



AB InBev - Taking a Platform Approach to Accelerate Planning and Logistics Adoption

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Blue Yonder

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Agenda

- 01** About AB InBev
- 02** Where are they today?
- 03** Where do they want to be?
- 04** What do they need?

01

About AB InBev



AB InBev's Global Brands



Where they operate

AB InBev have a diverse geographic footprint spanning nearly 50 countries worldwide. Our portfolio of more than 500 iconic global and local brands represents one in every four beers sold.

North America

18%
of global AB InBev volume

31%
of AB InBev revenue

30%
of Normalized EBITDA

Middle America

24%
of global AB InBev volume

24%
of AB InBev revenue

30%
of Normalized EBITDA

South America

27%
of global AB InBev volume

18%
of AB InBev revenue

15%
of Normalized EBITDA

EMEA

15%
of global AB InBev volume

15%
of AB InBev revenue

13%
of Normalized EBITDA

APAC

15%
of global AB InBev volume

13%
of AB InBev revenue

11%
of Normalized EBITDA

PERFORMANCE

54.3

Billion USD 2021 revenue

OPERATIONS

200

Breweries

PEOPLE

169,000

Colleagues

BRANDS

313

beer awards won at major international competitions in 2021

BEER VOLUME

581.7

Million hl

GLOBAL PRESENCE

~50

Operations in nearly 50 countries

NATIONALITIES

125

Nations represented

INNOVATION

5 billion USD

revenue contribution from our innovations

50%+

of our global revenue is now digital



Our PURPOSE

**They dream big to
create a future with
more cheers**

The Strategy

To maximize value creation, for stakeholders



2 billion consumers and 6 million customers,
generating over 10 million weekly transactions.

Digitize and monetize their ecosystem



02

Where are they today?

A group of diverse people are shown in a social setting, laughing and talking. The image is overlaid with a semi-transparent dark grey filter. The background shows a woman in a floral top laughing, a man in a suit, a woman in a striped shirt, and a man in a plaid shirt. The scene is brightly lit, suggesting an outdoor event during the day.

RUNNING A SUPPLY CHAIN IS EASY - IT'S LIKE RIDING A BIKE

RUNNING A SUPPLY CHAIN IS EASY - IT'S LIKE RIDING A BIKE EXCEPT THE BIKE IS ON FIRE



RUNNING A SUPPLY CHAIN IS EASY - IT'S LIKE RIDING A BIKE EXCEPT THE BIKE IS ON FIRE, YOU ARE ON FIRE



RUNNING A SUPPLY CHAIN IS EASY - IT'S LIKE RIDING A BIKE EXCEPT THE BIKE IS ON FIRE, YOU ARE ON FIRE, EVERYTHING IS ON FIRE



SERVING A CONSUMER / CUSTOMER THAT CAN HAVE IT ALL



The Consumer Profile is Changing

*Re-think, re-focus and re-purpose to **decomplex** the Supply Chain and focus the Product.*

The Consumer is Driven by Purpose

*Consumers expect **responsible** products. Consumer brands require to gain insight in and control of end-to-end value chains and the ability to communicate.*



Customer Experience

*The rise of digital supply networks and customer-centric strategies highlights the need to tap into **broad ecosystems** of digital supply chain capabilities.*

