



# INVESTOR DAY

**ambev** 2022

São Paulo, Brazil  Broadcast & Present Event  April 12<sup>th</sup> & 13<sup>th</sup>

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# PERSONAL PRESENTATION



NAME:

**Daniela Cachich**

ROLE:

**BU President Beyond Beer**

TIME:

**6 Months**



Home & Personal  
Care Business

Beverage  
Business

Food  
Business

**ambev**

# MISSION

.....

**Bring more cheers to more people,  
growing the category by  
leading Beyond Beer development**

## **TRANSLATE**

Existing habits into new  
products / new consumption  
occasions

## **ANTECIPATE**

New consumer behaviors  
and trends

## **EVOLVE**

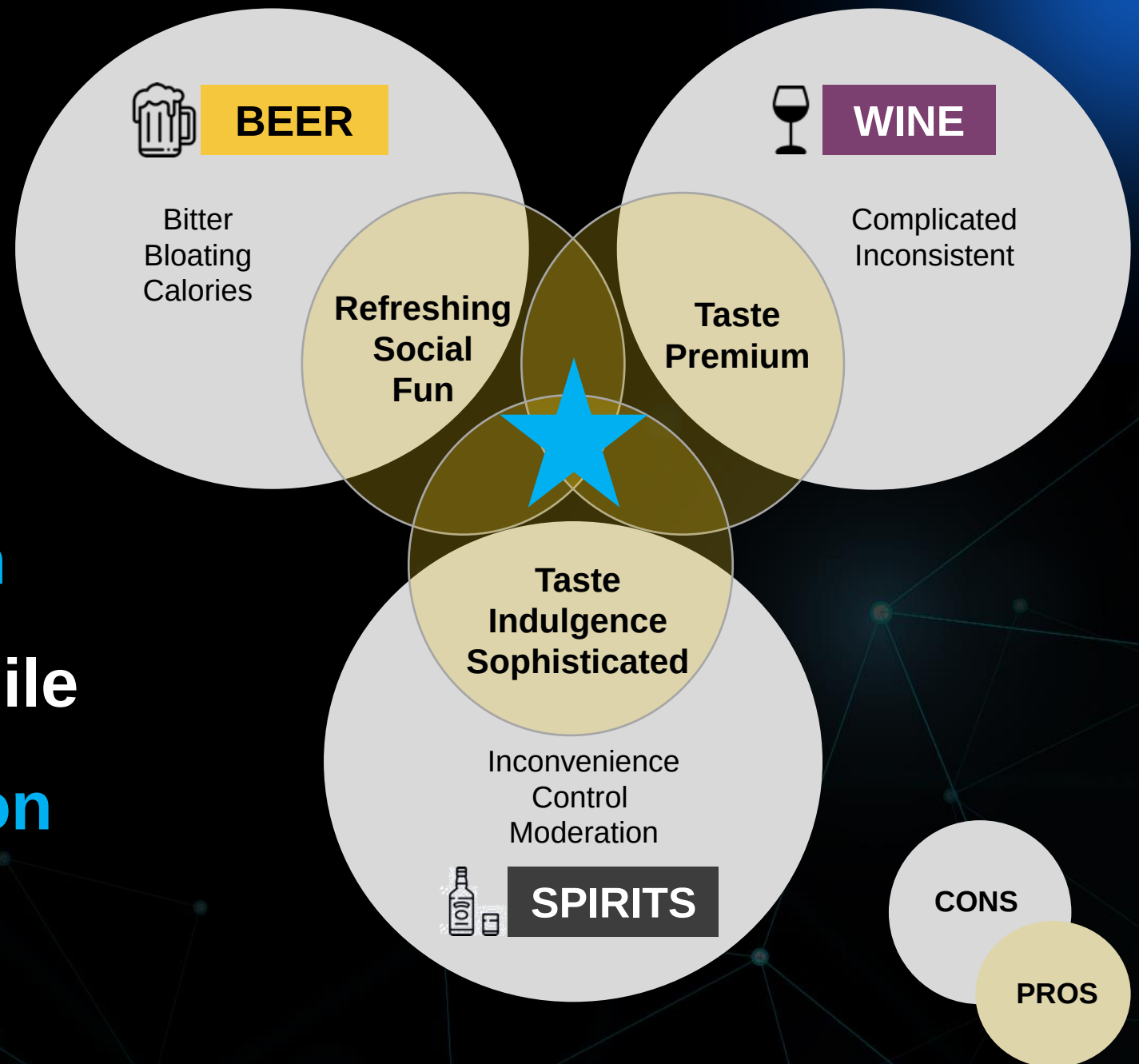
New consumption  
experiences and rituals





**BRING 10 MILLION NEW CONSUMERS TO CHEERS**  
**WITH OUR BRANDS AND EXPERIENCES**

**Beyond Beer brings  
the best of the 3 main  
alcoholic categories while  
addressing consumption  
obstacles...**



...and **includes** more  
consumer groups  
**Youth\*, Women,  
Wine & Spirits...**



