

 *Michelob*
ULTRA

Lori Shambro

VP, Michelob ULTRA



Creative Reflects Consumer Mega Trends

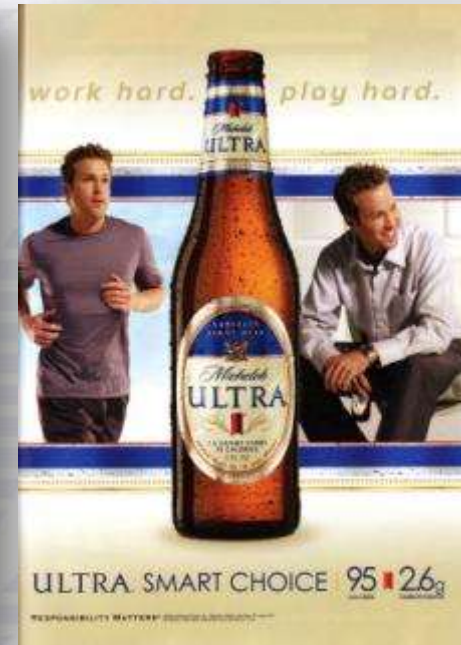
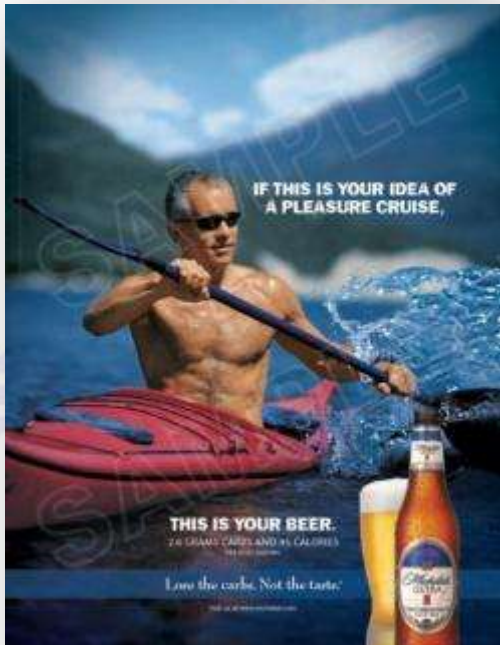
2002