03 Where do they want to be?



AB InBev's DREAM

BEST SUPPLY CHAIN @ ABI

Their MINDSET

EVERYDAY BETTER SERVICE
EVERYDAY LOWER COSTS
RIGHT WAY

STRATEGY PILLARS

CUSTOMER CENTRICITY



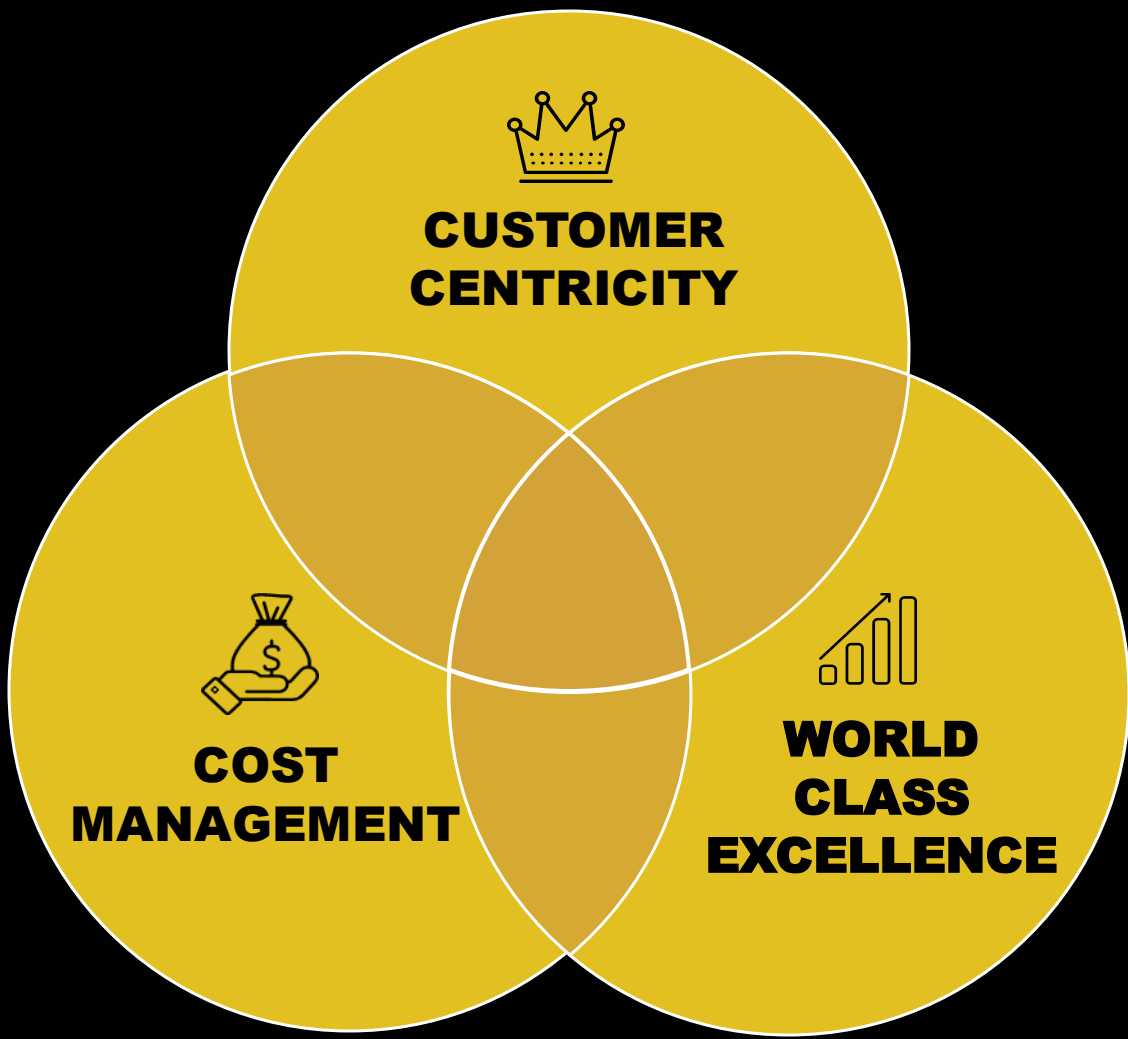
COSTS MANAGEMENT



WORLD CLASS EXECUTION



How do they bring the 3 strategic pillars together?

