

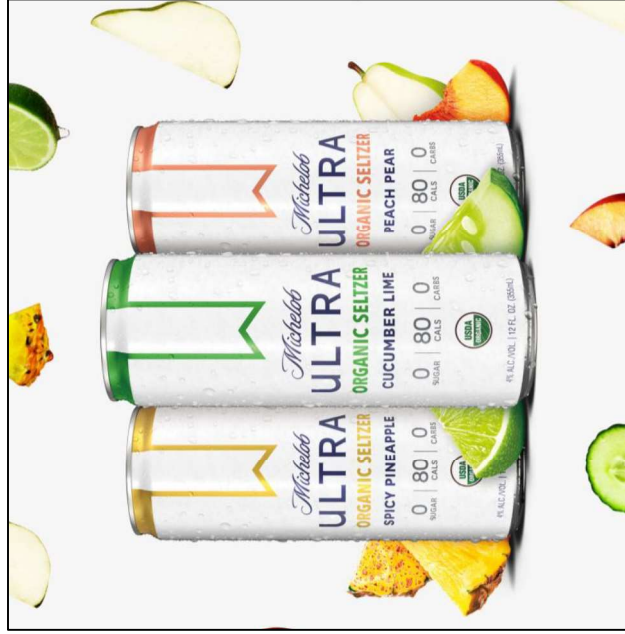


# Michelob ULTRA Organic Seltzer - Signature Collection

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

AS REAL AS IT TASTES

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



<b>Style</b> Hard Seltzer	<b>Color</b> Clear	<b>Flavors</b> Spicy Pineapple, Cucumber Lime, Peach Pear	<b>ABV</b> 4%	<b>Calories</b> 80
<b>Profile</b> Light and refreshing profile balanced by a combination of organic fruit flavors				
<b>Features</b> 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, MUEC, dollar sales, 52 weeks ending 6/7/20

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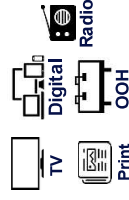
1/4/2021

Pricing Premium To Category Leader

Packs Available  
24pk & 12pk Variety, Cucumber Lime 25oz Can & Cucumber Lime 24pk 12oz Can

## MARKETING SUPPORT

360°  
\$20-30M MEDIA SPEND



SUPER BOWL TVC

High Profile Premium Awards Events TBC

