



e-Commerce

Dusan Vujovic

KA & e-Commerce Director APAC

Connection with Strategy

Dream: #1 in Asia

Pillar

Brands
Bonding with
Consumers
& Trade Up

Expansion

Maximize
Strongholds

Sales
Machine

Disruptive
Growth

Operational
Efficiency

Better
World

People
Pipeline

Personal Introduction

Name

Dusan Vujovic

Education

Bachelor: La Salle University (PA, USA)

Hire date

01/07/2007

Working Location

Shanghai HQ

Position

KA & e-Commerce Director

Career Path

8/2013 – 10/2014

10/2012 – 8/2013

11/2011 – 10/2012

8/2010-11/2011

3/2010-8/2010

1/2009-3/2010

6/2008-1/2009

08/2007-6/2008

APAC Zone, China

APAC Zone, China

APAC Zone, China

APAC Zone, China

APAC Zone, China

CEE Zone, Serbia

CEE Zone, Serbia

CEE Zone, Serbia



Sales Structure and Process Director

RTM and Expansion Director

Expansion Associate Director

Expansion Manager

Sales Structure Manager

Regional Sales Manager

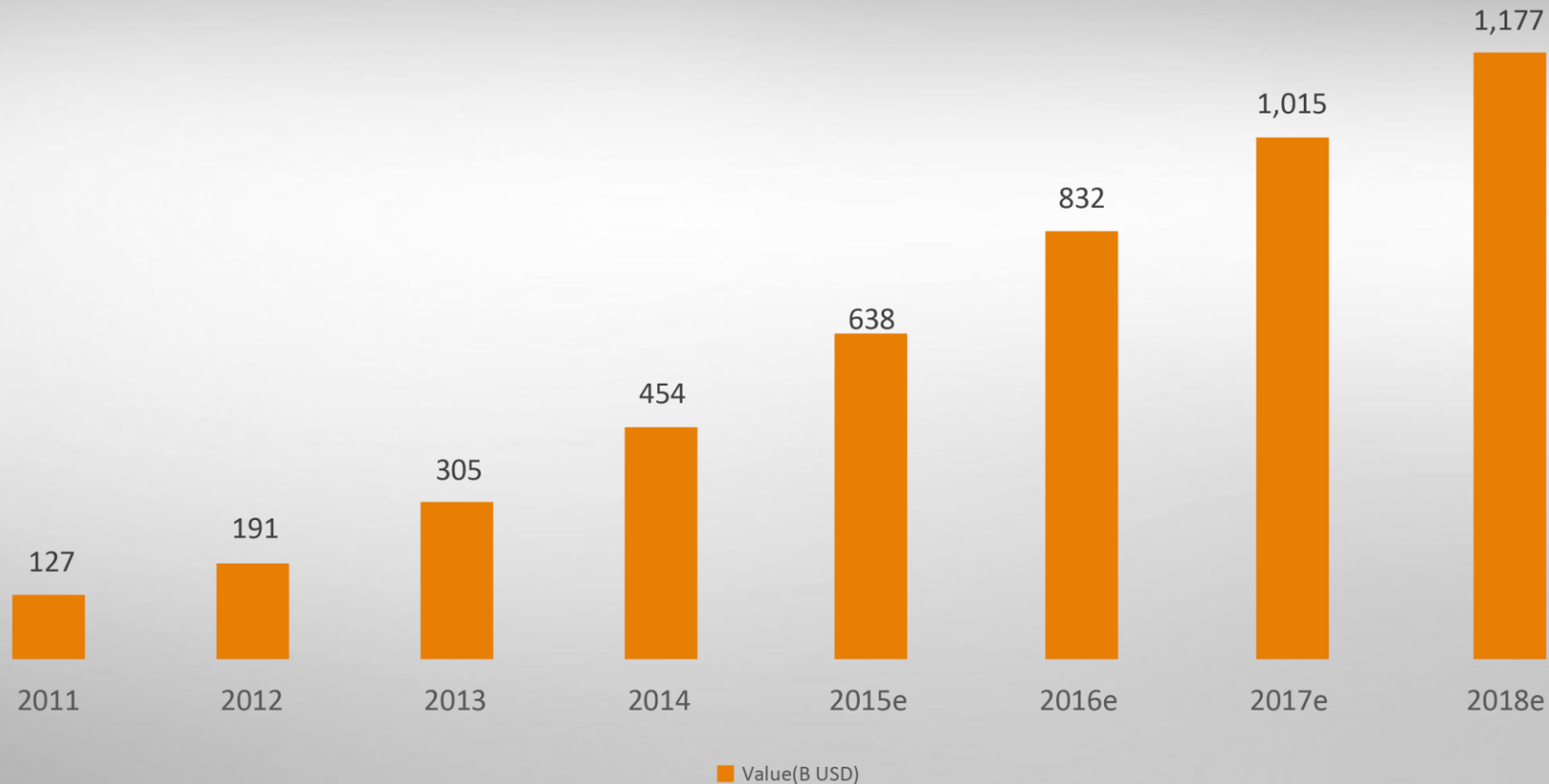
Sales Projects Manager

Global Management Trainee

China E-Commerce Industry #1 in the Worldwide

- Total China E-Commerce transaction value reached 454 billion USD in 2014, with 48.7% growth, which is equal to 10.7% of the total retail market
- In the next three years, we expect e-Commerce in China to maintain a high growth rate (27% CAGR), but lower than before due to a much larger base.