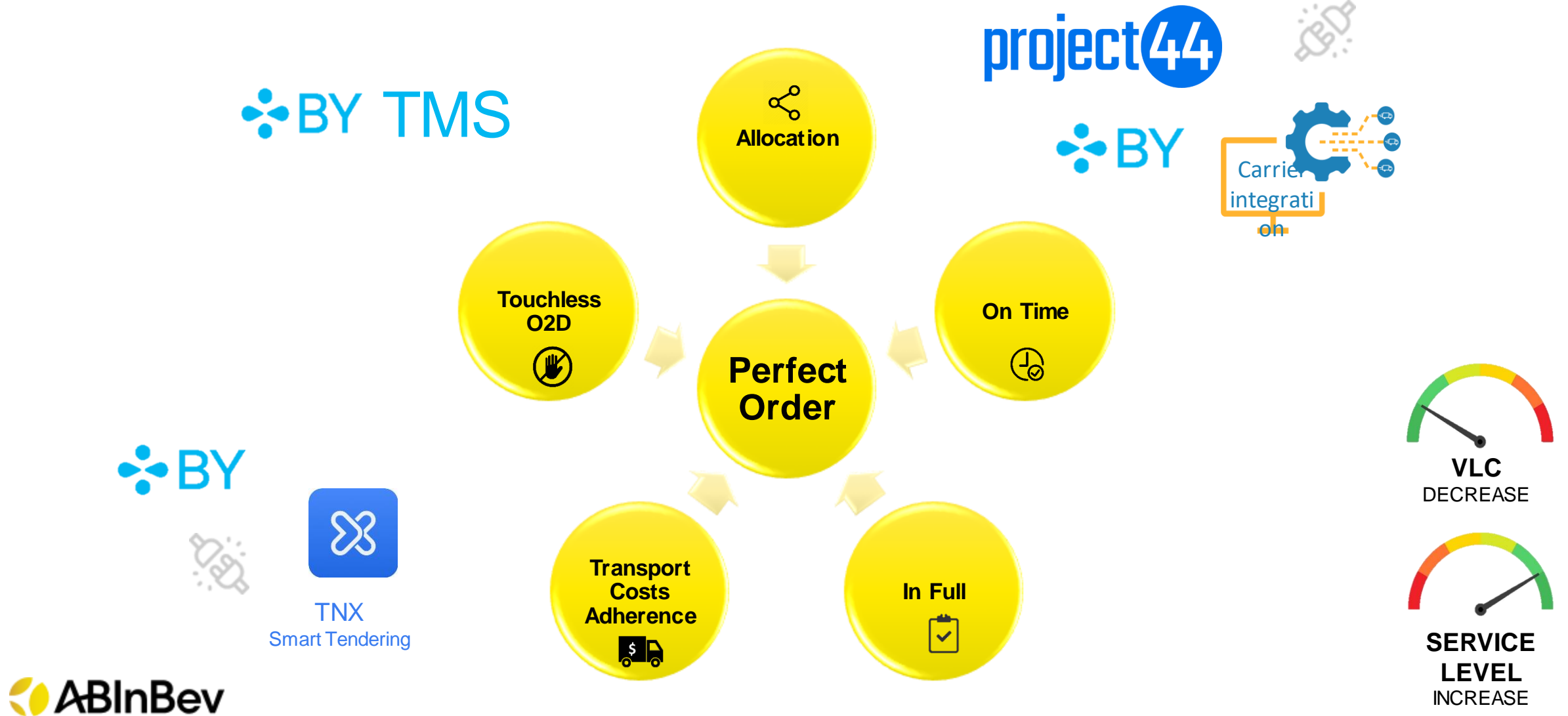


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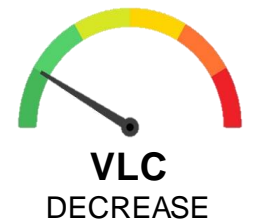
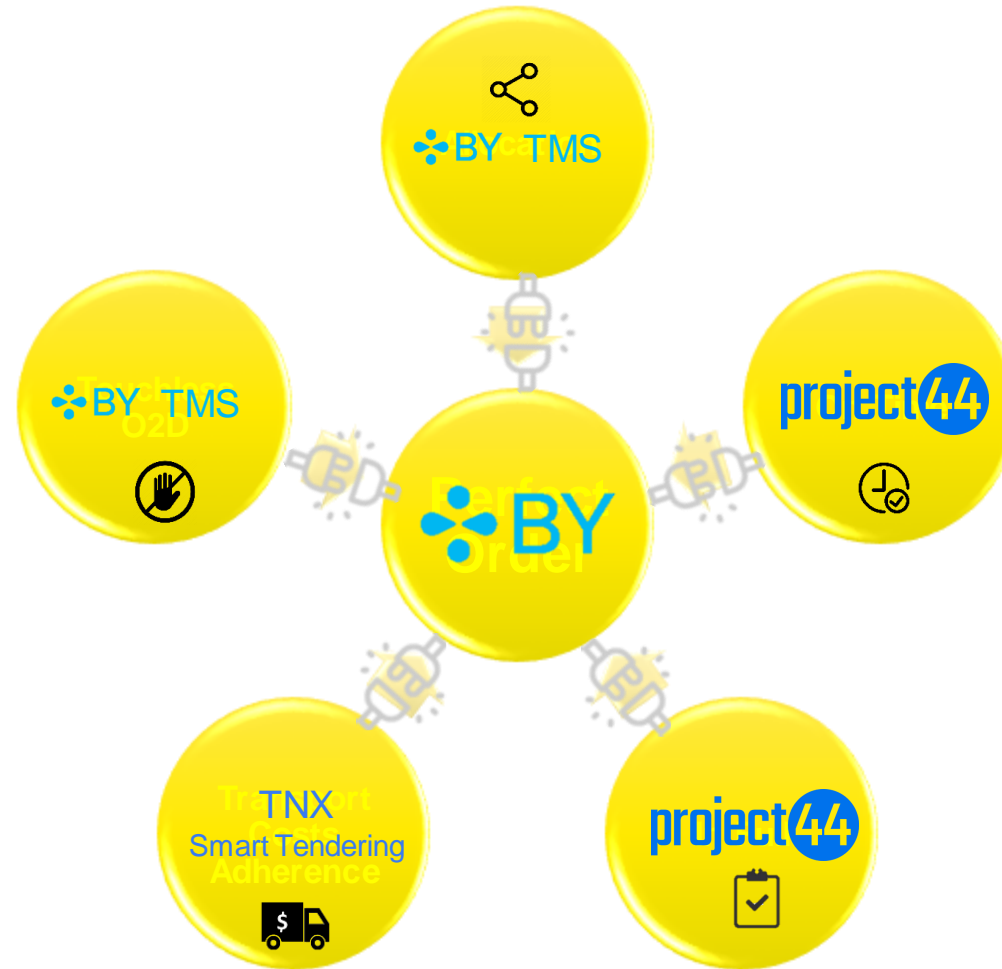
What do they need?

A group of diverse people are shown in a candid, joyful moment. In the foreground, a woman with curly hair is laughing heartily, wearing a red floral top. To her right, a man with a beard is also laughing, wearing a red and white plaid shirt. In the background, other people are visible, including a man in a patterned shirt and a woman in a striped shirt, all appearing to be part of a social gathering outdoors. The scene is bathed in warm, golden light, suggesting a sunset or sunrise setting.

