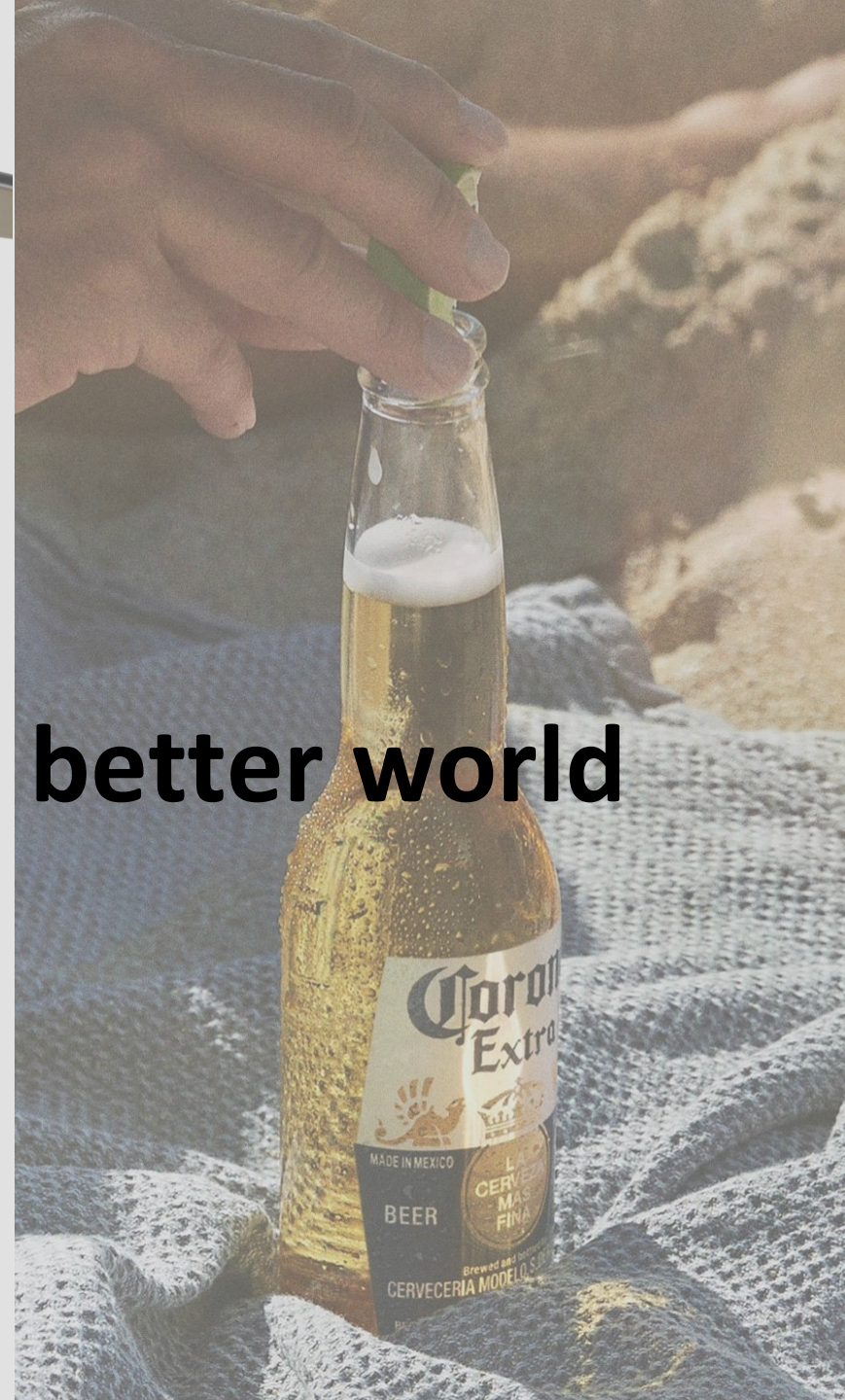


A Peterbilt semi-truck is shown from a front-three-quarter view, parked on a gravel shoulder next to a paved road. The truck is dark-colored with a prominent chrome grille and bumper. The license plate is California 4CREETE. The background features a sunset over a field of tall grass and a forested hillside under a cloudy sky.