2004

2006

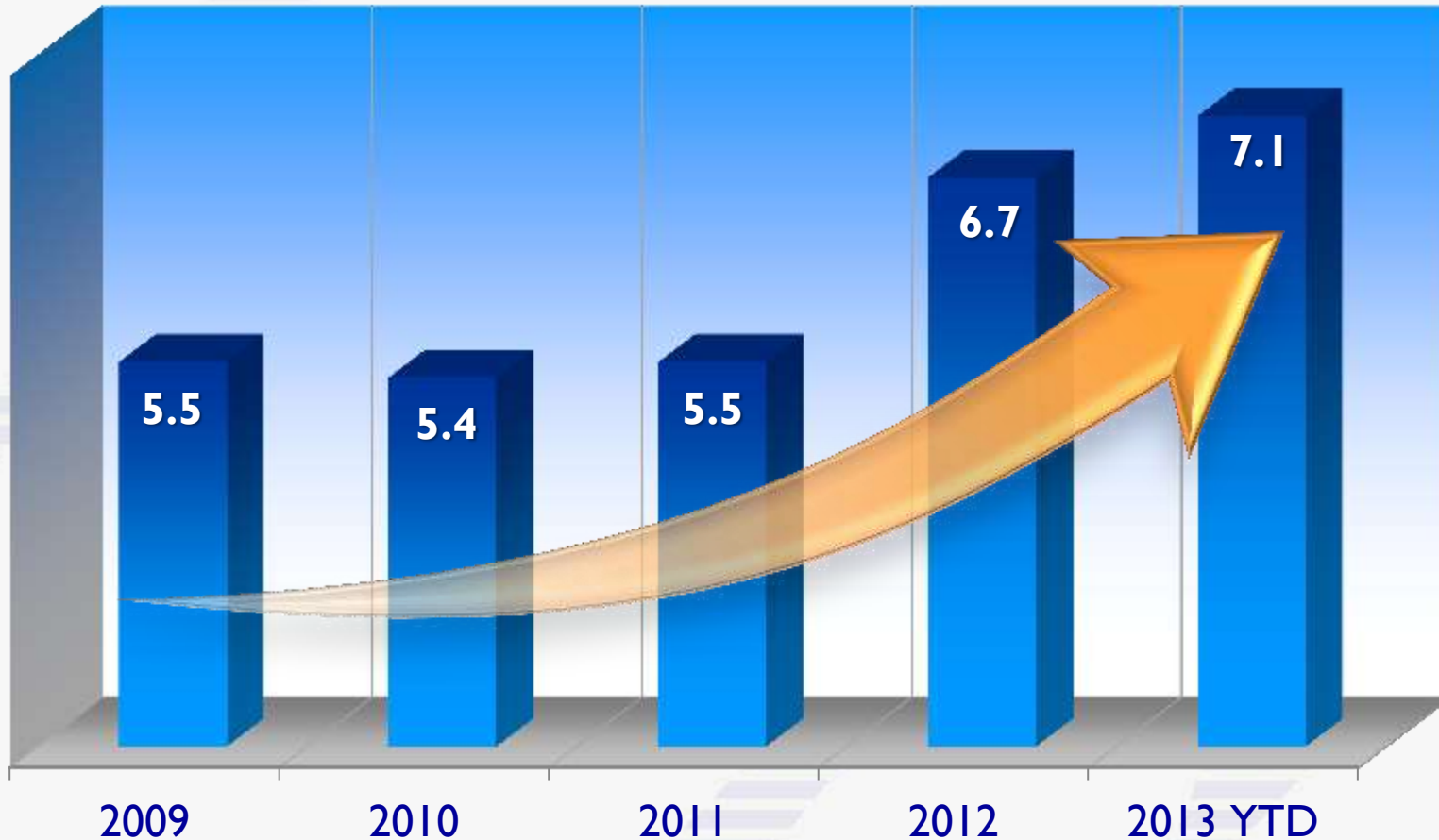
2009

2012



Premium Plus Continues to Grow

Premium Plus Share of Beer Category



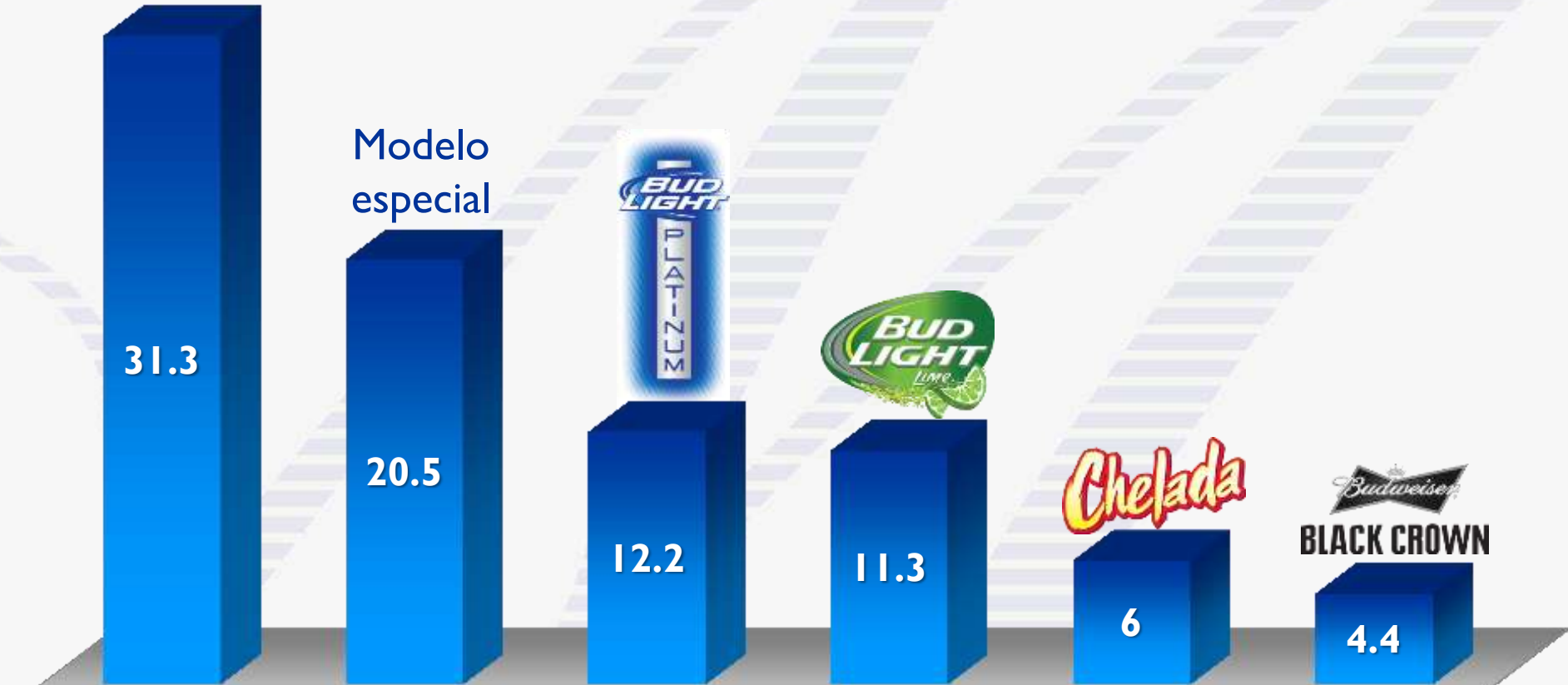
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Largest