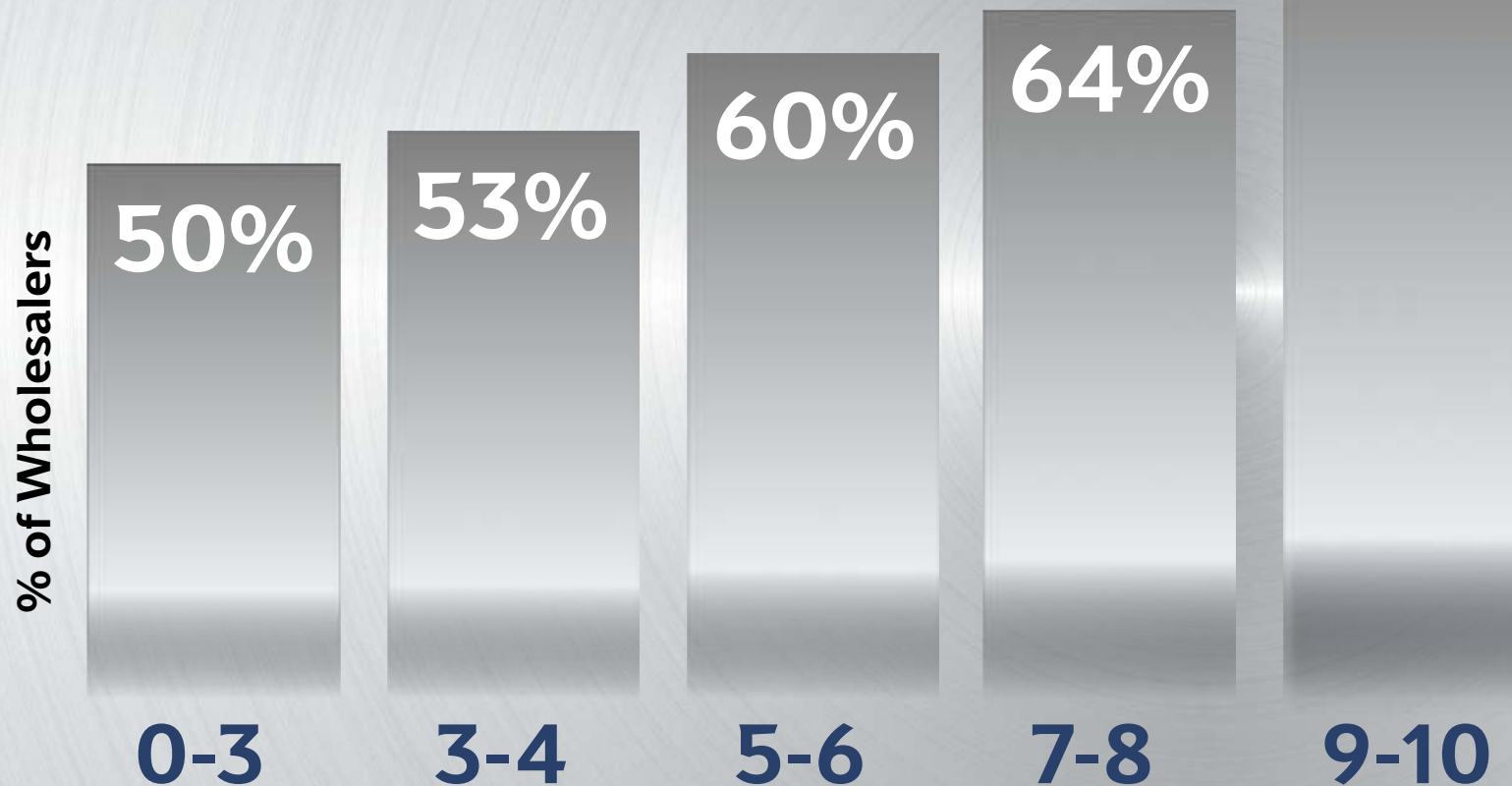
10
KPIs



**Locally
Customized**



**% of Wholesalers achieving Q1 share goals
per # of WJBP KPIs executed**



75%
of Wholesalers executing
9 out of 10
WJBP KPIs
are hitting Q1
market share
targets



