

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



ABInBev

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Bob Tallett

**Vice President, Business
& Wholesaler Development**

Born: Newark, NJ

Time at ABL: 42 years

Favorite Beer: Budweiser



WE HAVE EVOLVED OUR STRATEGY



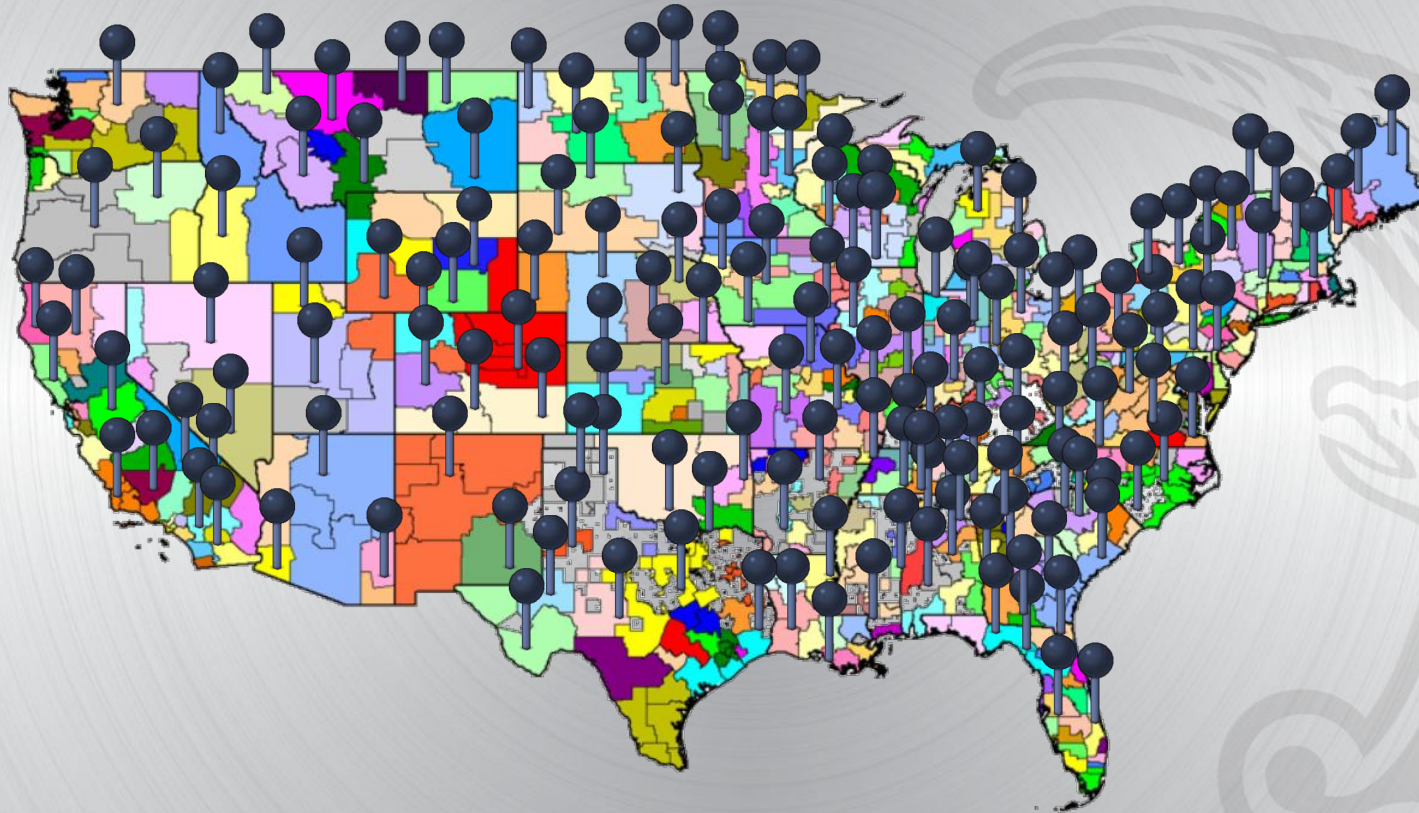
AB WHOLESALER SYSTEM OVERVIEW

The U.S. Wholesaler System is large and dynamic, with local operators in every market