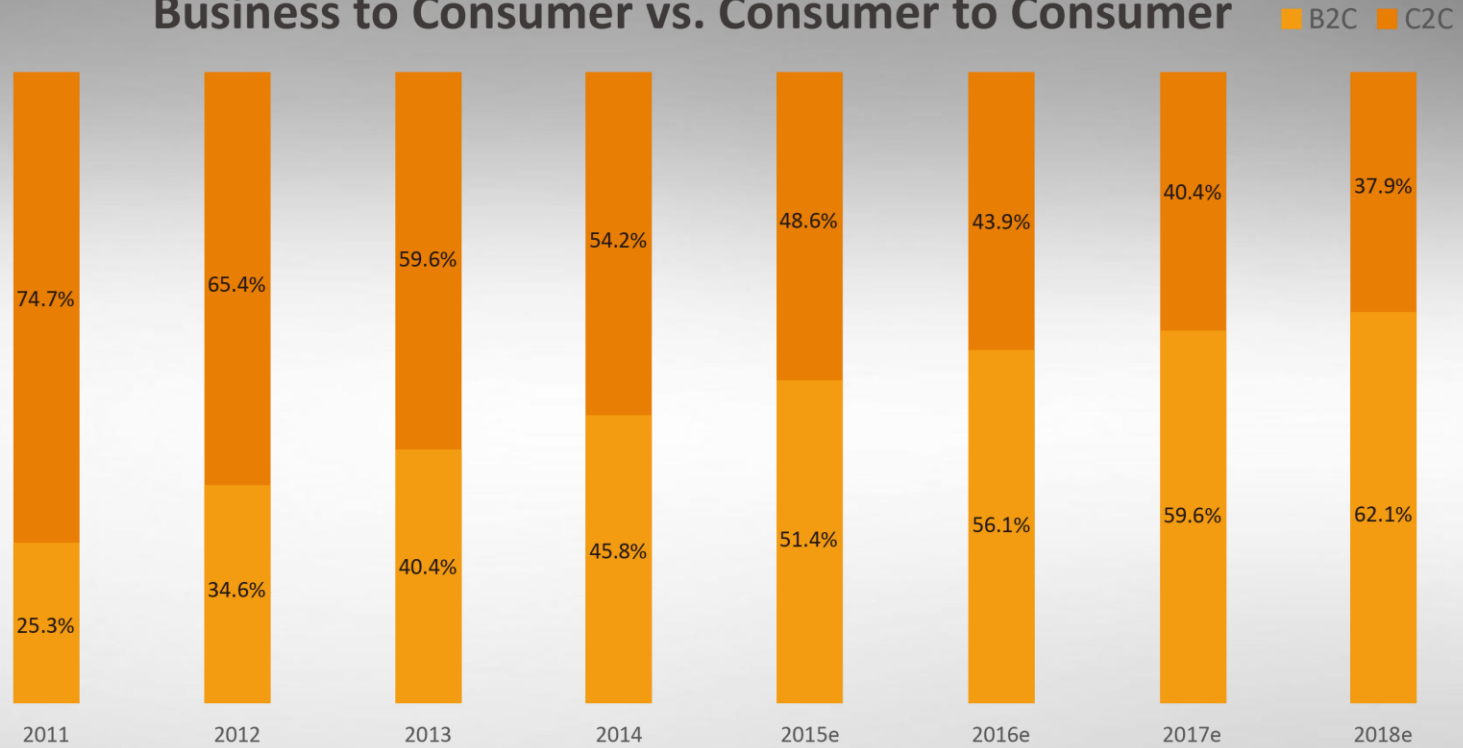
China E-Commerce Transaction Value



Business to Consumer will soon surpass Consumer to Consumer (C2C vs. B2C)

- B2C will grow faster and will surpass C2C in 2015 due to better product quality and shopping experience.

Business to Consumer vs. Consumer to Consumer



