

SABMiller

Making a difference in society



“Connecting company success
with social progress”

Word Forum Lille

October 24, 2013





SABMiller is one of the world's largest brewers



With more than 200 beer brands and some 70,000 employees in over 75 countries. US\$34,487 m group revenue



■ Significant businesses with production operations ■ Selling operations and major export markets ■ Associates

We are also one of the world's largest bottlers of Coca-Cola



A wide portfolio of brands



- Grolsch Premium Lager
- Miller Genuine Draft
- Peroni Nastro Azzurro
- Pilsner Urquell



República Checa



China



USA



Hungria



Rumania



Sudáfrica



Botswana



Polonia



Islas Canarias



Polonia



Australia



Colombia





Our sustainability approach : the 10 priorities framework



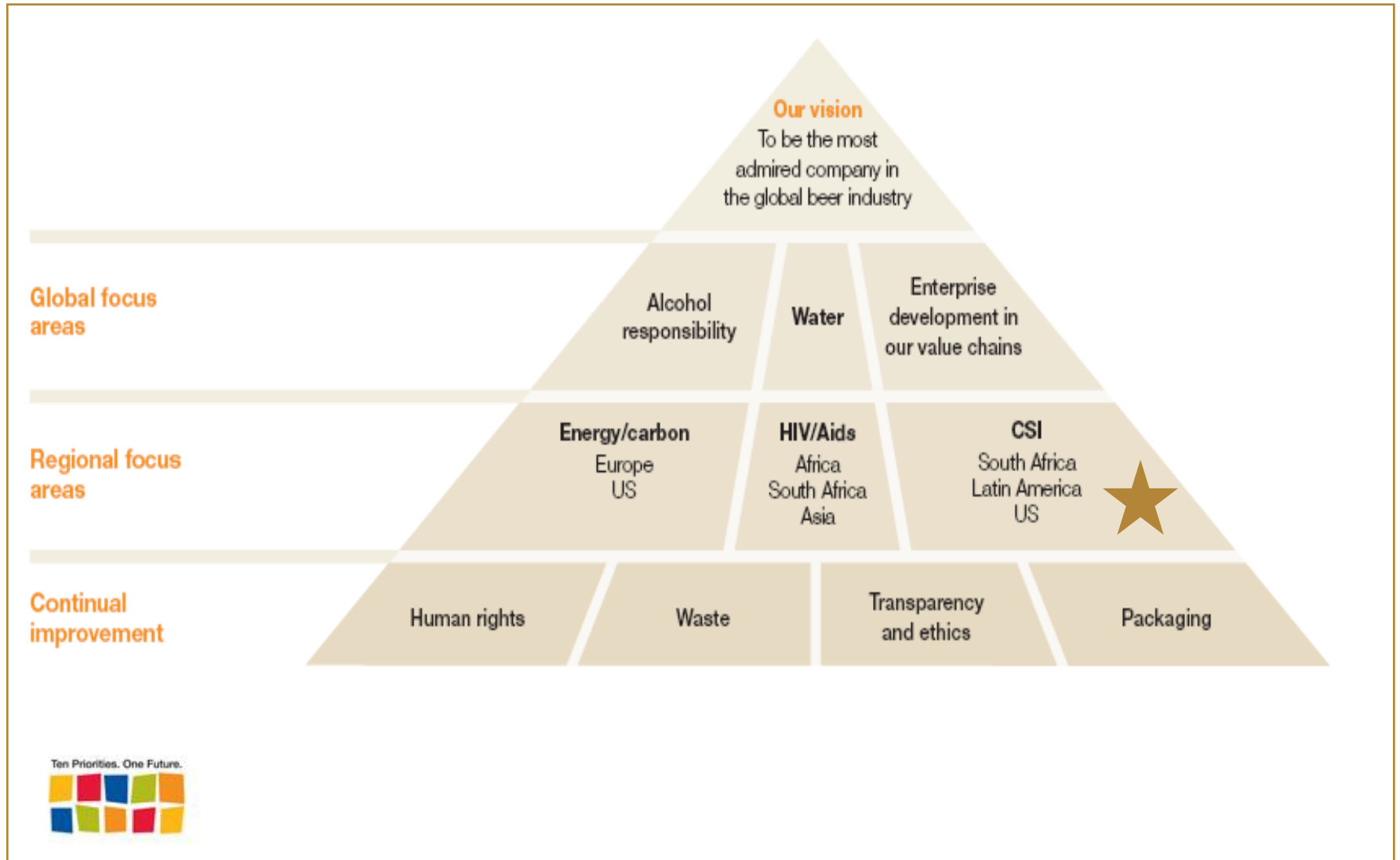
- We understand that our sustainability depends on:
 - Healthy communities
 - Growing economies
 - And the responsible use of scarce natural resources.