Premium Plus Brand

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Share of Premium Plus Category



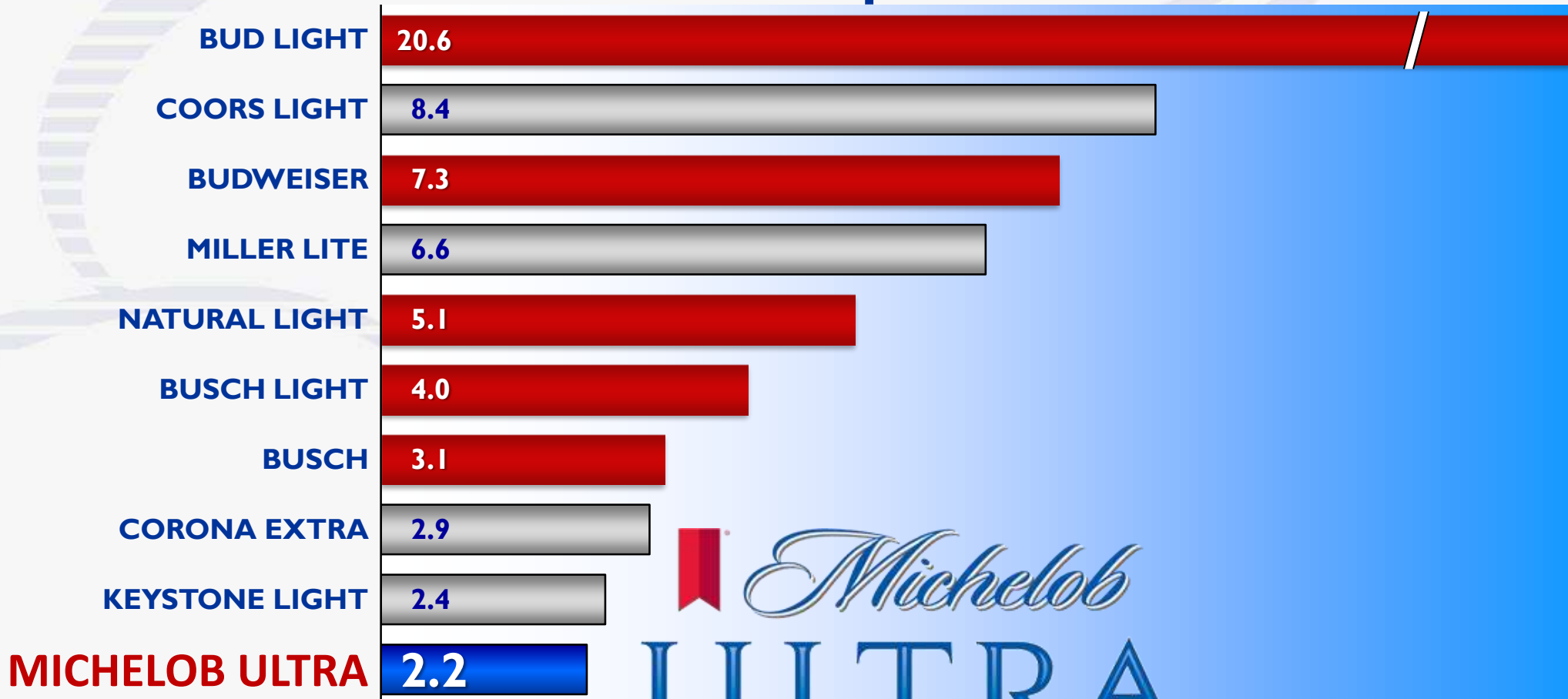
Source: Total US IRI MULC YTP, September 2013

