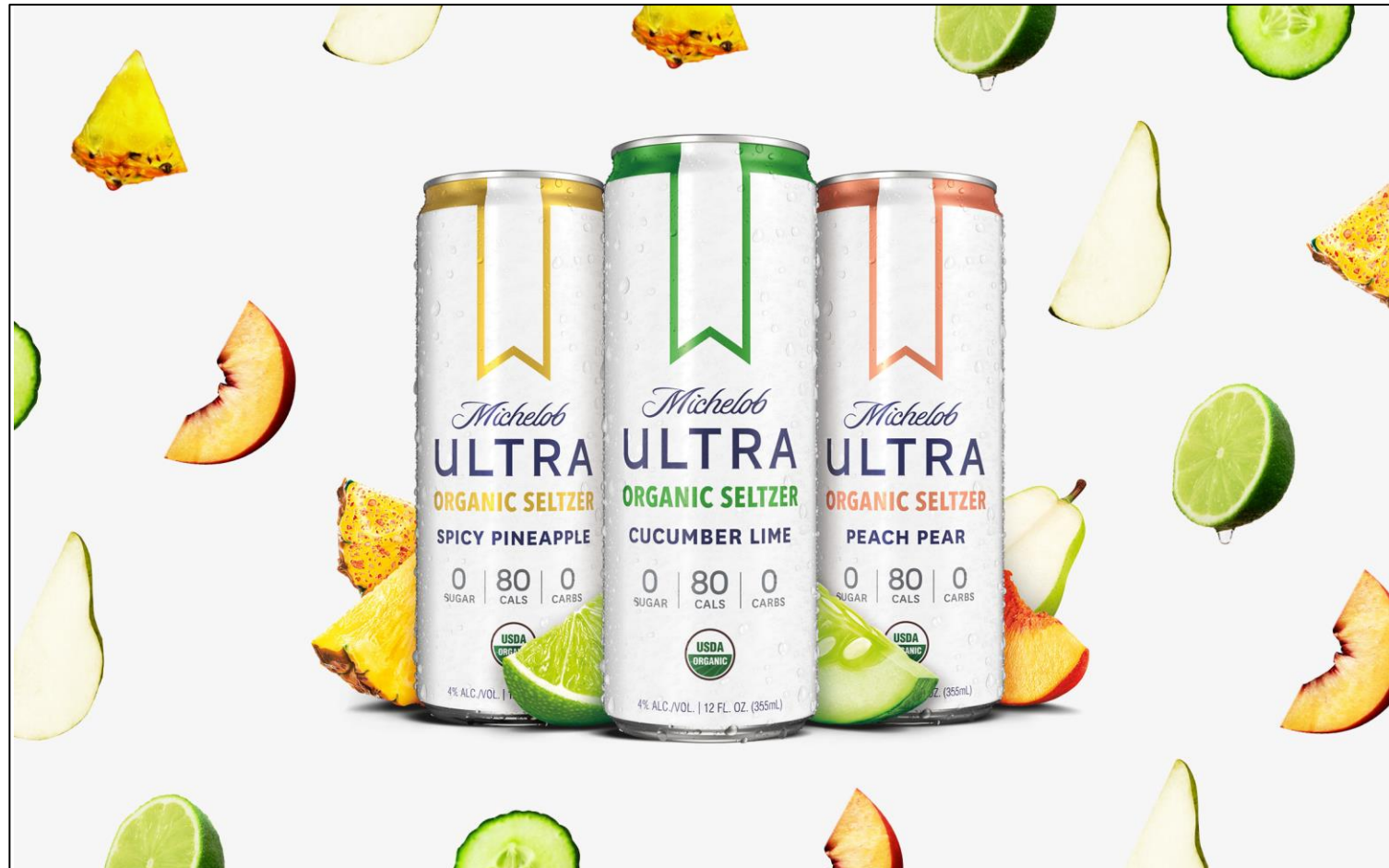


INTRODUCING MICHELOB ULTRA ORGANIC SELTZER – SIGNATURE COLLECTION



ENJOY RESPONSIBLY

© 2020 Anheuser-Busch. Michelob ULTRA Organic Seltzer, St. Louis, MO

Note: The alcohol beverage laws of the various states vary with regard to the merchandising promotion of beer. Please be guided accordingly.