A platform to connect their supply chain E2E



And integrate with their partners to accelerate transport planning and execution adoption



#1 - Connect E2E to improve OTIF



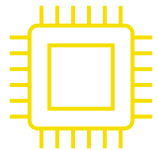
Customer Centricity:

Service Level, Delivery on Time, In full Shipper of Choice



Inefficiencies Reduction:

Cost Optimization, Excellence Programs, Footprint of the Future



Digital Transformation

E2E Tools, Touchless O2D, Predictive Analytics

BlueYonder

Shipment details

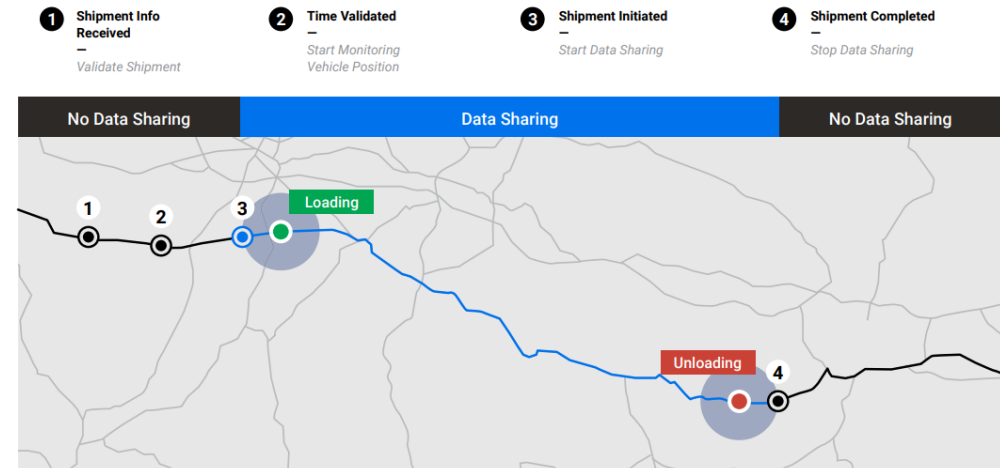
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LP / Location data