ABInBev

Adriano Negro

VP Logistics ABInbev
Middle Americas



Bringing people together for a better world

With 8 of the most valuable beer brands globally

BEER TOP 10

			Brand Value 2018 \$ Million	Brand Contribution	Brand Value % Change 2018 vs 2017
1	Budweiser	ABInBev 	15,389	4	+2%
2	Heineken		11,884	5	+9%
3	Budlight	ABInBev 	11,642	4	-3%
4	Stella Artois	ABInBev 	10,928	5	+10%
5	Corona	ABInBev 	8,292	5	+2%
6	Skol	ABInBev 	8,263	5	+1%
7	Brahma	ABInBev 	4,478	5	+2%
8	Guinness		4,144	5	+2%
9	Aguila	ABInBev 	3,924	5	+2%
10	Modelo	ABInBev 	3,621	5	NEW

Source: BrandZ™ / Kantar Millward Brown

Our Portfolio
+500
brands of beer

ABInBev

MIDDLE AMERICAS ZONE

14 COUNTRIES

5 BUSINESS UNITS

MÉXICO
COLOMBIA
PERU & ECUADOR
HONDURAS & EL SALVADOR
CAC
(DOMINICAN REPUBLIC, PANAMA, COSTA RICA,
GUATEMALA, THE CARIBBEAN)



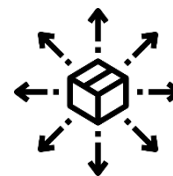
+50,000

People



35

Breweries



403

DCs



14

Vertical Plants



130MIO ₡



45 BRANDS

Our local Champions



WHAT DOES LOGISTICS MEAN IN MIDDLE AMERICAS?



LIDERAZGO


PROCESO



DIGITAL



ESTANDARIZACIÓN VS FLEXIBILIDAD



**HOW MANY DAILY
ROUTES DO WE
HAVE?**

6,000

SO WE NEED...

DELIVERY APP



BUT WHAT IS A DELIVERY APP?

DELIVERY APP



SMART PHONE



TRACKING



MACHINE LEARNING

TRACKING

TOCANCIPA

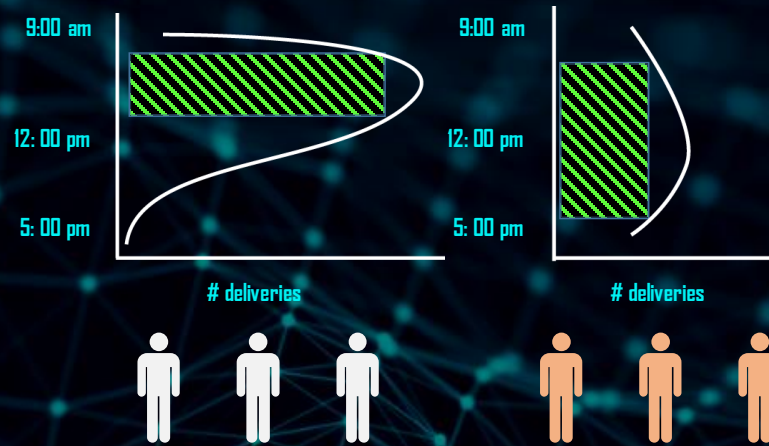
Rutas		Total		Visitas		Inténtalo de Nuevo	Re-intentos Autorizados
Intentadas	Total	Total	Exitosas	Fallidas			
26	27	913	859	53	1	0	

Conductor	Ruta	Clientes	Productos	Progreso	Finalizado	Versión App
EQO567 - Yate Le...	BA2603-1	40/42	492.75/508.25	<div style="width: 100%; height: 10px; background-color: green;"></div>		0.2.4
TRG453 - ManchoL...	BA2619-1	24/24	255.25/259.25	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
VEL155 - Carrillo, ...	BA26W3-1	36/36	520.5/531.5	<div style="width: 100%; height: 10px; background-color: green;"></div>		0.2.4
VEL947 - Peez Ca...	BA26B5-1	36/36	525.25/537.25	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
VEN936 - Monsalv...	BA2654-1	2/54	56.25/535.6	<div style="width: 4%; height: 10px; background-color: green;"></div>	✓	0.2.4
WNZ762 - Perez A...	BA26N5-2	19/22	139.25/219.25	<div style="width: 82%; height: 10px; background-color: green;"></div>		0.2.4
WNZ762 - Perez A...	BA26N5-1	1/1	217/217	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
WOW182 - Bravo ...	BA2625-1	43/43	535.3/535.3	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
WOW196 - Humb...	BA26C8-2	0/1	0/490	<div style="width: 0%; height: 10px; background-color: green;"></div>		0.2.4
WOW196 - Humb...	BA26C8-1	29/29	484.9/489.9	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
WOW706 - Gutier...	BA26B7-1	51/51	513.35/536.35	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
WOW707 - Garnic...	BA26B2-1	34/34	506.75/506.75	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
WOW708 - Victor ...	BA26Q8-2	8/8	375.25/411.25	<div style="width: 100%; height: 10px; background-color: green;"></div>		0.2.4
WOW708 - Victor ...	BA26Q8-1	34/34	466.25/497.75	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
WOW709 - Barrer...	BA2686-1	39/39	456.9/467.9	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4
WOW710 - Gome...	BA26E8-1	56/56	514.75/523.75	<div style="width: 100%; height: 10px; background-color: green;"></div>	✓	0.2.4