Ten Priorities. One Future





SABMiller takes a focused approach





Living the 4e experience
“The path to progress”



4e program: A unique opportunity to bring benefits to our communities via our value chain



- *Total Tenderos in LatAm (mom and pop shopkeepers) : 780.000*
- *Survival : 49%*
- *4e target: 10% of survival in 5 yrs*
- *40,000 tenderos = 10 million people impacted*

4e Tenderos' profile:

Base of the pyramid (poor or at risk)

60% are women tenderas

Leadership potential (agents of change to transform communities)

Some business experience (at least one year)

Not necessarily our customers due to minimum drop size

GROW

80% of customers

A

B

C

60% of volume

40% of volume





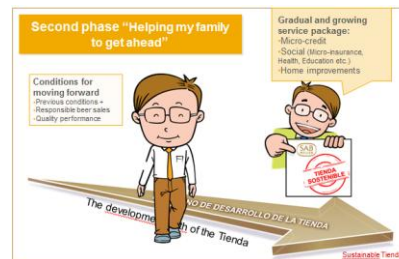
What are we going to achieve?



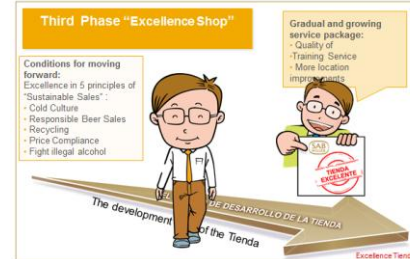
We will impact the *Tendero* through a process of 4 phases:



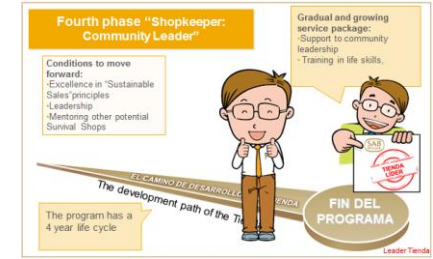
Responsible Tendero



Sustainable Tendero



ExcellenceTendero



Leader Tendero

With a portfolio of benefits on 3 components:

1. Business skills,
2. Quality of personal and family life,
3. Community and social outreach

They will become agents of change and social transformation

A model of social intervention for governments to improve social indicators

We will make a difference in society with a replicable and scalable model



Team work with commercial organization, communications and sustainable development areas



- Tenderos profile and needs
- Content of training modules: Business, Responsible retailing, Recycling, Tenderos recruitment
- Sales force training and coaching to learn their role during the process:
 - What they will see, know, think, feel and do
 - The sales person receives a script for each of the meetings with the Tenderos ("rites of passage").
- Image and branding

Benefits

Improve retailing skills / Formalization

Tendero Business sustainability

Tendero Leadership development

Increase family income

Improvement of quality of life

Creating emotional bonds-loyalty

Reputation and Licence to Trade



Program allies and potential allies



Knowledge and funding



Construction



Measurement



Positioning



Miembro del Grupo BID



E-learning



Microcredit

Knowledge and funding



Banking



Glasses – vision – other income



Management and Measurement



Training



Impact evaluation



Neuro-science Marketing



Technology



Building a business and a life plan

4 phases, 6 modules



4 PHASES	MODULE	GENERAL CONTENT	Training hours	Mentoring hours	4e Life Plan
Diagnosis	Base line to evaluation		0	3	
1 Responsible Tendero	Module 1	Sales and Marketing	3	3	
	Module 2	Business Management	3	3	
2 Sustainable Tendero	Module 3	Finance – Business Model of success	3	3	
	Module 4	My business, my family	3	0	
3 Excellent Tendero	Monitoring		0	2	
	Closing gaps, action plan and recommendations		0	3	
SABMiller Content	Module 5	Responsible retailing, cold culture, recycling,	3	0	
4 Tendero leader	Module 6	Social entrepreneurship projects	3	0	
* 12 weeks per cycle , each cycle 6 modules *Total hours per tendero: 35			18	17	

