

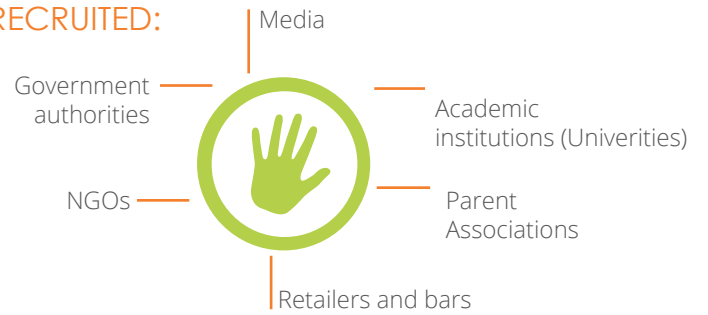


OVERVIEW

REACHING **2 million** PEOPLE
IMPACTING OVER **30 million** PEOPLE

The program was launched in the **City of Queretaro**, reaching **2 million people** and impacting, directly and indirectly, **over 30 million** by providing expertise and resources for training, media campaigns and advocating for a balanced regulatory framework.

WE HAVE RECRUITED:



CEO COMMITMENTS

Actuando Mejor is linked to the global **CEO Commitments** to reduce alcohol related harm.



Linked to our performance ambition of creating the best performing, most trusted and respected consumer product company in the world.



A 3 stage **statistical evaluation** is underway to measure the programs effectiveness. It will measure:

- Changes in risky alcohol drinking patterns
- Reduce risk of alcohol related accidents

The results from the first 2 stages are outlined below.



MEXICO, PANAMA, ARGENTINA & VENEZUELA

We have received implementation requests from three additional cities in **Mexico**, as well as from **Panama, Argentina** and **Venezuela**.

KEY HIGHLIGHTS OF THE STATISTICAL EVALUATION

There is an important **difference in the attitude** participants showed towards alcohol, mainly evident in general public. We can identify a more responsible attitude towards drinking.

ALCOHOL CONSUMPTION IS A NECESSARY MEAN TO GET ALONG WITH FRIENDS

GENERAL PUBLIC



AGREE:
5% (2013)
30% (2012)

I ALLOW FRIENDS AND RELATIVES TO DRIVE WHEN THEY ARE DRUNK, THEY KNOW WHAT THEY CAN DO

GENERAL PUBLIC



AGREE:
6% (2013)
14% (2012)

I LIKE DRINKING ALCOHOL WHEN I AM PARTYING AND I DON'T PAY ATTENTION TO THE QUANTITY

COLLEGE STUDENT



AGREE:
22% (2013)
47% (2012)

MOST OF MY FRIENDS DRINK EXCESSIVELY

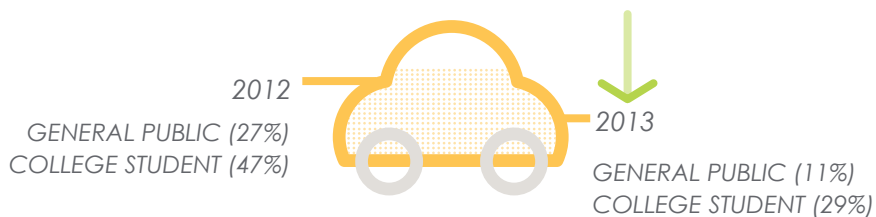
COLLEGE STUDENT



AGREE:
35% (2013)
59% (2012)

There is an **important reduction** among people that drink and drive after consuming more than 3 drinks vs. last evaluation.

DRINK & DRIVING



Both stages of the evaluation show that **Bar Staff provide a responsible service**, but it seems that they are responding to a "must do" instead of a "has done". We are working on tweaking our strategy to more of the latter and less of the former.

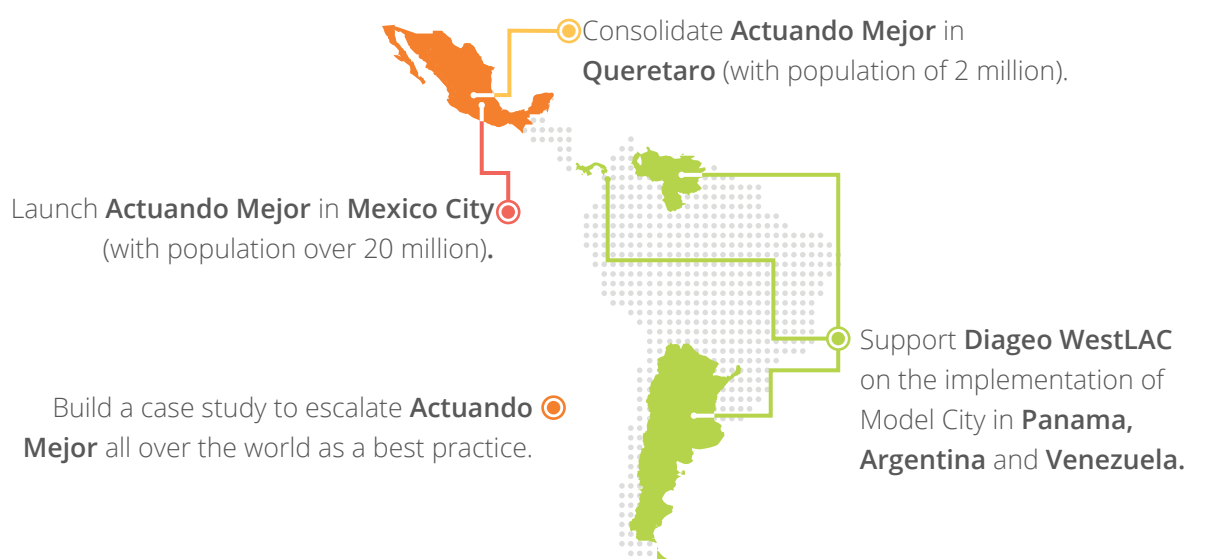
MUST DO → **HAS DONE**

OXXO MYSTERY SHOPPER



With store clerk trainings, we were able to increase the percentage of **stores verifying valid ID cards** to buy alcohol from 27% to 53%. (out of 360 stores).

TOWARDS H2



TOWARDS F15



ACTUANDO MEJOR IN 10 municipalities of **Mexico City**