



RICARDO
TADEU

CHIEF GROWTH OFFICER

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MY CAREER IN ABI



1995

JOINED
ABI
FAMILY



2007

BU
PRESIDENT
HISPANIC
LATAM



2013-2016

MEXICO ZONE
PRESIDENT



2019-2020

CHIEF SALES
OFFICER



2022-TODAY

CHIEF
GROWTH
OFFICER

28 YEARS



1995-2006

MANAGEMENT
ROLES IN
SALES



2008-2012

VICE
PRESIDENT
SALES BRAZIL



2016-2018

AFRICA ZONE
PRESIDENT



2020-2022

CHIEF BEES
OFFICER

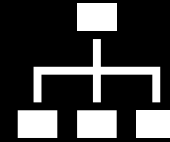
The Growth Group is a key enabler of our strategy



Integrated
Commercial Functions



Combined
Technology Teams

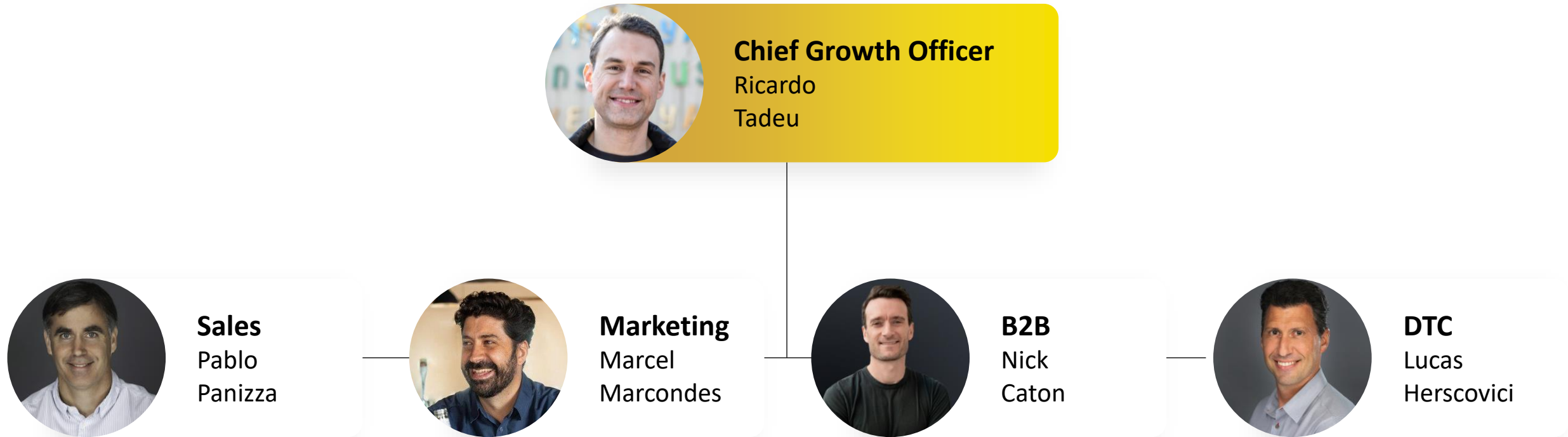


Simplified Structure &
Ways of Working



Resource
Allocation

Bringing together key commercial functions





Building for scale

Sustainable growth & focus

Replicable models



Digital transformation at scale

Sell more & more profitably

Business model to monetize

I. Lead & Grow The Category



Marketing
Marcel Marcondes

II. Digitize & Monetize



B2B
Nick Caton



DTC
Lucas Herscovici

Key **TAKEAWAYS**

Lead & Grow the Category

- Clear global strategy driving organic growth
- Building megabrands with focus and scale
- Delivering volume and net revenue growth ahead of industry

Digitize & Monetize our Ecosystem

- Connecting and enhancing our route to market
- Selling more, reducing cost to serve & increasing satisfaction
- Opening new, profitable revenue streams