**Youth\* &  
Women**



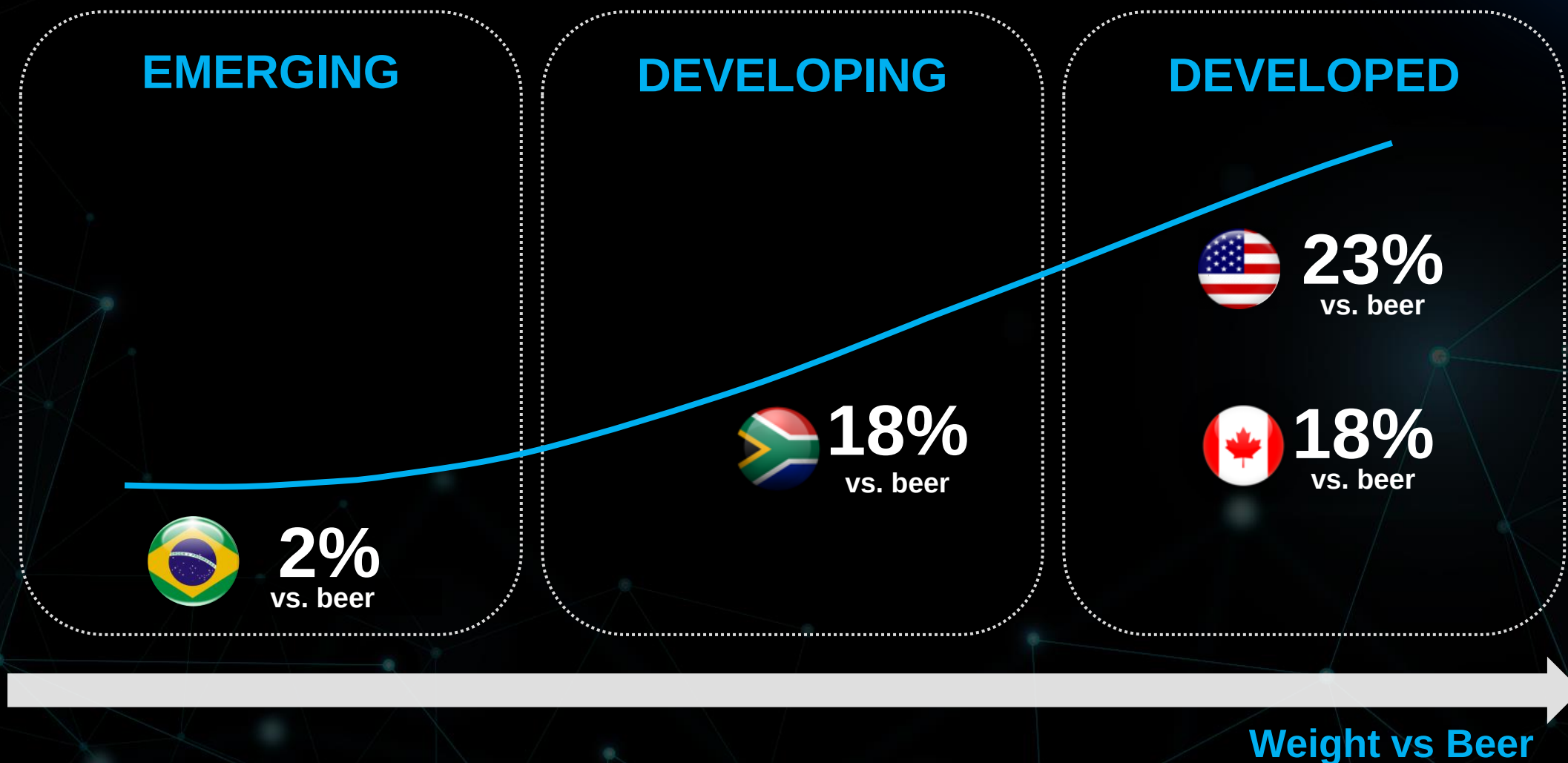
**Wine  
Drinkers**



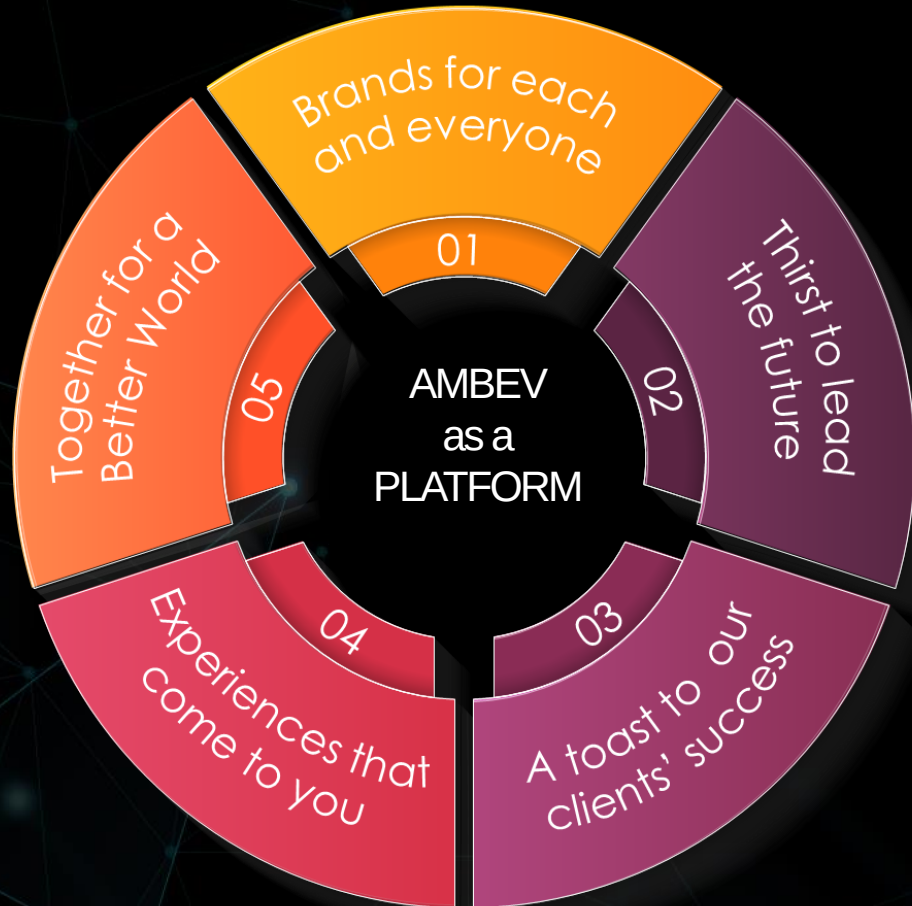
**Spirits  
Drinkers**



Further, it is already material in developed countries and the **opportunity is huge in Brazil.**







Beyond Beer will play a key role in how Ambev will  
**THIRST TO LEAD THE FUTURE**

**ADDRESSES CONSUMER BEER OBSTACLES AND TRENDS**  
 (Flavor, H&W, Convenience)

**INCLUSION OF MORE CONSUMER GROUPS**  
 (Youth, Women, W&S drinkers)

**AS MARKETS MATURE, BEYOND BEER GROWS FASTER THAN BEER**  
 (New occasions, Needstates, etc.)



# We studied the category globally to understand what consumers look for, using two lenses:

## Consumer Lens



**Sweet, fruity, flavorful** are consumer's #1 drink attribute.



**Health & Wellness** and **Premium Convenience** are growing trends.

PREMIUMIZATION

## Product Attributes



1

Sweet Kicks



2

Familiar Flavours



3

Premium Convenience





How we will translate it into a  
Consumer proposition?

# TO BUILD A WINNER PORTFOLIO

## SWEET KICK



HIGH ENERGY

BE AN ICONIC BRAND FOR  
BRAZILIAN YOUTH

## FAMILIAR FLAVOURS

INDULGENCE



RTD LEADER IN US

SOCIAL MIXED GENDER

BETTER FOR YOU



NATURAL ATTRIBUTES

LOW ABV AND SUGAR  
SELTZER

## PREMIUM CONVENIENCE



BAR QUALITY  
COCKTAILS



# SWEET KICK



#1 Brand



↑ LDAs  
Women

**75%**  
Volume incremental