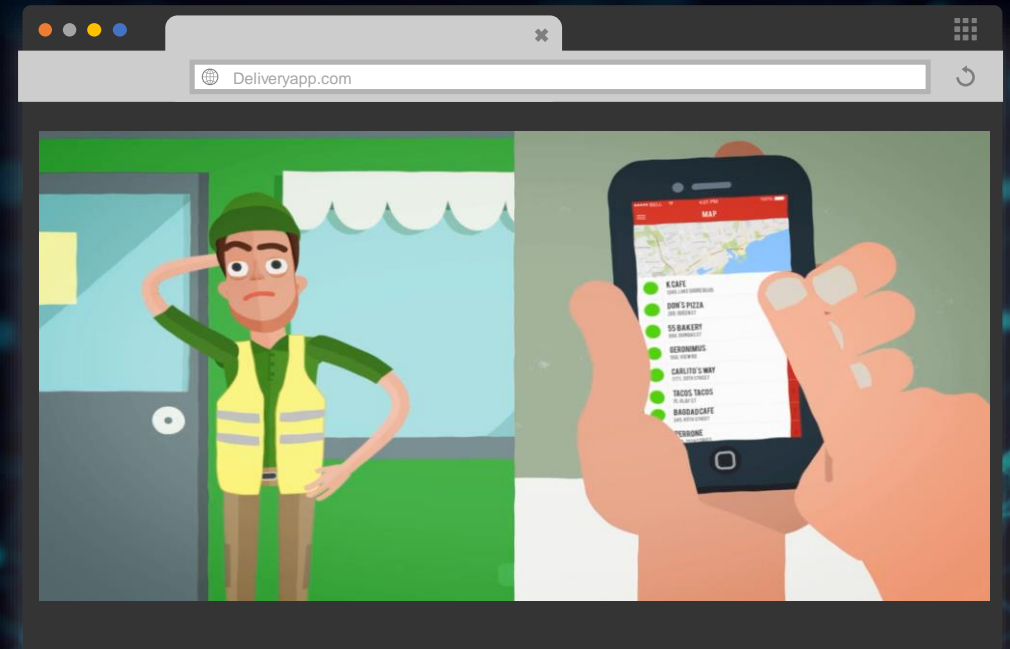
PRODUCTIVITY &
BETTER SERVICE

MACHINE LEARNING

TIME WINDOW



DYNAMIC RESEQUENCING







**CAMIÓN
PROPULSADO
AL 100%
CON ENERGÍA
ELECTRICA**

**MOVILIDAD →
SUSTENTABLE**

TODO CON MEDIDA



**Corona
Extra**



ABInBev

MIDDLE

AMERICAS

ZONE



+200

2021

ABInBev

**MIDDLE
AMERICAS**

ZONE



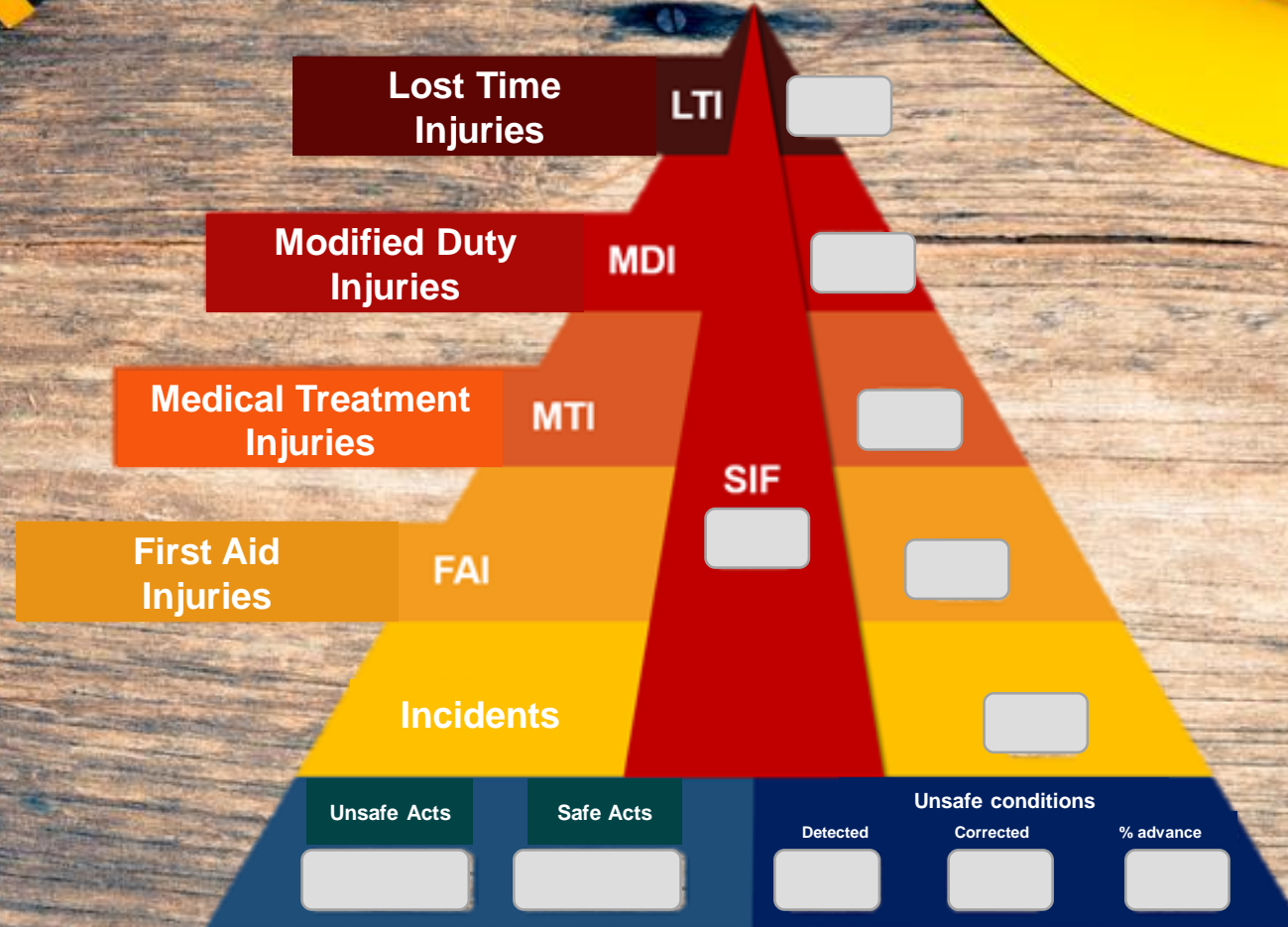
SAFETY
FIRST

DuPont™ Safety Curve



Implementing the safety culture has allowed us to reduce 86% in lost time injuries in Mexico