Leadership

Happiness

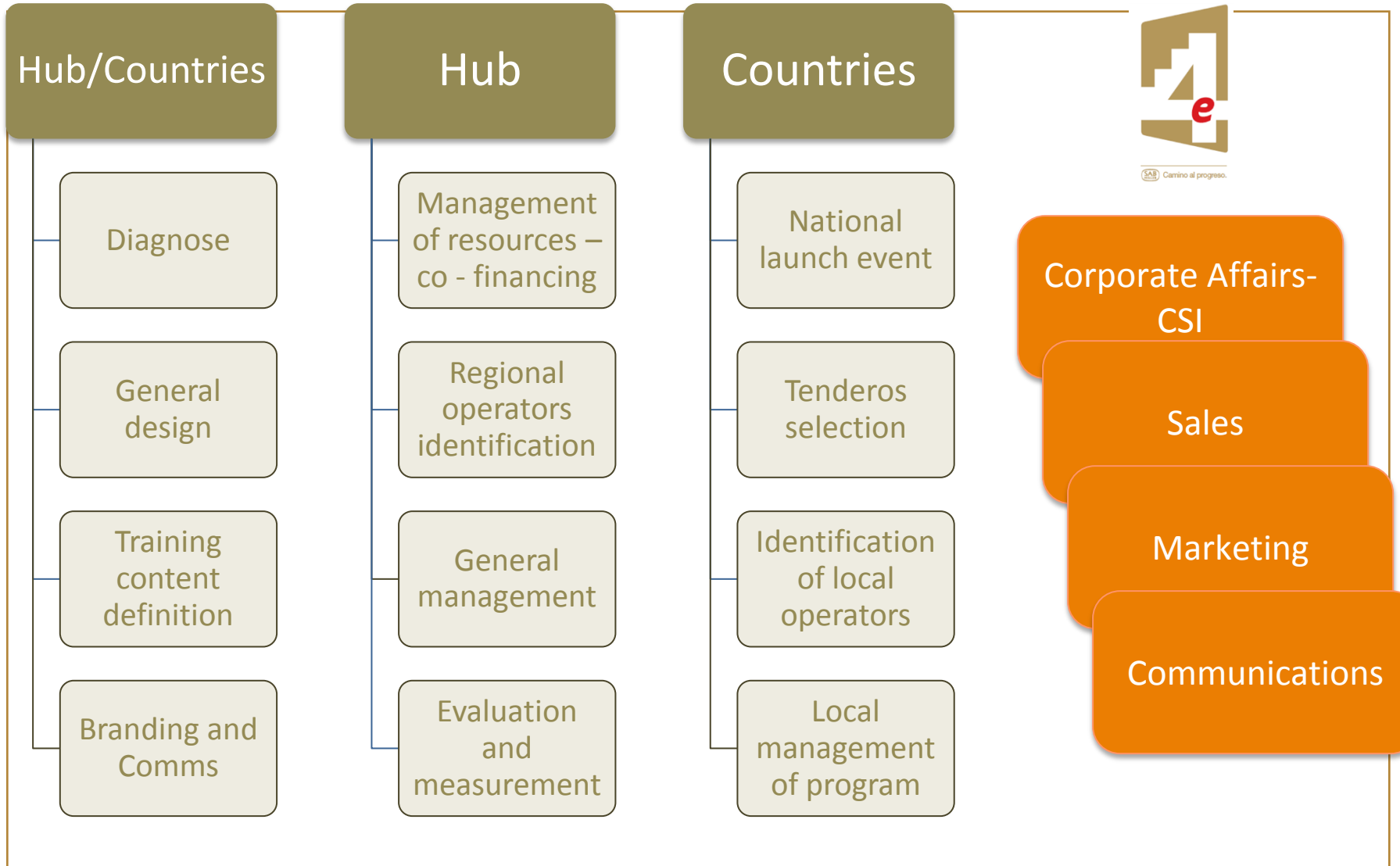
Self Esteem

Insecurity and fear

All content adapted in language and form to the social and cultural conditions of each country.



Key success factors: The commitment of All





www.caminoalprogreso.com



4e testimonial video



SAB Camino al progreso.

INICIO

ACERCA DE 4e

ALIADOS

CRONOGRAMA

CONTÁCTENOS

PAÍSES



PREGUNTAS FRECUENTES

BLOG

HAY RAZONES DE PESO QUE NOS INSPIRAN A CREAR HISTORIAS DE PROGRESO

SABMiller reconoce el rol de liderazgo del tendero y el papel que juega en el bienestar de su familia y de su comunidad, por ello ha puesto en marcha el programa '4e, Camino al Progreso' con el fin de impulsar su crecimiento como emprendedor en: Colombia, Ecuador, El Salvador, Honduras, Panamá y Perú.