Steady Growth Recently Accelerated



#10 Largest Brand in the US

IRI Top 10 Brands



300% Facebook Fan Growth



Fans Engage with ULTRA Content



Jan - March

Apr - Jun

July - Sep

Oct - Dec



60% of Michelob ULTRA Facebook fans interact with our posts, pics, videos, etc.

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Growing Loyalty



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ULTRA

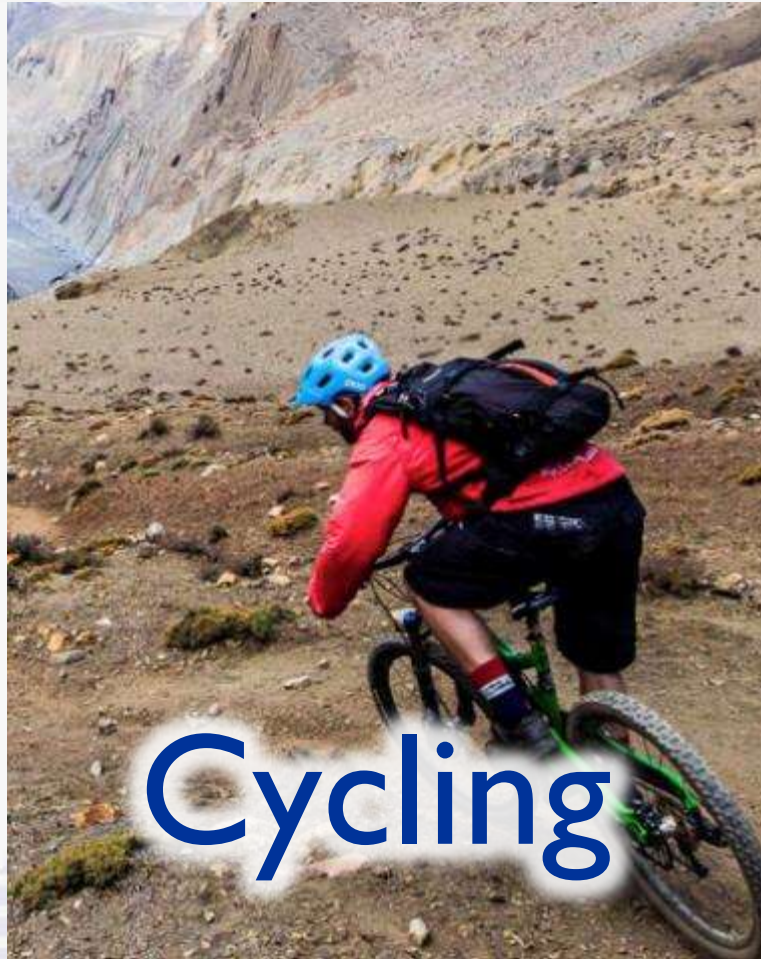
Our Core Is Drinking More





**STRENGTHEN
THE CORE**

STRENGTHEN THE CORE



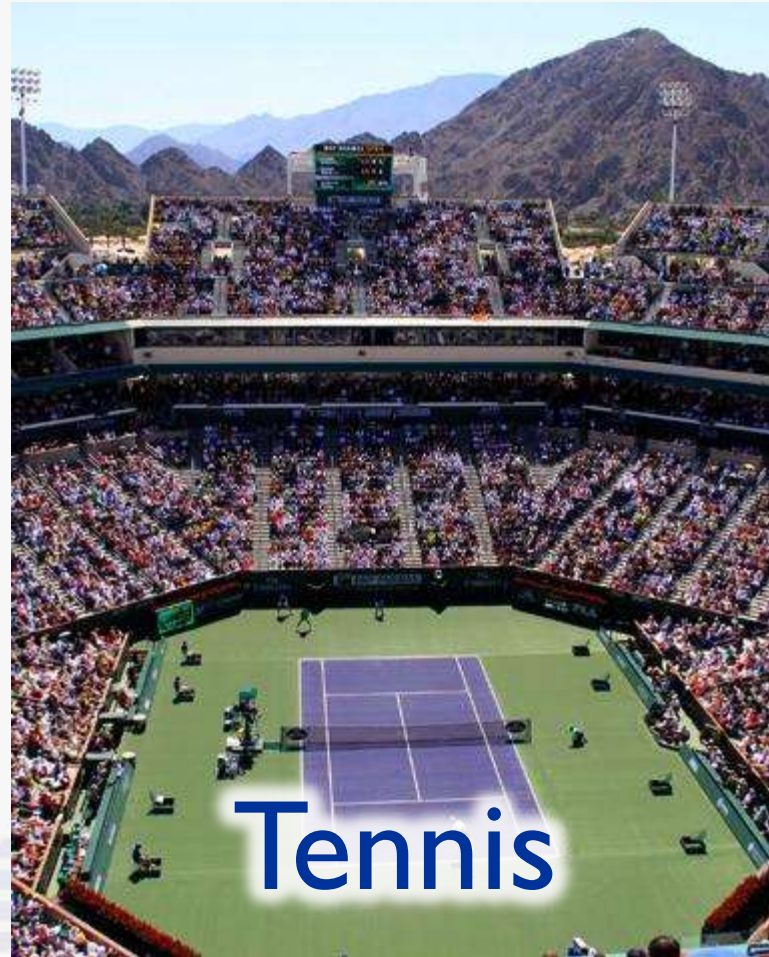
GO

AFTER

MORE

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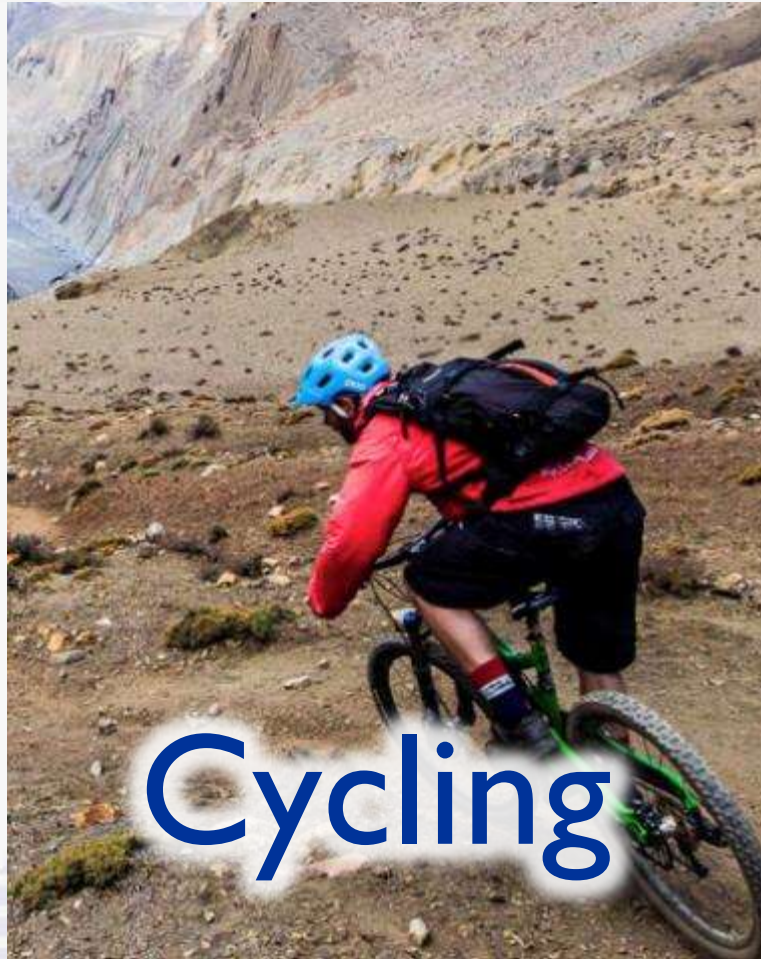