Carriers

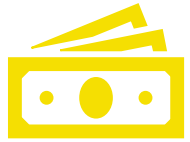


Tracking



#2 - Connect E2E to improve cost allocation

Leveraging AI to solve 3 key constraints in logistics:



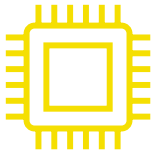
Price:

Capturing market prices, during low season and optimizing the price during high season



Capacity:

Maximize capacity by simultaneously offering loads to all suppliers.

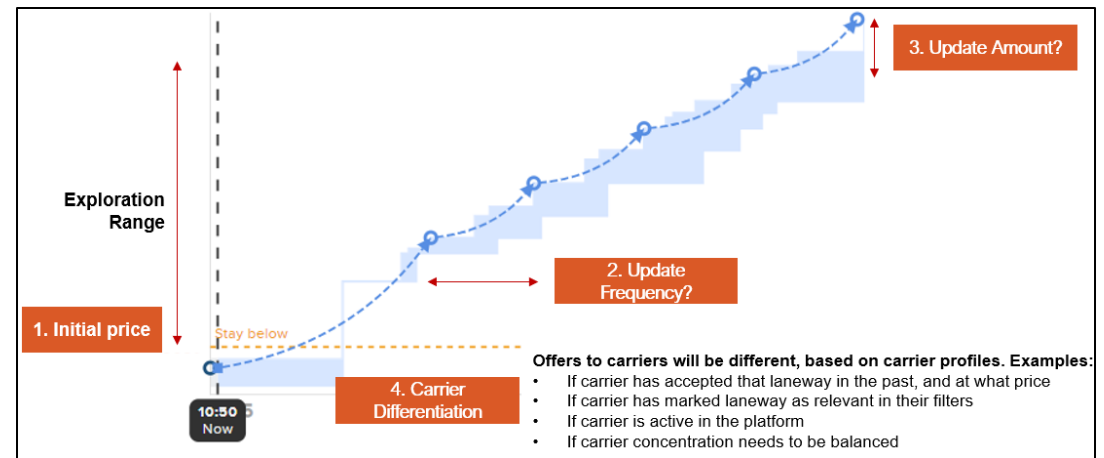


Automation:

Automate the spot buy process and free up capacity of Transport Planning

Job ID	Start/End	Quantity	Unit	Status
CZ-602 00	13/09/2022, 00:00	10	LDMs	Palettised
BE-3520	05/08/2022, 12:00	10	LDMs	Palettised
IT-10023	05/08/2022, 12:00	10	LDMs	Palettised
DE-83301	01/08/2022, 00:00	13.6	LDMs	Palettised
FR-71100	08/07/2022, 12:00	10	LDMs	Palettised