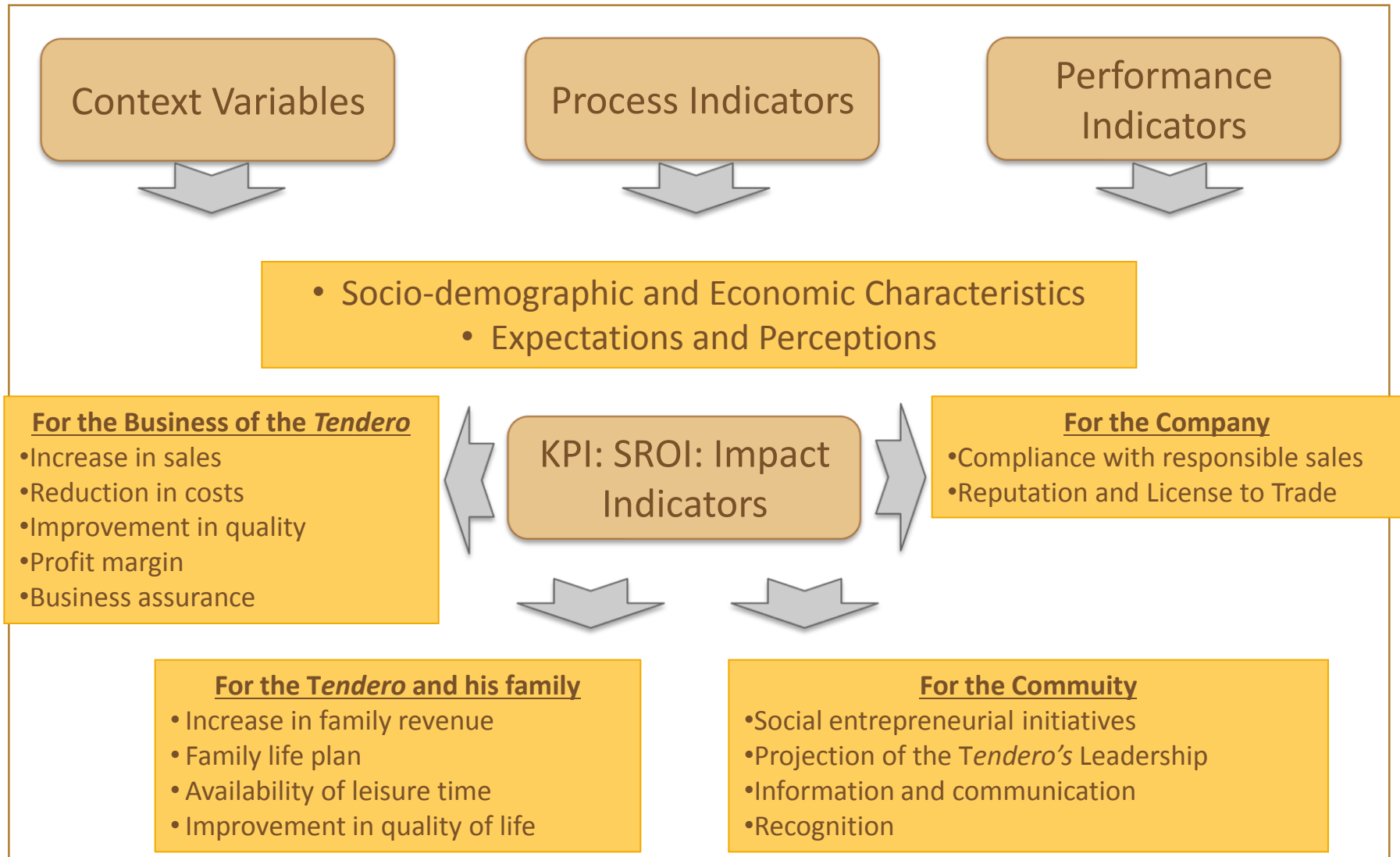
Bacvus





KPIs: Program measurement

Shared value for the *Tendero* and for the Company





Summary



4e, The Path to Progress

Economic Development

Social Development

Country/Region Growth – Sustainable Business Environment

Customer Loyalty

Customer Satisfaction

Impact Programs

*winning in business
winning in society*

Thank you

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