**+20%**  
Gross Margin vs Beer

**Biggest Instagram of an  
alcoholic brand  
worldwide**

# FAMILIAR FLAVORS

## INDULGENCE

14

Countries

Canada, Brazil, Peru, Colombia, Argentina,  
Paraguay, China, Chile, UK, Belgium, Netherlands,  
France, India, Middle East

75%

Volume incremental



+75% volume YoY



#1 Brand



Source: Ambev internal data

BEBA COM MODERAÇÃO





# FAMILIAR FLAVOURS

## HEALTH & WELLNESS

Growth trend proved to be incremental in maturity markets

#1

Female Participation

Address natural ingredients, low alcohol and low sugar seltzers





NOVO  
**BEEFEATER**  
LONDON

G... ..



**PERFEITO & PRONTO  
PRA BEBER**

# PREMIUM CONVENIENCE



**2X**

Industry pace

**BAR QUALITY  
Cocktails**

**Build on Spirits  
credentials**

Source: Ambev internal data

# SUPPORTED BY OUR ECOSYSTEM

## INNOVATION



Award as company with most open innovation practice



**CIT**  
Technology  
Innovation Center



## DIGITAL FIRST



# 3X

*Bigger in Zé &  
Digital Channels*

Source: Ambev internal data

## CAPABILITIES

**Footprint capacity**  
already in place

Supported by our **Global Data, R&D** and **Learnings**



# BEYOND BEER IN A NUTSHELL

**It's  
INCLUSIVE**

**#1 or 2**

***Females and LDAs  
participation  
in mature BB  
markets***

**It's  
INCREMENTAL**

**~75%**

***Volume  
incremental to  
beer***

**It's  
PROFITABLE**

**2.5x**

***Gross Profit  
vs beer***