7 Regions

16 WODs
(27 branches)

500K + Accounts



379 Ownership
Groups

430 Equity
Agreements

608
Warehouses

Large Ranges in Wholesaler Characteristics & Key Differences in 50 State Regulation Environments

BUSINESS & WHOLESALER DEVELOPMENT

Wholesaler
Advisory Panel



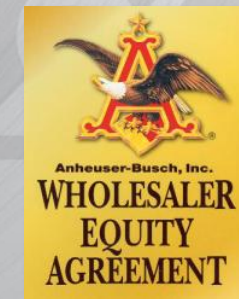
National Sales
& Marketing
Convention



Wholesaler
System
Communication



Wholesaler Equity
Agreement Management



AB WHOLESALER PANEL

Mission: To ensure the development of a strategic partnership and our transformation toward a "seamless" sales and marketing enterprise while pursuing mutual financial objectives

Panel History

1964

Panel Established

1992

Specialty Teams introduced

2014 – present day

Work Together / Win Together
strategy embraced

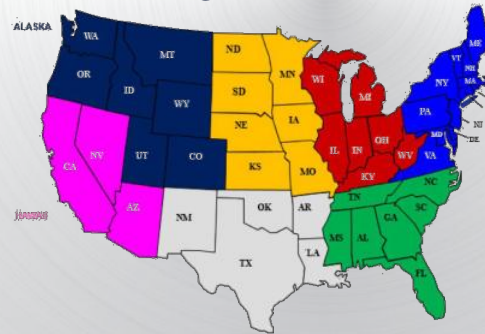
Steering Committee activated

Panel involvement in 3Year & 10
Year Plan

Panel Demographics

22 Wholesaler EAMs evenly
distributed by 7 Sales Regions

3 year terms



Panel Teams

Sales Excellence

Profitability & Grow Brands

External Affairs

Logistics & Communication

The High End

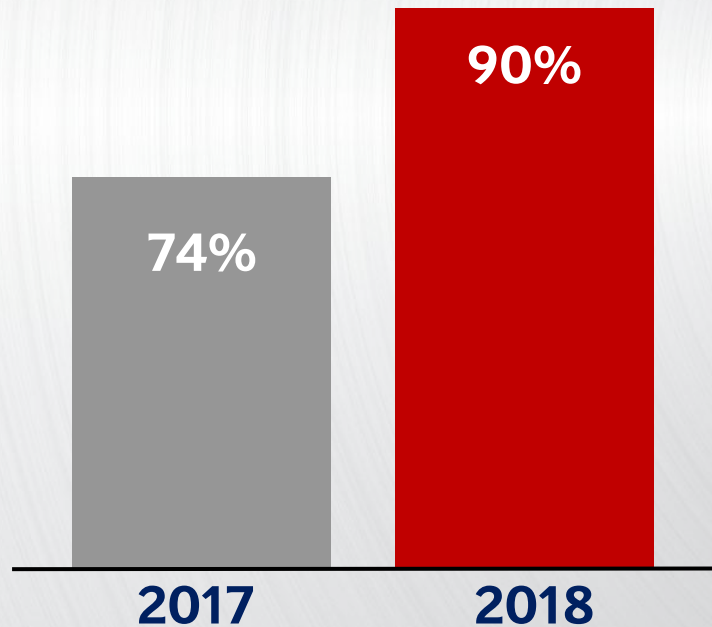
Beyond Beer

VOICE OF THE WHOLESALER (VOW) SURVEY

How we measure our performance with our wholesalers

2018 Results

Overall Performance



9/10
Satisfied/
Very Satisfied

80%
Participation

Key Takeaways

**Highest engagement/participation
rate in 15 years**

**16pp improvement in Overall
Performance year over year**

Top Gain Categories

Relationship with you

Communication

Trust

Strategic Direction



GREY EAGLE
DISTRIBUTORS



2340 MILLPARK DRIVE

Budweiser

EXECUTIVE OFFICES SALES & MARKETING →

**GREY EAGLE
DISTRIBUTORS**



2340 MILLPARK DRIVE

Budweiser

EXECUTIVE OFFICES SALES & MARKETING →

David Stokes
President,
Grey Eagle Distributors