Suppliers see all of ABIs open shipments in real time



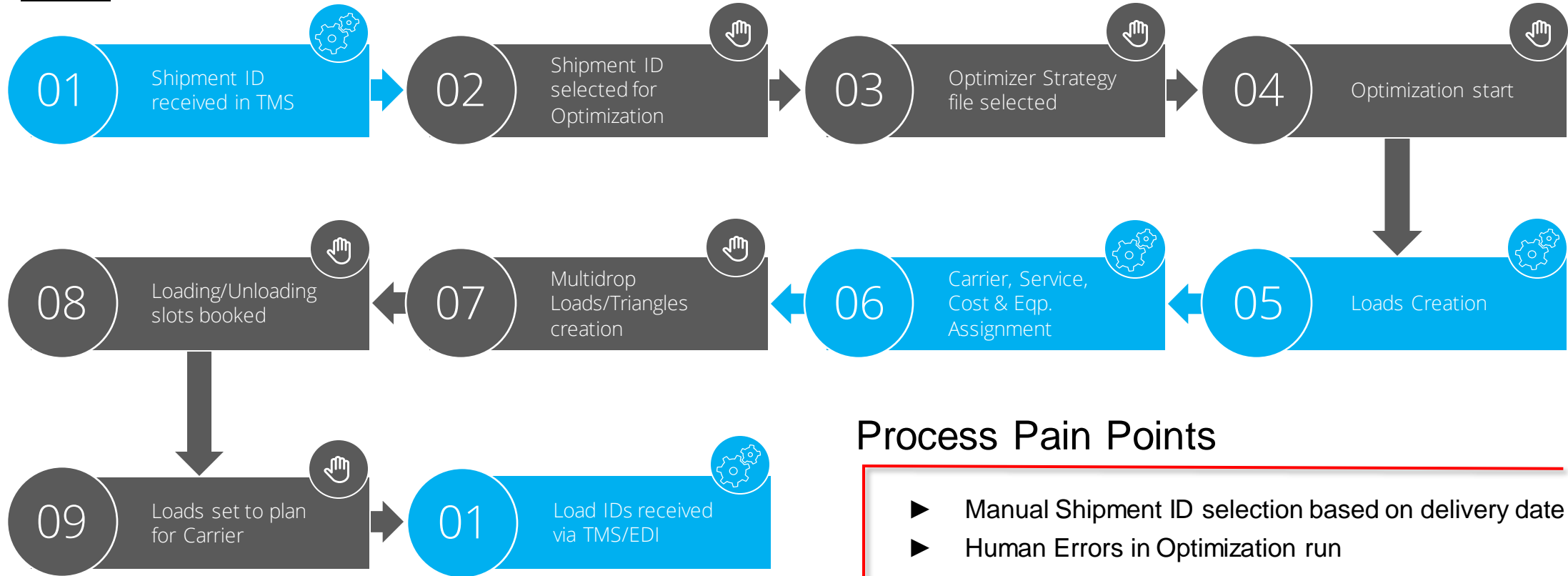
AI determines offered prices and matches the best carrier.

#3 – Connect E2E to enable touchless order

Innovation Example – Transport Scheduling



Before



Process Pain Points

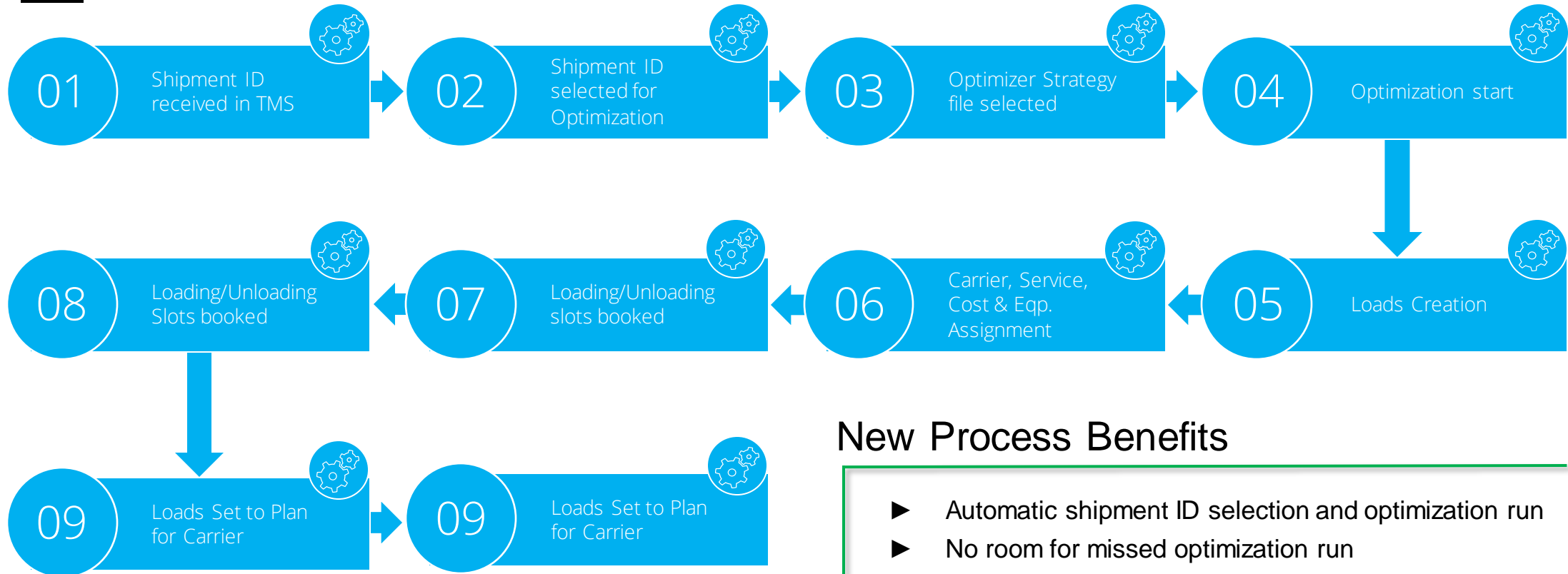
- ▶ Manual Shipment ID selection based on delivery date
- ▶ Human Errors in Optimization run
- ▶ Human Errors resulting in planning window missed – Service Level hits
- ▶ Incorrect loading/unloading slots booked