C2C - Taobao (Alibaba) represents 97% share

B2C - T-Mall, JD and YHD represent 90% share

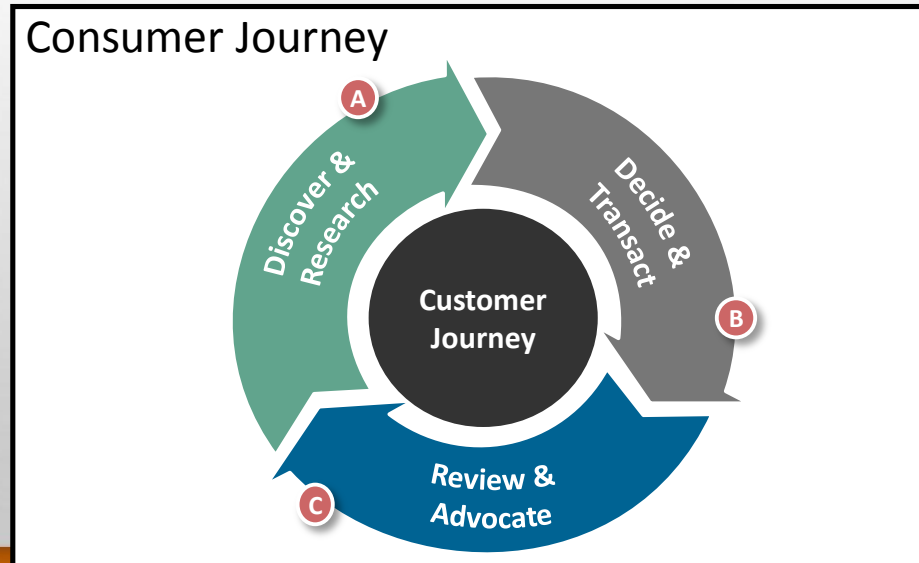
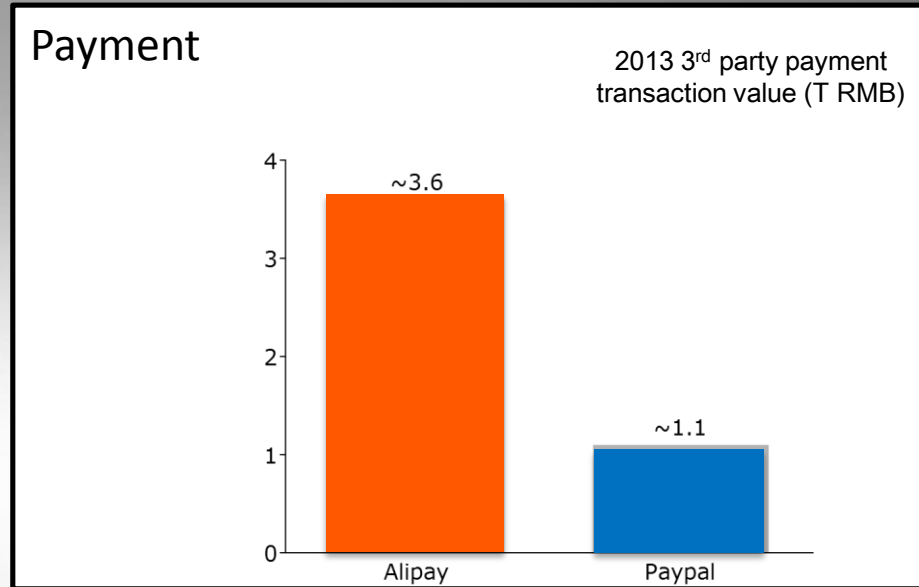
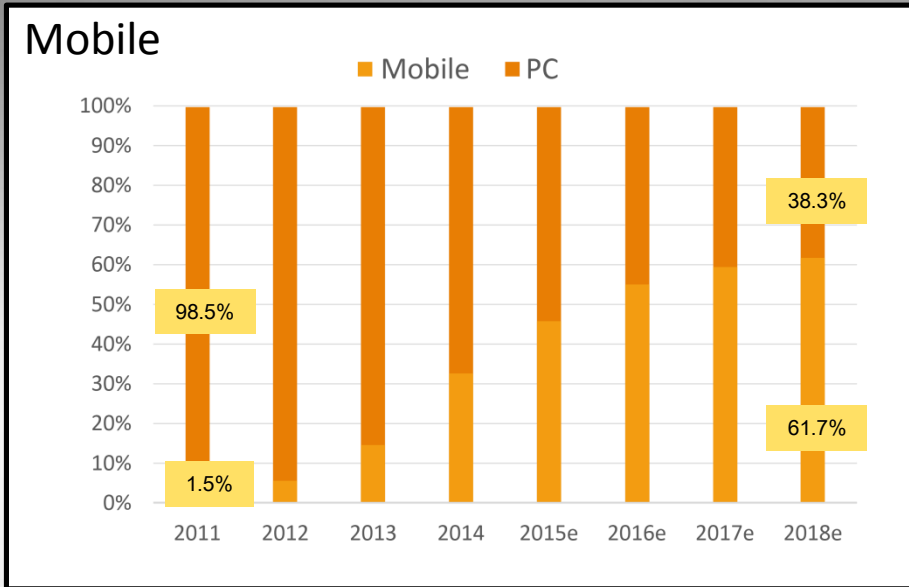
C2C: Market place where any individual can be a seller or buyer (examples: Ebay)