Safety Pyramid



**Technology to Improve
Safety**

Telemetry

Vehicle Activity (103)

Group [FK00] SAG PUEBLA

Vehicle L820711

Report period 2019 - 32

Parent group ALTIPLANO

Driver L820711

Start Date 05/08/2019

End Date 11/08/2019

Chassis Serial 3HAMMMRXLL820711

Distance (Km) 242.54

% Idle current 17.66%

Drive Time 13:58:00

% Idle previous 35.72%

Safety score 13

Previous score 53

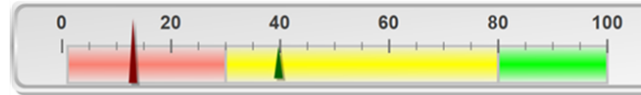


Current Target



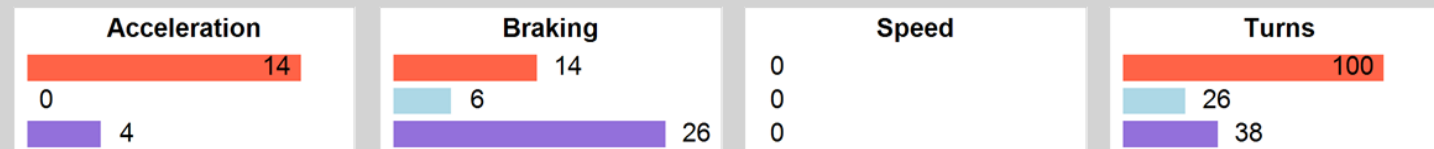
5/5

(1=best)