Q1 KPIs Hit



**Regional growth lab efforts
delivering incremental
Ultra results**

**On track to become
#2 brand in Southwest Region**





VOLUME

RATE

MIX



160+ per Premium	STELLA ARTOIS ELYSIAN CROUSE LAGER
10 Premium 160	ULTRA PATAGONIA
110 Core+ 130	ULTRA BUDWEISER
Core Mainstream 110	BUD LIGHT Budweiser

**Price Partition &
Magic Price Points**



**Local
Market Pricing**



**Premiumization
& Packaging**





SHARE OF CATEGORY VS YA



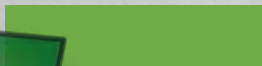
Large Format



FY 2017



FY 2018



Q1 2019



Small Format



FY 2017



FY 2018



Q1 2019



On Premise



FY 2017



FY 2018



Q1 2019



Walmart 



DOLLAR GENERAL



**BUFFALO
WILD
WINGS™**





+4.9%

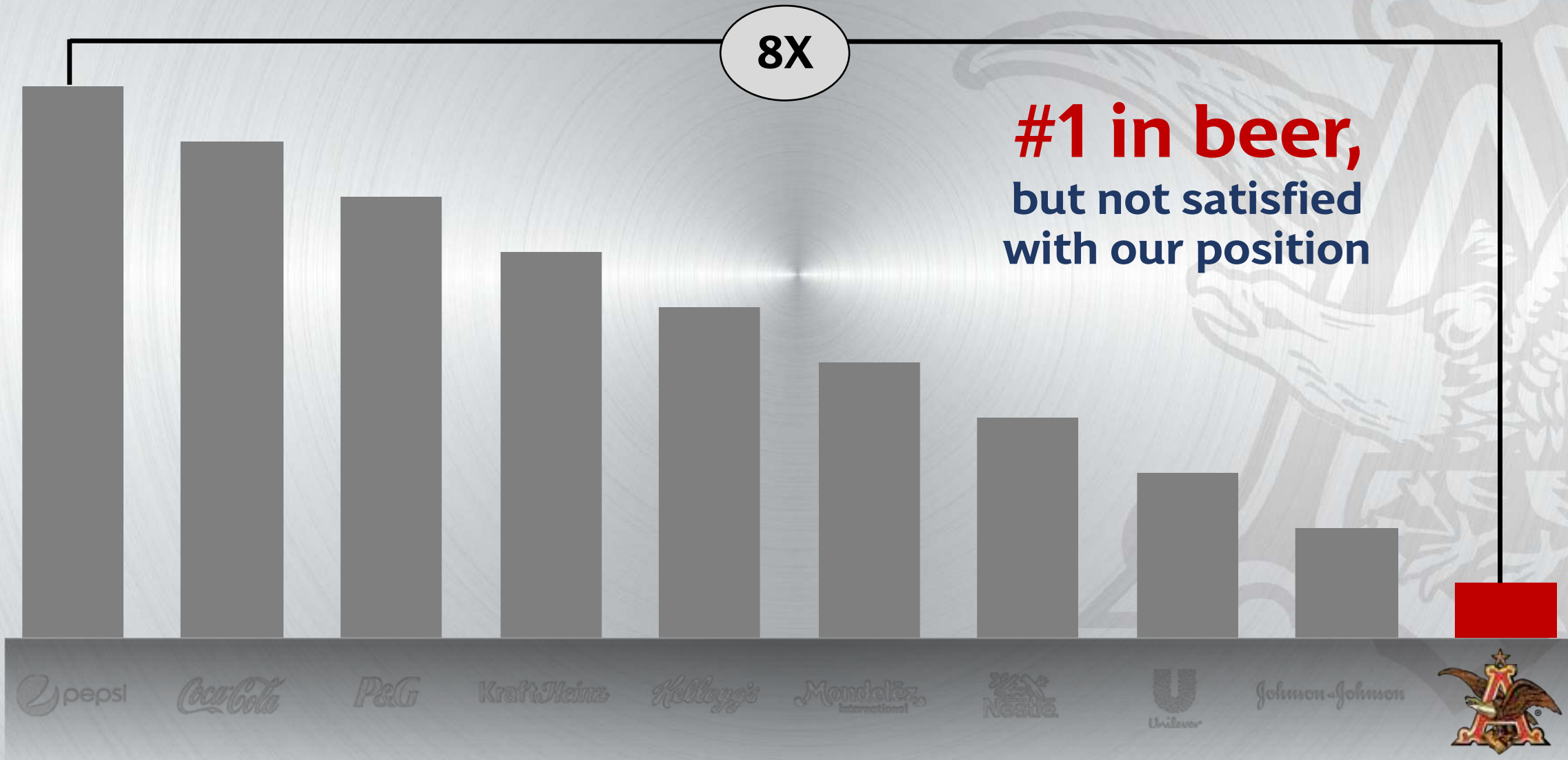
**Incremental AB Points
of Distribution (PODs)**