B2C: Market place where a registered business is selling products to individuals (Fresh direct)

[Source: iResearch]

Online Shopping Behaviors

- Well developed market in mobile, payments, logistics and consumer habits



Online is the Fastest Growing Channel for Beer

- With 55% CAGR from 2015 – 2020, online retailing is the fastest growing channel for beer
- By 2020 it is estimated that 10 million HL beer will be bought via online channel.

Unit khl

Total Online Beer Sales Volume



Three Key Players Dominate the Market



- Owned by Alibaba.
- The biggest online shopping mall in China.
- 3 different business models



- No.1 E-Retailer in China.
- Business started from 3C category.
- High penetration in North China.



- 51% owned by Walmart.
- Leader in FMCG category.
- Very strong in Household, Food and Beverage categories.

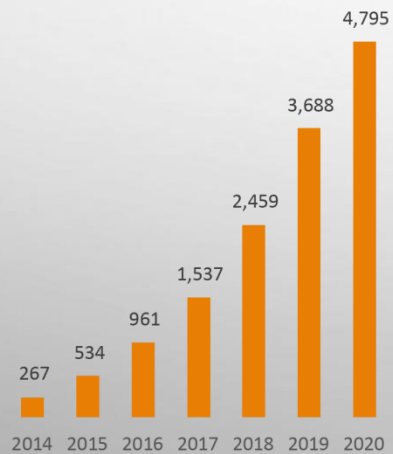
T-MALL

Beer Market Share



CAGR(15-20): 55%

KHL

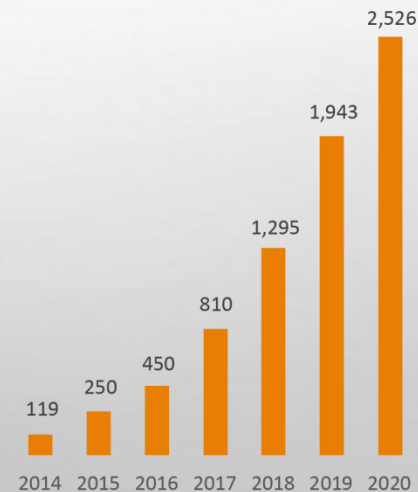


Jingdong



CAGR(15-20): 59%

KHL

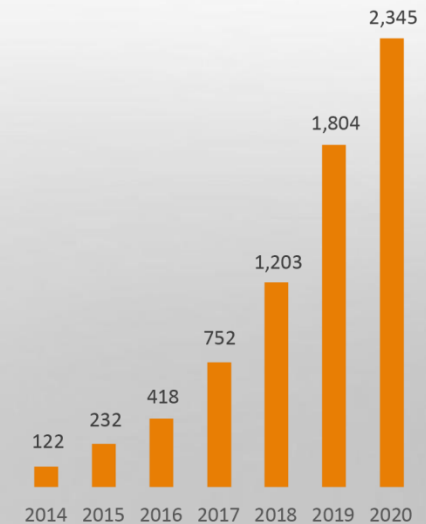


Yihaodian



CAGR(15-20): 59%

KHL



We will grow in the Future: Through our new E-Commerce Structure

From Follow:

Working with major
online platforms

Mapping out major
partnership opportunities

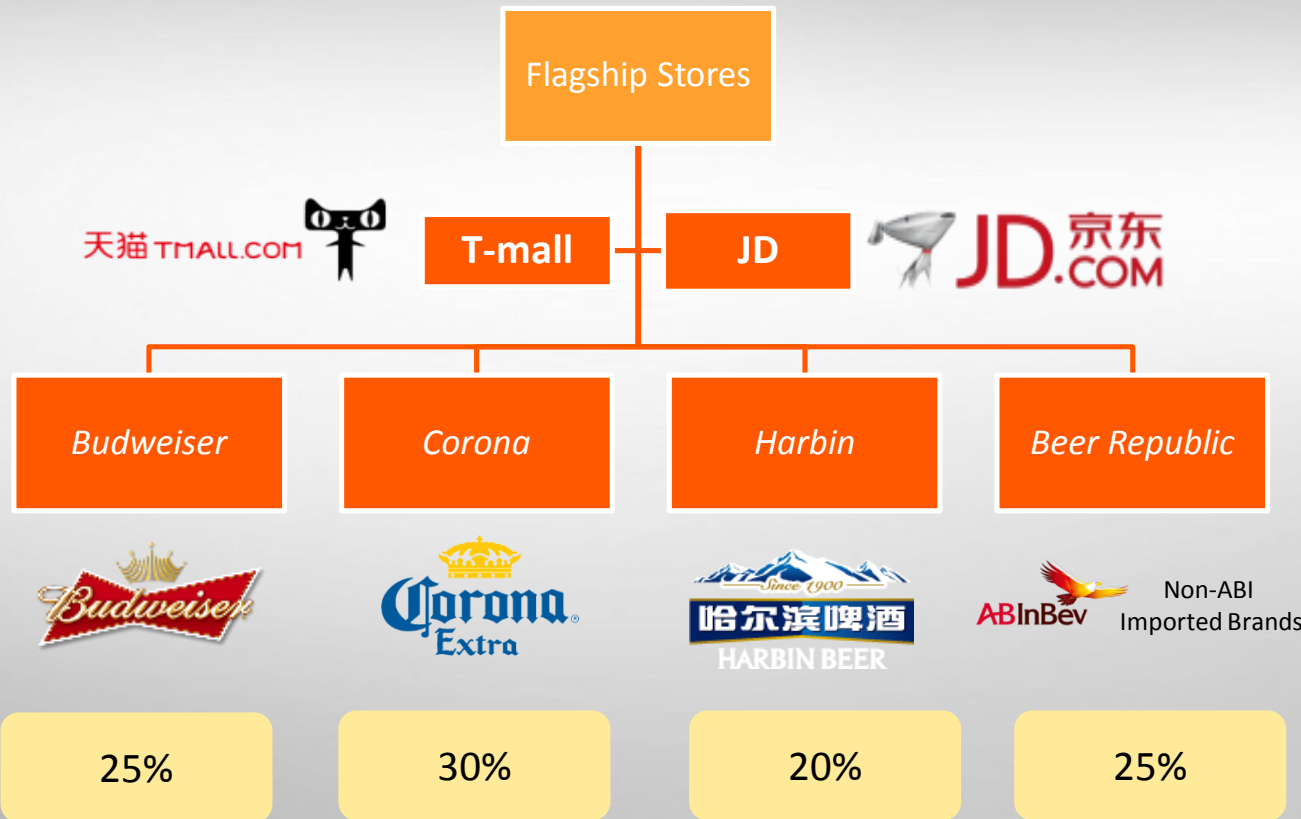
Participation in major
platform promotions