Drive day	Distance (Km)	First Ignition on	Last Ignition off	Drive Time	Idle duration
Monday					
Tuesday	58.43	06/08/2019 08:55:35	06/08/2019 18:33:09	02:09	00:06
Wednesday	89.49	07/08/2019 01:47:29	07/08/2019 16:31:55	04:02	00:58
Thursday	34.64	08/08/2019 02:17:31	08/08/2019 16:48:58	02:43	00:11
Friday					
Saturday	59.98	10/08/2019 02:10:21	10/08/2019 20:06:32	05:04	01:13
Sunday					

Safety events per 100 hrs



Improvement in current period

Deterioration in current period

Previous period

Group avg in current period

Speed of 120km/h exceeded by more than 20 km/h



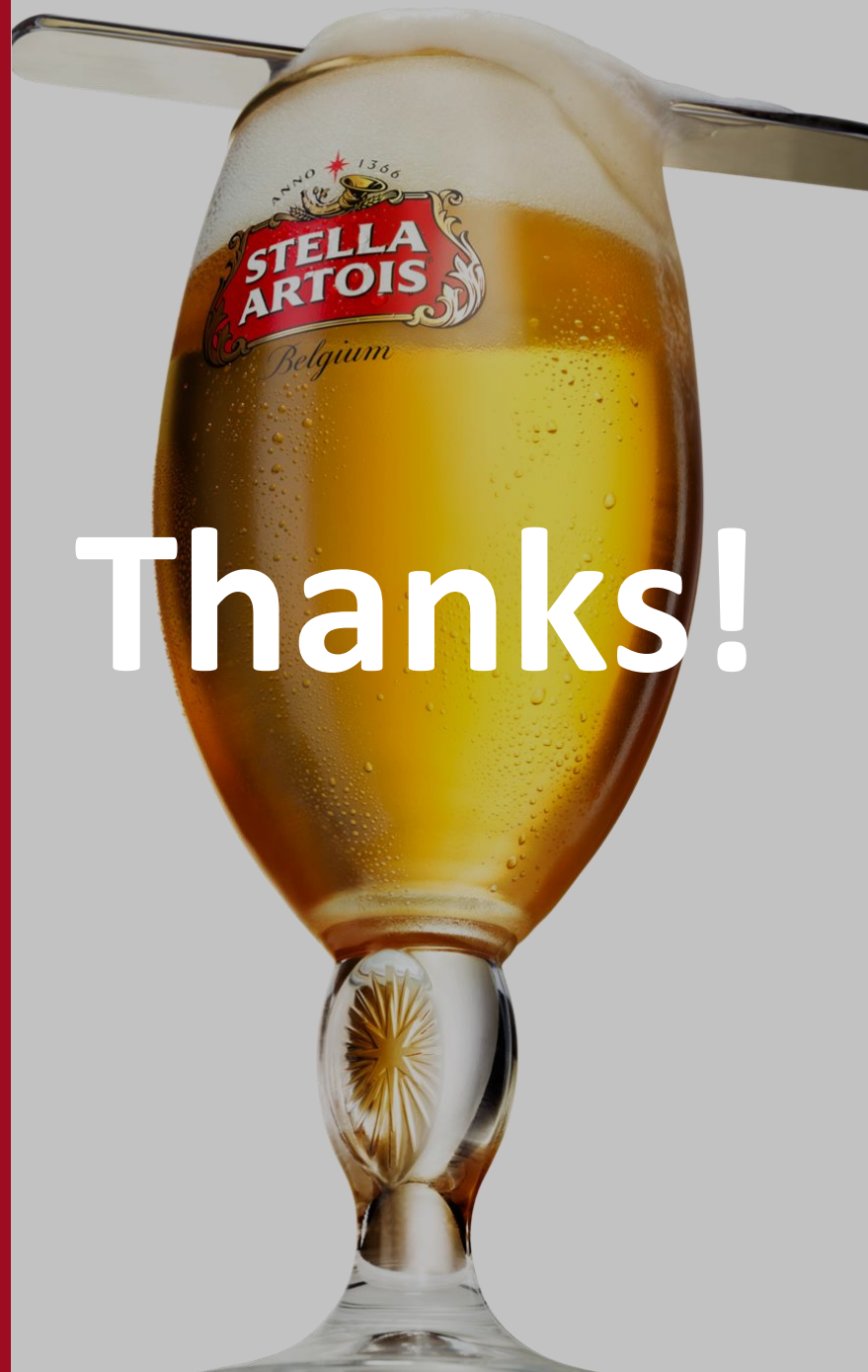
Drive Simulator will be an important tool to train and better prepare our drivers