#3 – Connect E2E to enable touchless order

Innovation Example – Transport Scheduling



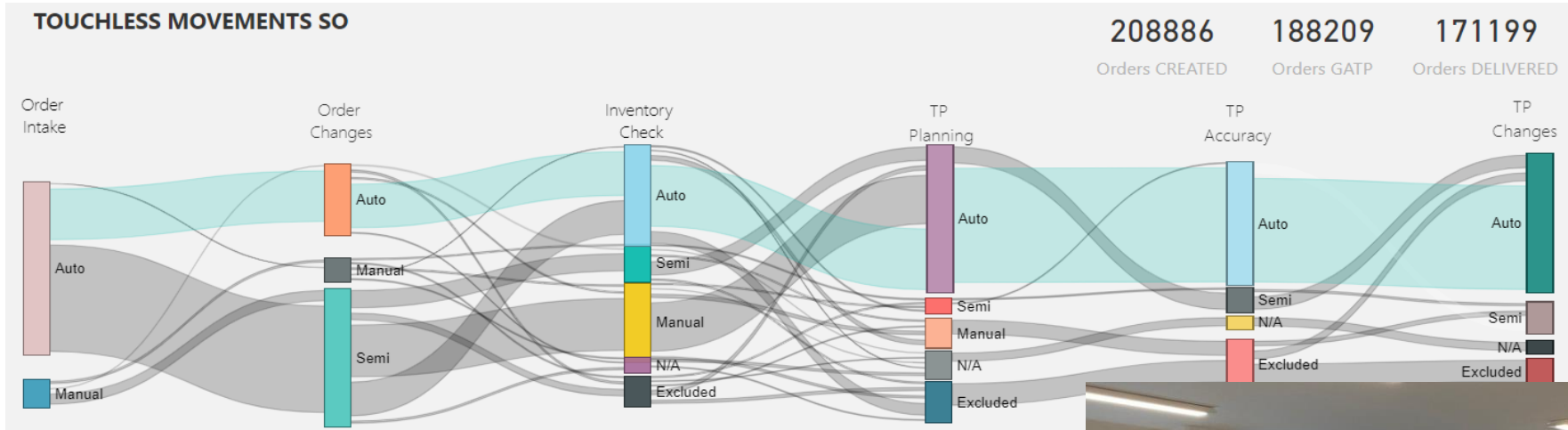
After



New Process Benefits

- ▶ Automatic shipment ID selection and optimization run
- ▶ No room for missed optimization run
- ▶ No room for incorrect optimization run
- ▶ Improved SL by automation of the process

...touchless order is tracked in our control room



E2E integration enables....