Michelob ULTRA Organic Seltzer - Signature Collection

0 Carb, 80 Calorie, 0 Sugar Hard Seltzer From Michelob ULTRA



STR	1/4/2021
Pricing	Premium To Category Leader
Packs Available	24pk & 12pk Variety, Cucumber Lime 25oz Can & Cucumber Lime 24pk 12oz Can

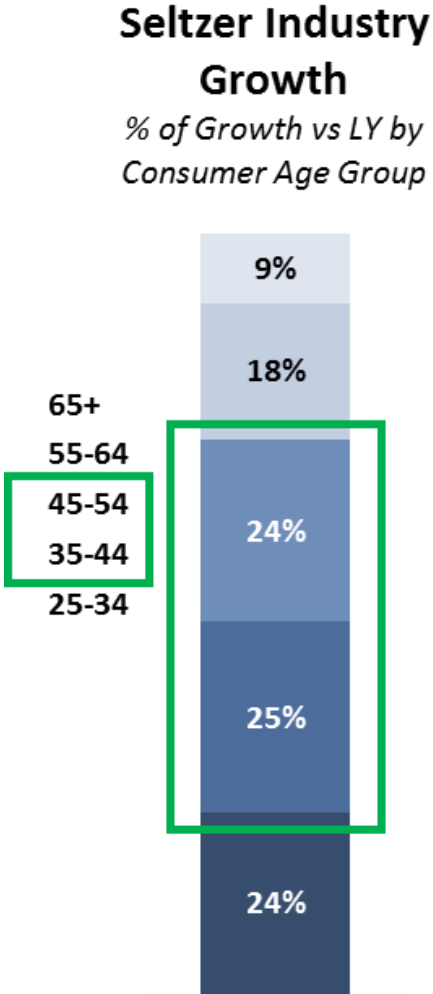
IGNITE JOB  Recruit In	TARGET CONSUMER 30+ Co-Ed
GROWTH DRIVER  Savor the Flavor	OCCASION Anytime, Easy Drinking Occasions

Style	Color	Flavors	ABV	Calories
Hard Seltzer	Clear	Spicy Pineapple, Cucumber Lime, Peach Pear	4%	80
Profile	Light and refreshing profile balanced by a combination of organic fruit flavors			
Features	Zero Sugar, Proprietary Filtration Process, Zero Carb, 80 Calories, USDA Organic			

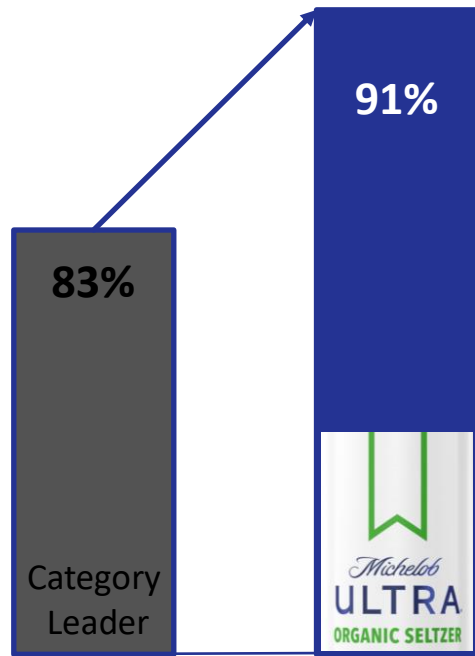
REASONS TO BELIEVE		
Capitalize On The Seltzer Trend + 274 % YTD Dollar Sales	Build On The Success Of Michelob ULTRA's Positioning In The Active Lifestyle Space Michelob ULTRA +12% L12M Michelob ULTRA Infusions +34% L12M Michelob ULTRA Pure Gold +38% L12M	Michelob ULTRA Family #1 In Delivering Balanced Choice 4 of the top 5 balanced choice brands in both dollar sales and growth.
Source: IRI, MULC, dollar Sales, 52 weeks ending 6/7/20	Source: BIR L12M ending May 2020	Source: IRI, MULC 52 weeks ending 6/7/20

MARKETING SUPPORT		
\$20-30M MEDIA SPEND   TV  Digital  Print  OOH  Radio	SUPER BOWL TVC 	SPONSORSHIP PROPERTIES High Profile Premium Awards Events TBC

