Ball Aluminum Cup™ Presents

The Best Thing to Happen to Beer Since Cans

BALL.COM/CUPS #BALLALUMINUMCUP

Presentation by: Brendan Buglione, The Beer Whisperer
What’s On Tap?

→ Introduce The Innovative Ball Aluminum Cup™

→ Explore Benefits & Uses

→ How Can I Get My Hands On These Things?
Ball: Your Long-Term Sustainability Partner

Global Leader
We are the largest supplier of aluminum beverage packaging in the world.

140
years of packaging industry experience and expertise.

100%
of our North America operations will be powered by renewable energy by 2021.

Talent Magnet
#1 on Forbes’ America’s Best Employers for Diversity 2019 list. We have the best people driving innovations and ideas to fuel our collective growth.

7 Years
Featured on the Dow Jones Sustainability Index.
Another Industry Disrupting Solution From Ball

In a cups industry that has not seen innovation in 50+ years, we are encouraging the world to join the RECYCLING REVOLUTION!
Made For Each Other...

**BA Members**
- Industry leaders for generations
- Innovative
- Improving the beer drinking experience
- Community leaders
- Sustainable focus – reduce environmental footprint
- Quality fanatics
- Fun, relevant environment

**Ball**
- Industry leaders for over 100+ years
- Leaders in sustainability
- Innovative
- Commitment to communities
- Obsessed with quality
- Operational excellence
- Provides enhanced beverage experiences
Why Use The Ball Aluminum Cup™?

- Enhanced Drinking Experience
- Sustainable
- Custom Branding
- Operational Ease
Consumer Research Is Positive: The Ball Aluminum Cup Offers An Enhanced Experience

Consumers:

- Are excited about a premium, “classy” cup that is ultra-light and durable.
- Prefer the enhanced cold-drink experience.
- Welcome a stable cup to transport beverages through crowded places.
- Are requesting a recyclable solution & want to know the venue is doing its part as well.
- Like a decorated cup.
- Are willing to pay a premium as supported by research.
- May take the cup home as a collectable.
- Want simplicity in recycling.
Operators:

- Are feeling pressure to move away from plastic.
- Welcome the enhanced experience for cold applications.
- Appreciate innovation and opportunity for increased beer sales.
- Like the new marketing opportunity that the cup presents.
- Prefer lightweight aluminum over glass or plastic operationally.
- Recognize increased value in waste stream from decreased plastic and increased aluminum.
- Welcome a 100% infinitely recyclable cup solution to the current consumer sentiment about plastic and its impact on our world.
- Are viewed favorably by consumers for joining them in being part of the solution.
The Future Belongs To The Ball Aluminum Cup™

Centerplate, Ball and Bud Light to Present Infinitely Recyclable Aluminum Cups at Super Bowl LIV

Fans attending the Super Bowl will have the opportunity to take part in sustainability efforts around Hard Rock Stadium.
Why Use The Ball Aluminum Cup™?

Sustainable
Aluminum Is The Most Sustainable Choice

1. It is infinitely recyclable without decreasing in quality
2. Highest real recycling rate
3. Highest scrap value in recycling stream
4. Highest recycling yields
75% Agree that in 5 years companies will look outdated if they do not have the most sustainable beverage containers

*Ball 2019 Customer Survey*
Consumers Expect The Brands They Love To Be Increasingly More Sustainable.

81% of global consumers believe that companies should help improve the environment.

72% of global respondents said that they were actively buying more environmentally friendly products than they were 5 years ago.

Source: Nielsen
Aluminum is already the leading option for beverage makers, setting the tone for the future.

70% of new North American SKUs in 2019 were packaged in aluminum.¹

16% Plastic

12% Glass

2% Other

¹ Source: IRI data
Big Picture: Aluminum Enables A Circular Economy

We’re working with our partners along the value chain to maximize aluminum collection, sorting and recycling.

100% of our North America operations will be powered by renewable energy.

Made of 73% average recycled content in U.S.*

98% recycling yields – the highest of any packaging material.¹

Recycled cups can be back on the shelf in just 60 days

Colder experience than other materials

Recycled metal can be made into new cups an infinite number of times

*Aluminum Association/CMI data

¹ Delft University of Technology
Why Use The Ball Aluminum Cup™?