- Tracking of their sales order from order intake until transport execution
- Understanding of main gaps
- Leveraging automation to further improve touchless rate
- Deliver a perfect order

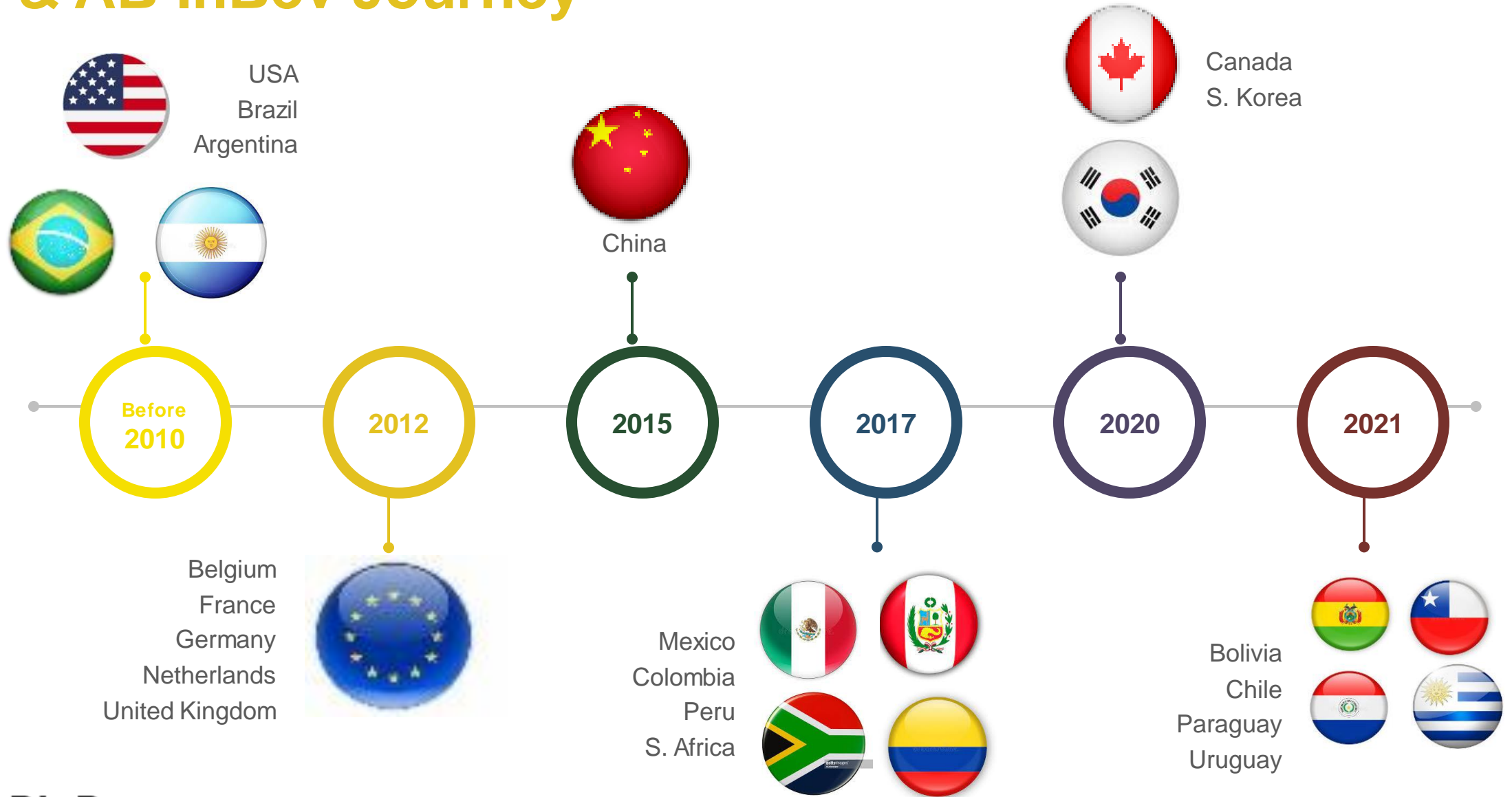


05

Key takeaways

A group of diverse people are shown in a social setting, laughing and talking. The image is overlaid with a semi-transparent dark grey filter. The background shows people in various attire, including a woman in a floral top and a man in a plaid shirt, all appearing to be in a joyful conversation.

BY & AB InBev Journey





“

**Builders of Greatness reject the
'Tyranny of the OR' and embrace the**

GENIUS OF THE AND”

- Jim Collins

THE GENIUS OF THE AND IN AB INBEV'S SUPPLY CHAIN