To Lead:

- Led by premium
- Digital eco-system leading to multiple purchase platforms
- Address each key player as a unique platform/partner & solution
- Emphasis on growing social platforms and digital payment
- Developing of ABI own store
- Building capabilities for purchase led digital environment

We will grow in the Future: Through our Flagship Stores

- Flagship store is an online store based on one of the online platforms, designed and operated by ABI
- We will open flagship stores for key brands on both T-mall and JD.
- A separate non-ABI branded flagship will also be set up to sell ABI and non-ABI products



- Become one-stop shop for beer
- Comprehensive portfolio
- Ability to collect good consumer data



We will grow in the Future: Through Consumer Experience

- Better shopping experience
- First class delivery service for convenience
- Customization and unique online offerings

Experience



Convenience



Customization



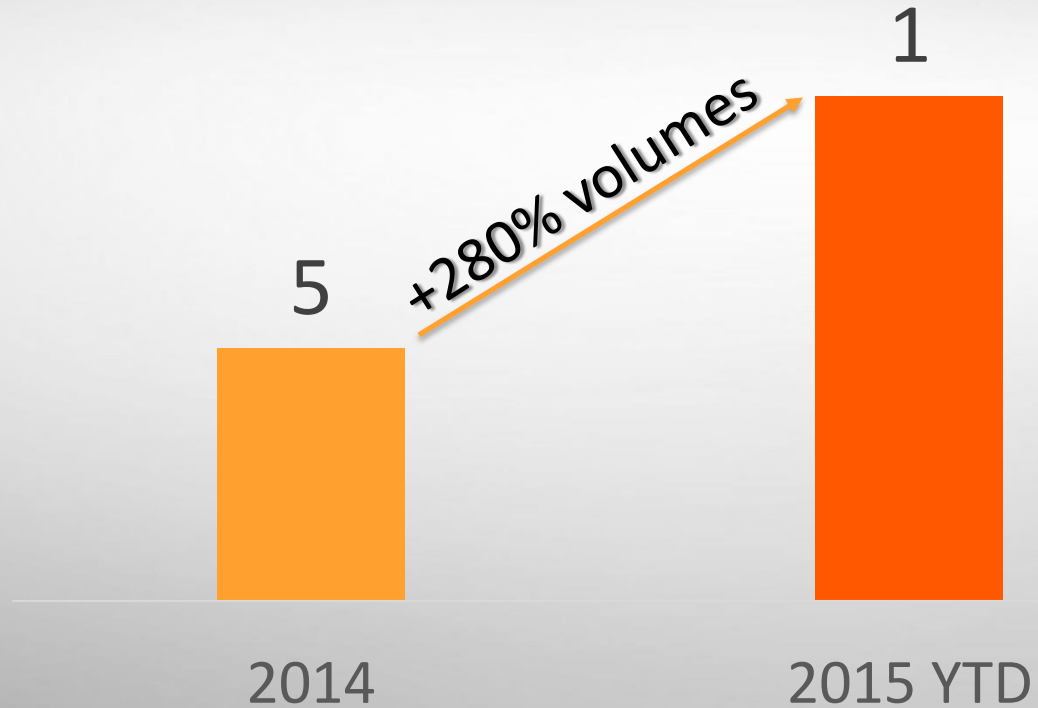
Strategy is Working

- ABI on-line sales in July 2015 already tripled vs. 2014 full year
- In 2015 we have become #1 online beer player in China based on market share

ABI E-Commerce Performance

Strategy

Market Share Ranking



- Focus on Premium
- Strong brand portfolio
- Dedicated e-Commerce team
- Strong partnerships

Thank You!