KANTAR POWER RANKING

2018 Top 10 Manufactures

8X

#1 in beer,
but not satisfied
with our position

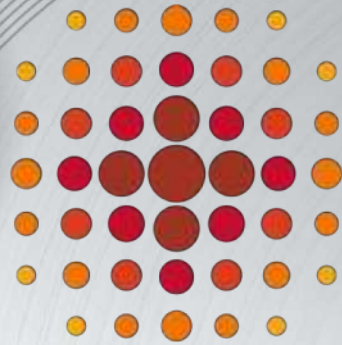




RETAIL & TECH EVOLUTION



**POC
Level Analytics**



CONNECTED POC

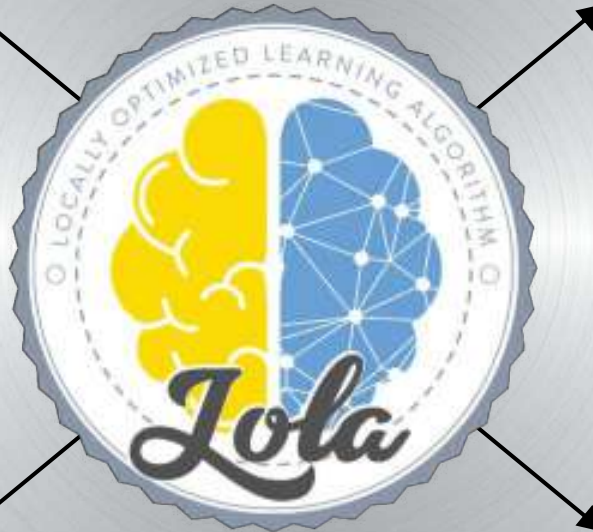
**Sales Force
Automation**



**Robust Data
Backbone**

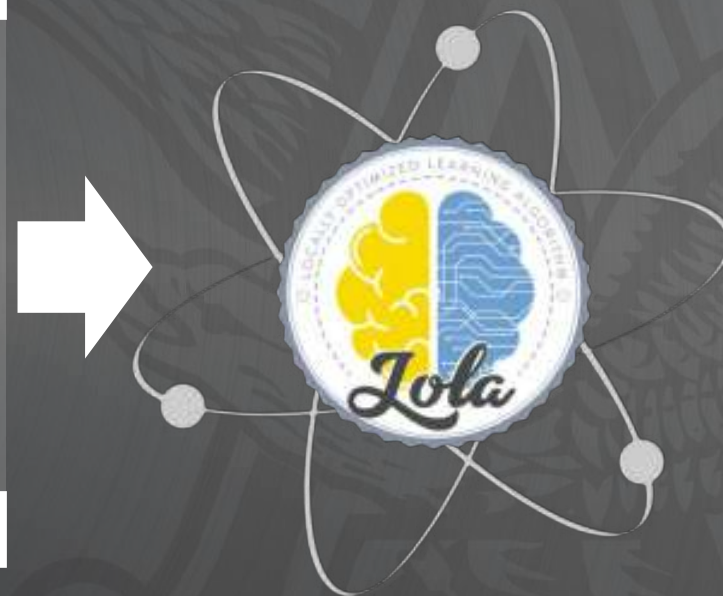


