



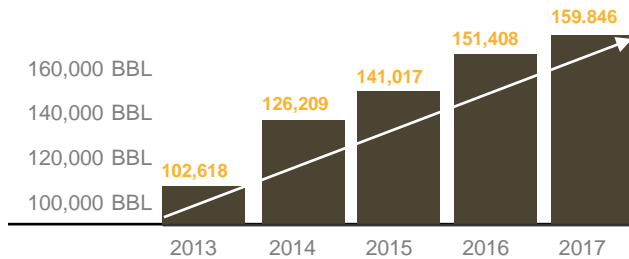
BELL'S DRAFT BEER

Beer sold by the pint, not by the 2oz sample



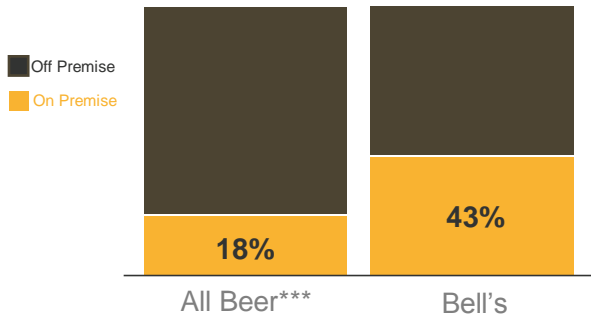
ON PREMISE DRAFT SALES

5+ YEARS OF CONTINUOUS GROWTH*

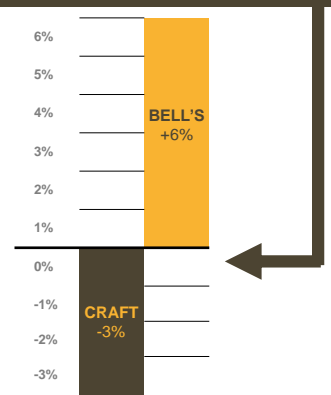


OUTPACING CRAFT BEER VOLUME ON PREMISE BY 9 POINTS**

OVERALL VOLUME: ON V OFF PREMISE



BELL'S OVERALL VOLUME % SOLD THROUGH ON PREMISE DRAFT IS HIGHER THAN THE AVERAGE BREWERY**



Sales % changes '16 v '17

*VIP Distributor Depletion Data, Rolling Periods 2013, 2014, 2015, 2016, 2017
 **Beer Institute Sales to Retail Data Program, 12 months year over year through 12/31/17
 ***All Beer Includes Craft, Economy, FMB, Import, and Mainstream categories