Points
Hints
Rule

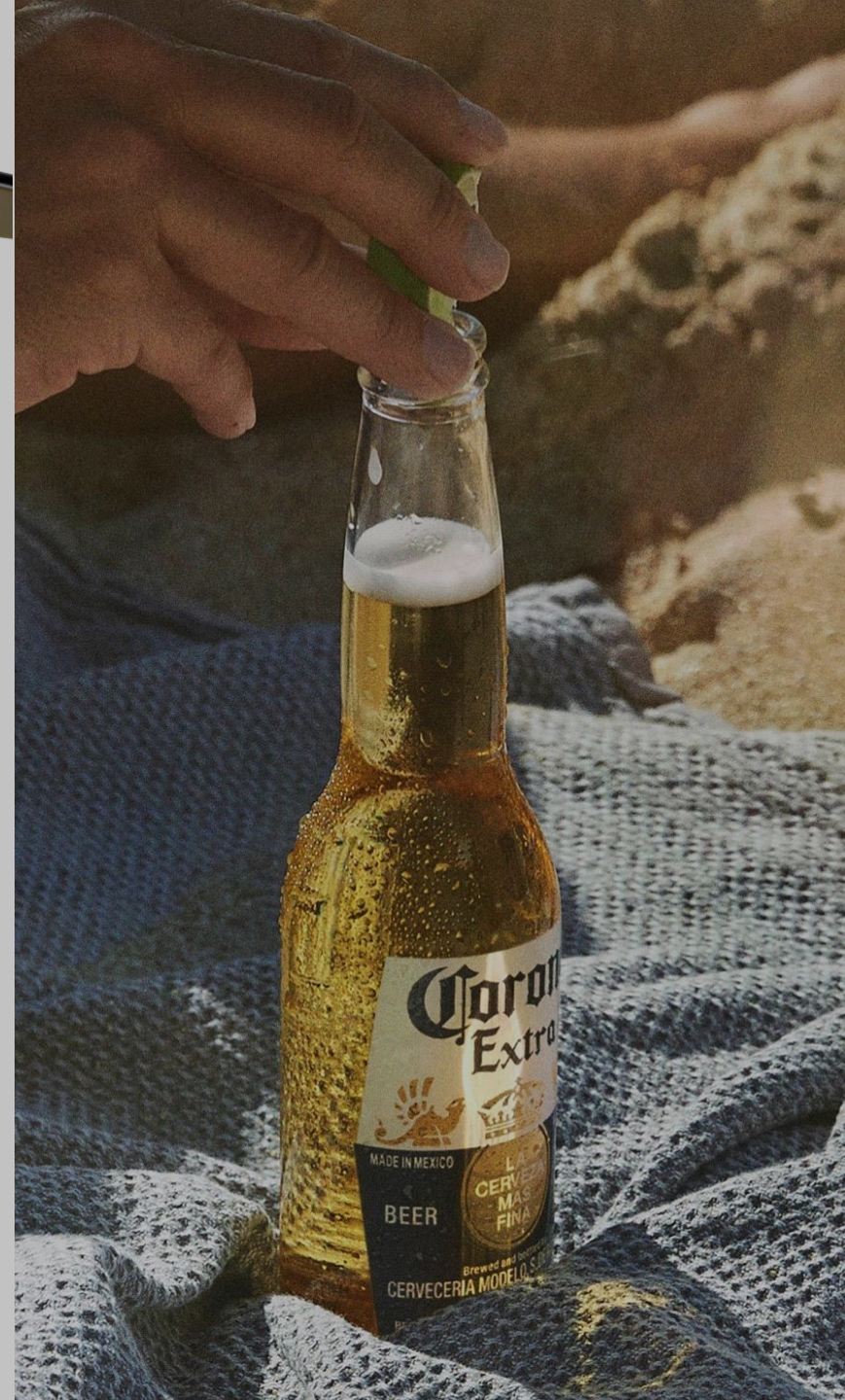
121 km/h
120 5-4 Gear

Distractive Driving risks the safety of the driver and the reputation of the company





Thanks!



For more information



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Countries

Mexico, Colombia, Peru, Ecuador, Honduras, El Salvador, Dominican Republic, Panama, Costa Rica, Guatemala & The Caribbean