**Artificial Intelligence/
Machine Learning Engine**



**B2B
Solution**







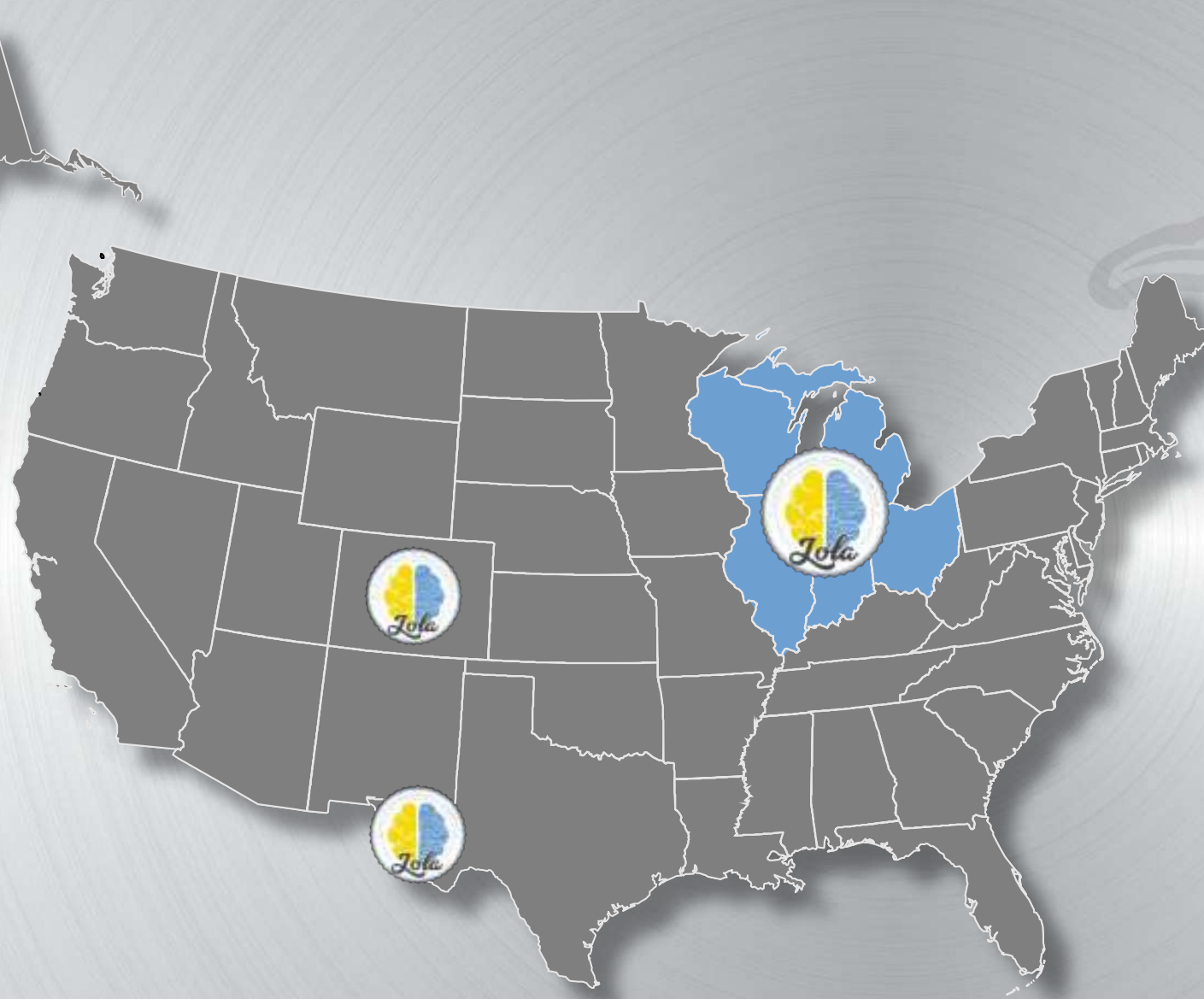
CLUSTERING



**CUSTOMIZED
RECOMMENDATIONS**



**STORE-LEVEL
OPTIMIZATION**



+1.5pp



Control

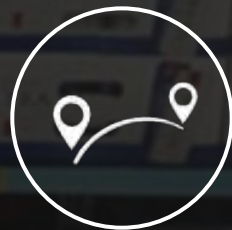
Pilot

**+1.5pp lift in pilot
& Region 3 launch**





BASKETS



TRIPS

CATEGORY TODAY

CATEGORY TOMORROW





| IGNITE

FUELING CATEGORY GROWTH