

QUALITY & HERITAGE

The Yuengling portfolio, full of flavorful beers with originality and character, comes from America’s Oldest Brewery, founded in 1829. It is the “go-to choice” for beer drinkers seeking a better beer experience

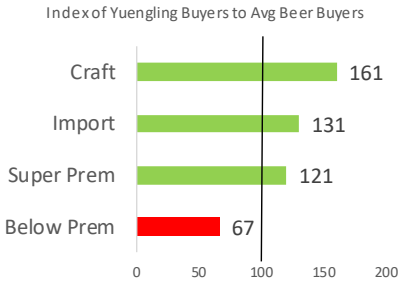
Top 50 Craft Brewing Companies

| Rank | Brewing Company            | City         | State |
|------|----------------------------|--------------|-------|
| 1    | D. G. Yuengling & Son, Inc | Pottsville   | PA    |
| 2    | Boston Beer Co             | Boston       | MA    |
| 3    | Sierra Nevada Brewing Co   | Chico        | CA    |
| 4    | New Belgium Brewing Co     | Fort Collins | CO    |

VERSATILITY

And, the Yuengling consumer is a High Income, Highly Educated user who interacts highly with Above Premium segments – with heaviest leanings toward Craft and Import

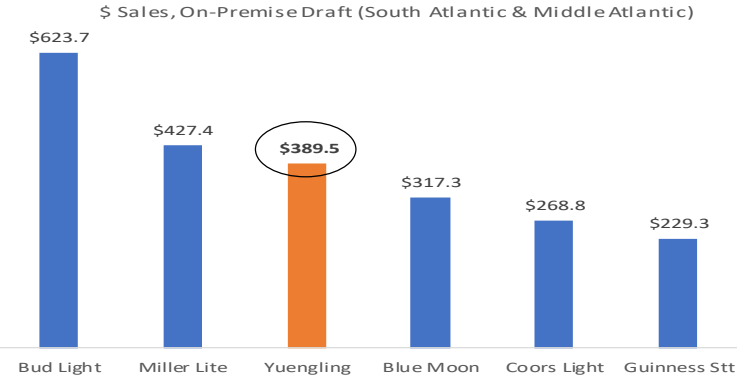
| Demography                 | ALCOHOLIC BEVERAGES-MICRO<br>BREWED BEER (Yuengling) Brands<br>Used |          |             |
|----------------------------|---------------------------------------------------------------------|----------|-------------|
|                            | % Adults                                                            | % Buyers | % Pen Index |
| Household Income 21+       |                                                                     |          |             |
| Under \$10,000             | 5.4%                                                                | 1.4%     | 26          |
| \$10,000 - \$19,999        | 8.3%                                                                | 3.5%     | 42          |
| \$20,000 - \$29,999        | 9.1%                                                                | 4.7%     | 51          |
| \$30,000 - \$39,999        | 9.1%                                                                | 4.2%     | 46          |
| \$40,000 - \$49,999        | 8.7%                                                                | 6.7%     | 78          |
| \$50,000 - \$74,999        | 18.3%                                                               | 18.7%    | 102         |
| \$75,000 - \$99,999        | 13.3%                                                               | 17.4%    | 131         |
| \$100,000 - \$149,999      | 14.8%                                                               | 20.9%    | 141         |
| \$150,000 or More          | 13.1%                                                               | 22.6%    | 172         |
| Education 21+              |                                                                     |          |             |
| Not a High School Graduate | 13.2%                                                               | 3.4%     | 26          |
| High School Graduate       | 27.6%                                                               | 14.7%    | 53          |
| Some College               | 29.5%                                                               | 30.8%    | 104         |
| College Graduate           | 19.7%                                                               | 32.6%    | 165         |
| Post College Degree        | 9.9%                                                                | 18.4%    | 186         |



Source: Nielsen Homescan Panel

VELOCITY

In addition, Yuengling generates dollars at a rapid rate – Lager is the 3<sup>rd</sup> best selling Draft (#1 Full Calorie)



Source: IRI, Nielsen On-Premise, 52 Wks 4/21/2018

VALUE

Yuengling offers the unique positioning of quality beers at mainstream pricing – a high perceived value combined with high velocity which provides a sweet spot for On-Premise