GO AFTER MORE





**STRENGTHEN
THE CORE**

STRENGTHEN THE CORE



Michelob
ULTRA

Running & Cycling Deliver

28+

Co-ed

**College
educated**

**\$80K+
Household
Income**



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ULTRA

Sponsor Rock 'n' Roll Marathon



Michelob
ULTRA

Sponsor TriRock Series

TRIROCK™
TRIATHLON
SERIES



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Credit for Title Sponsorship



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360° Event Activation



Local Activation Drives Connections



 1,000,000
Participants

 5,000,000
Spectators

 75,000,000
Impressions

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STRENGTHEN THE CORE



Golf

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Golf: Perfect Aspirational Fit

112M Fans

26M Golfers

White Collar

\$90K+ HHI

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Official Beer of PGA TOUR



 *Michelob*
ULTRA



Official Beer

GO

AFTER

MORE

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GO AFTER MORE



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Ski: Affluent Active Lifestyle



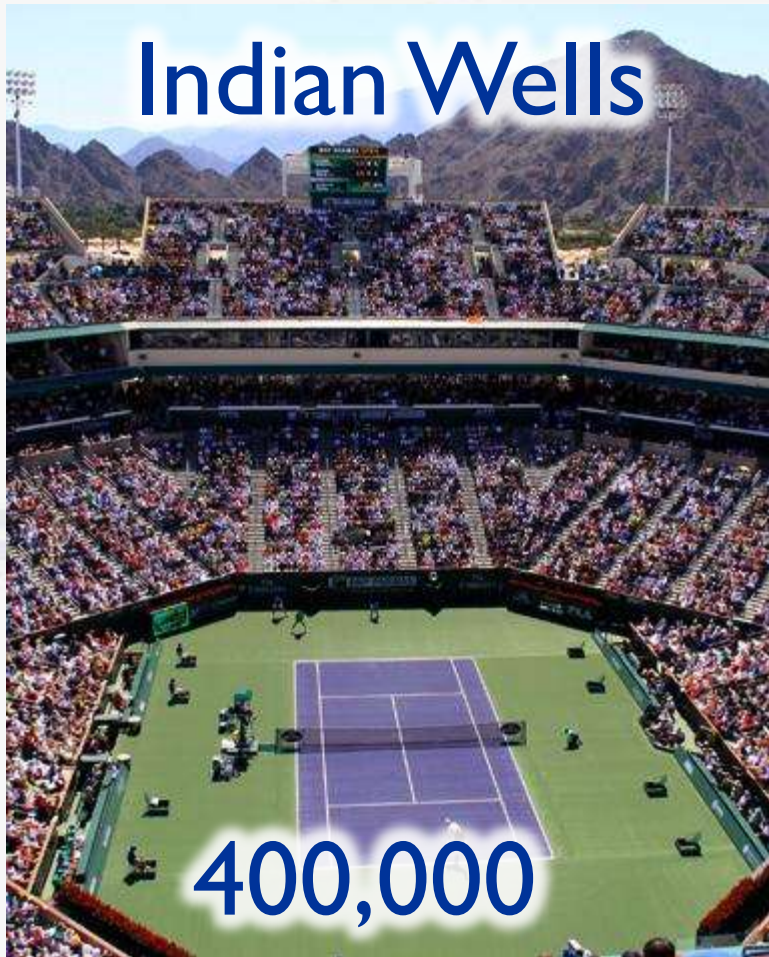
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GO AFTER MORE