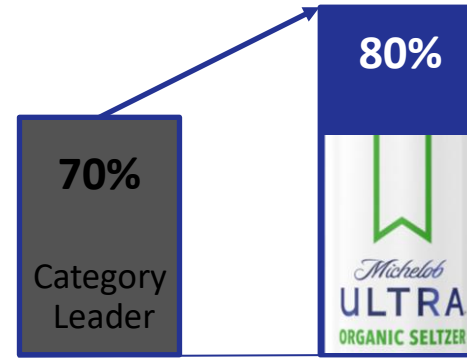
35-54 MATURE DRINKERS ARE DRIVING HALF OF SELTZER GROWTH



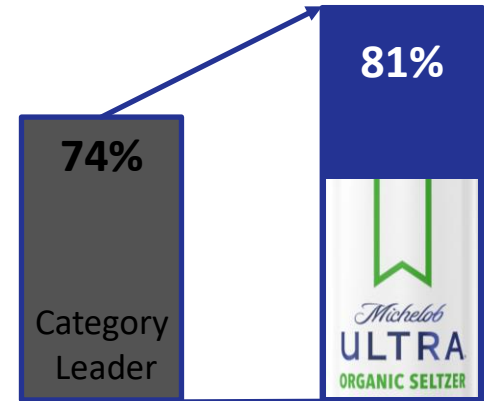
MICHELOB ULTRA ORGANIC SELTZER IS SUPERIOR TO COMPETITORS WITH KEY ATTRIBUTES



UNIQUENESS



MADE WITH CLEAN INGREDIENTS



PREMIUM

TRADE ASSETS & POCM



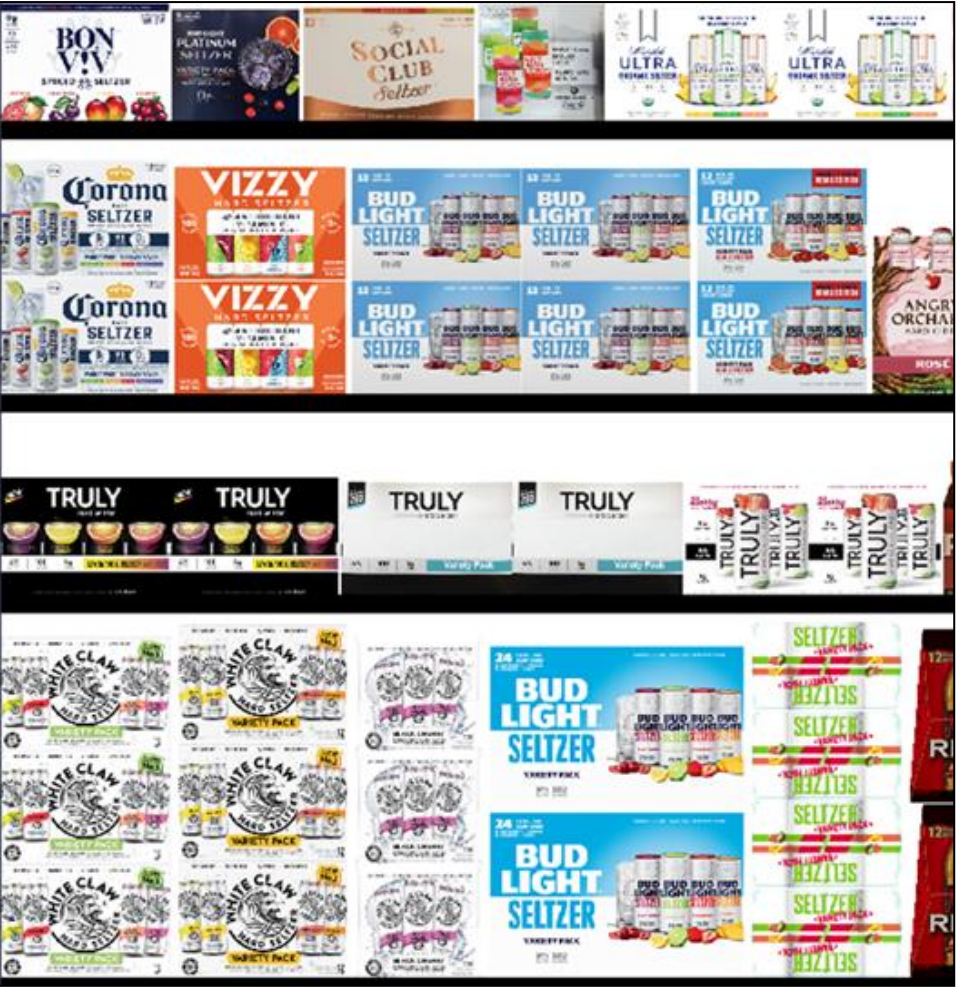
Off-Premise Assets



On-Premise Assets



PLACEMENT RECOMMENDATION



Place Away From ULTRA Beer Family And Adjacent To Competitive Seltzers (Applies to LF & SF For All SKU's)

MICHELOB ULTRA ORGANIC SELTZER SIGNATURE COLLECTION

UPC INFORMATION (1/4/2021 STR)

Signature
Collection 12pk
12oz Can

PACKAGE	CASE CODE	CARRIER CODE	UNIT CODE
24/12 AL SLEEK CAN 2/12	 0 18200 28799 2	 0 18200 20263 6	
UPC	018200287992	018200202636	-
GTIN	00018200287992	00018200202636	-
24/12 AL SLEEK CAN SP	 0 18200 28875 3		
UPC	018200288753	-	-
GTIN	00018200288753	-	-

Signature
Collection 24pk
12oz Can

Cucumber Lime
15pk 25oz Can

PACKAGE	CASE CODE	CARRIER CODE	UNIT CODE
15/25 AL CAN SRINK	 0 18200 28869 2		 0 18200 26185 5
UPC	018200288692	-	018200261855
GTIN	00018200288692	-	00018200261855
24/12 AL SLEEK CAN SP	 0 18200 28797 8		 0 18200 26148 0
UPC	018200287978	-	018200261480
GTIN	00018200287978	-	00018200261480

Cucumber Lime
24pk 12oz Can