2) Enhanced Drinking Experience

Custom Branding
Custom Graphics Enhance Your Brand Messaging

Craft Breweries
NFL
NHL
NBA
MLB
PGA
NCAA CFB
NCAA CBK
Live Music
The New Ball Aluminum Cup™ Successfully Debuted At North America’s Most-Watched Event, Effectively Raising The Bar For The Big Game.

Centerplate, Ball and Bud Light to Present Infinitely Recyclable Aluminum Cups at Super Bowl LIV

Fans attending the Super Bowl will have the opportunity to take part in sustainability efforts around Hard Rock Stadium.

Ball Corporation — 09:01 ET

BROOMFIELD, Colo. & STAMFORD, Conn., Jan 21, 2020 /PRNewswire/ -- Centerplate, the leading hospitality partner to North America’s premier sports entertainment venues, Ball Corporation (NYSE: BLL) and Bud Light today announced an agreement to bring Ball’s infinitely recyclable aluminum cups to guests at Hard Rock Stadium in Miami Gardens for Super Bowl LIV on February 2, 2020.

Ball, a leader in cutting-edge, sustainable aluminum beverage packaging, designed the lightweight aluminum cups in response to growing consumer preference for more sustainable products. Centerplate, the exclusive catering partner for Hard Rock Stadium, is adopting the cups as part of the company’s Better Tomorrow 2025 goals and to help forward the venue’s broader mission to phase out 95.4 percent of single-use plastics this year. As the NFL’s official beer and the presenting sponsor of the Super Bowl LIV cups, Bud Light is also doing its part to make a Better World and support Anheuser-Busch’s ambitious 2025 sustainability goals. As a result, the aluminum cups will help eliminate more than 500,000 plastic cups annually from Hard Rock Stadium’s supply chain.

Centerplate, Ball Corporation and Bud Light to Present Infinitely Recyclable Aluminum Cups at Super Bowl LIV (Photo credit: Matthew Noel)
The Message And Creative Expression Deeply Resonated With Our Target Audience, Showing We’re On The Right Mission, With The Right Product, At The Right Time.

Celebrities, influencers and media companies alike announced the news on their social media pages.
Why Use The Ball Aluminum Cup™?

2) Enhanced Drinking Experience

Operational Ease
The Ball Aluminum Cup™ Is Easy To Use

1) **Sizes**: A portfolio of sizes to complement your beers

2) **Design**: The Ball Aluminum Cup was designed for the perfect pour.

3) **Effectiveness**: A refreshing, colder beer will provide a better experience for your guests.
The Ball Aluminum Cup™ Is Easy To Use

4) **Material:**

→ No more broken glass in your taprooms, patios or washing stations.
→ Cups come in sustainable packaging.
→ All used cups go in your normal recycling containers.
So Why Use The Ball Aluminum Cup™?

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<tbody>
<tr>
<td>1)</td>
<td>Enhanced guest drinking experience while enjoying your quality beverages</td>
<td>2)</td>
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<td>3)</td>
<td>Perfect fit for all events including tap rooms, restaurants, patios, happy hours, concerts, and festivals</td>
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<td>5)</td>
<td>Operational ease</td>
<td>6)</td>
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<td>7)</td>
<td>Increased merchandising sales</td>
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Let’s Get Specific: How Do I Get My Hands On These Things?

<table>
<thead>
<tr>
<th>ITEM</th>
<th>20 oz available in 2020</th>
<th>16 oz available in 2021</th>
<th>Additional sizes to follow</th>
</tr>
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<tbody>
<tr>
<td>ORDER...</td>
<td>Ball is currently accepting Letters of Intent to reserve a place in the production plan</td>
<td>Order...</td>
<td>Order...</td>
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<td></td>
<td></td>
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<td>Directly from Ball</td>
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<td></td>
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<td>Through a distributor or merchandiser</td>
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<td></td>
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<td>Through e-commerce platforms</td>
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Want To Learn More? Call Us!

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