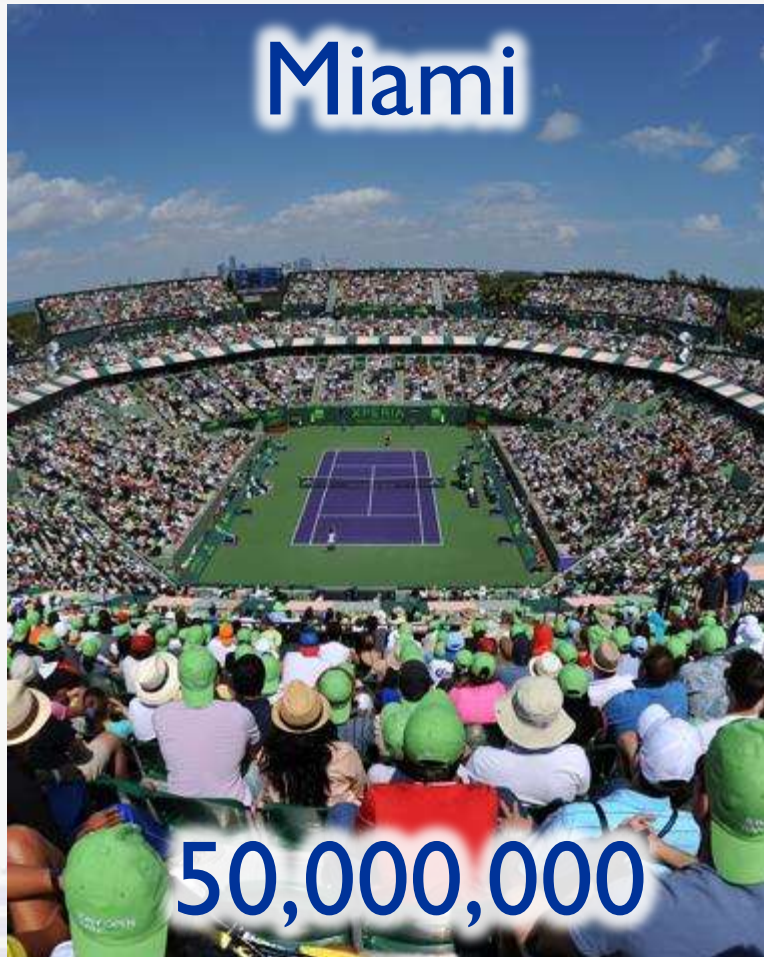


Official Beer of the ATP

Indian Wells



Miami



Cincinnati



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ATP Venue Presence



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GO AFTER MORE



Campaign

Michelob
ULTRA

New Campaign Launched





THANK
YOU

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SUPERIOR
LIGHT BEER
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SUPERIOR
LIGHT BEER
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