



## 10 Principles

### Dream

- 1.** Our shared dream energizes everyone to work in the same direction: to be the best beer company in a better world.

### People

- 2.** Great people, allowed to grow at the pace of their talent and compensated accordingly, are the most valuable assets of our company.
- 3.** We must select people who, with the right development, challenges and encouragement, can be better than ourselves. We will be judged by the quality of our teams.

### Culture

- 4.** We are never completely satisfied with our results, which are the fuel of our company. Focus and zero-complacency guarantee lasting competitive advantage.
- 5.** The consumer is the Boss. We connect with our consumers through meaningful brand experiences, balancing heritage and innovation, and always in a responsible way.
- 6.** We are a company of owners. Owners take results personally.
- 7.** We believe common sense and simplicity are usually better guidelines than unnecessary sophistication and complexity.
- 8.** We manage our costs tightly, to free up resources that will support top-line growth.
- 9.** Leadership by personal example is the best guide to our culture. We do what we say.
- 10.** We don't take shortcuts. Integrity, hard work, quality and consistency are keys to building our company.



## 6 Competencies

1

### **Thinks Big and takes on big challenges**

Sets the bar high, never satisfied with results, and constantly strives to be the best

2

### **Develops the Best People & Teams**

Attracts, directs, motivates, and develops others to provide maximum contribution to the business

3

### **Has Impact & Influence**

Inspires others and gains commitment to achieve maximum results

4

### **Acts as an Owner**

Always acts in the best interests of the company, taking results personally

5

### **Executes with discipline**

Aligns and follows the Anheuser-Busch InBev way to achieving results: simple, focused, and disciplined

6

### **Leads by Example**

Walks the talk, as an Ambassador for our culture, doing things the right way