

Forward Looking Statements

This presentation includes "forward-looking statements" within the meaning of the U.S. federal securities laws. Generally, the words "believe," "aims," "expect," "intend," "anticipate," "project," "will," "outlook," and similar expressions identify forward-looking statements, which generally are not historic in nature. Statements that refer to projections of our future financial performance, our anticipated results, cost savings and trends in our businesses, and other characterizations of future events or circumstances are forward-looking statements, and include, but are not limited to, impacts of the Coronavirus pandemic on our operations, liquidity, financial condition and financial results, expectations regarding future dividends, overall volume trends, consumer preferences, pricing trends, industry forces, cost reduction strategies, including our revitalization plan announced in 2019 and the estimated range of related charges and timing of cash charges, anticipated results, expectations for funding future capital expenditures and operations, debt service capabilities, timing and amounts of debt and leverage levels, shipment levels and profitability, market share and the sufficiency of capital resources. Although the Company believes that the assumptions upon which its forward-looking statements are based are reasonable, it can give no assurance that these assumptions will prove to be correct. Important factors that could cause actual results to differ materially from the Company's historical experience, and present projections and expectations are disclosed in the Company's filings with the Securities and Exchange Commission ("SEC"). These factors include, among others, the impact of the Coronavirus pandemic, the impact of increased competition resulting from further consolidation of brewers, competitive pricing and product pressures; health of the beer industry and our brands in our markets; economic conditions in our markets; additional impairment charges; our ability to maintain manufacturer/distribution agreements; changes in our supply chain system; availability or increase in the cost of packagina materials; success of our joint ventures; risks relating to operations in developing and emerging markets; our brand image, reputation, product quality and protection of intellectual property; changes in the social acceptability, perceptions and the political views of beverage categories; changes in legal and regulatory requirements, including the regulation of distribution systems; unfavorable outcomes of legal or regulatory matters; fluctuations in foreign currency exchange rates; increase in the cost of commodities used in the business; the impact of climate change and the availability and quality of water; loss or closure of a major brewery or other key facility; our ability to implement our strategic initiatives, including executing and realizing cost savings; pension plan and other postretirement benefit costs; failure to comply with debt covenants or deterioration in our credit rating; our ability to maintain good labor relations; a breach of our information systems; and other risks discussed in our filings with the SEC, including our most recent Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q. All forward-looking statements in this presentation are expressly qualified by such cautionary statements and by reference to the underlying assumptions. You should not place undue reliance on forward-looking statements, which speak only as of the date they are made. We do not undertake to update forward-looking statements, whether as a result of new information, future events or otherwise.

Non-GAAP Information

Please see our most recent earnings release or visit the investor relations page of our website – www.molsoncoors.com – to find disclosure and applicable reconciliations of non-GAAP financial measures discussed in this presentation.





Who is Molson Coors Beverage Company?

5th
LARGEST
BEER
COMPANY
IN THE
WORLD

~100
COUNTRIES

42
BREWERIES

15 100M BRANDS*

OUR PURPOSE:

Uniting People to
Celebrate All Life's Moments

+84M
VOLUME (hL)**

+17,000 EMPLOYEES

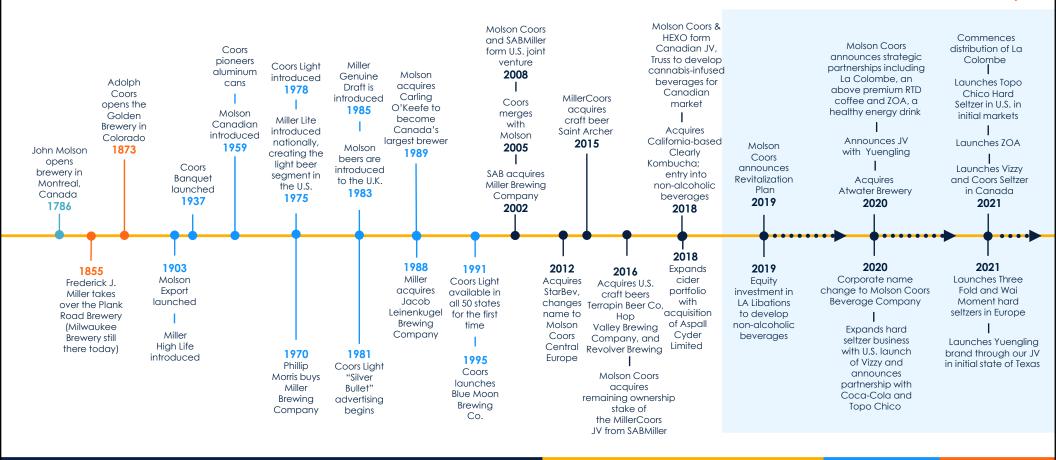
OUR AMBITION:

First Choice for Our People,
Our Consumers and Our Customers



Rich and Evolving History

Revitalization Plan Announced & Underway





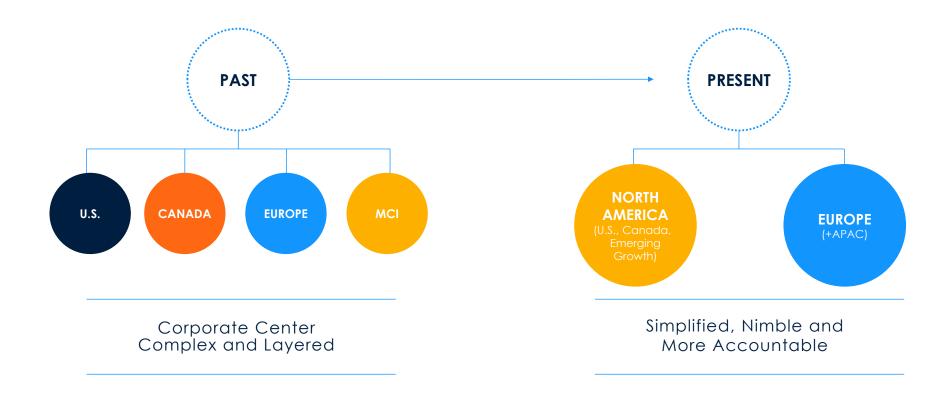
Executive Summary

In October 2019, Molson Coors announced a revitalization plan and as a result:

- Changed the name of the company to Molson Coors Beverage Company
- Simplified our organization structure
- Rolled out a new company purpose and ambition
- Announced new values
- Announced five pillars of the plan



Molson Coors' Simplified Organizational Structure





Our Purpose and Ambition

OUR PURPOSE

Uniting People to Celebrate
All Life's Moments

OUR AMBITION

First Choice for Our People,
Our Consumers, and Our Customers



Our Values



MOLSON COORS beverage company

Revitalization Plan Well Underway – Announced in October 2019

STRATEGIC



Build on the strength of our iconic brands



Aggressively grow Above Premium



Expand in Beyond Beer

ORGANIZATIONAL



Invest in our capabilities



Support our people and communities



Building on the Strength of Our Iconic Core and Growing Share



































Growing Above Premium Through Differentiated Seltzer Portfolio and Powerful Craft Portfolio



Seltzer Portfolio VIZZY LEMONADE HARD SELTZER RASPERRY LEMONADE PROOF POINT VODKA SELTZER WITH A LIME SQUEET WITH ANTIOXIDANT VITAMIN C PROPICAL MANSO SELTZER WITH A LIME SQUEET WITH ANTIOXIDANT VITAMIN C PROPICAL MANSO SELTZER WITH A LIME SQUEET SPARKLING WATER SPARKL





Expansion Into New Growth Categories Beyond Beer











Investing in Our Capabilities and Powering Growth

- **Delivering** on World Class Supply Chain objectives
- **Developed** in-house analytics team to enhance processes and systems
- Supports faster time from innovation to market and focus on marketing spend return
- **Improved** e-commerce capabilities
- **Enhanced** data management







Environmental, Social and Governance (ESG)

Board of Directors and Corporate Governance





Board Highlights

Wealth of relevant experience and deep industry knowledge

- Multi-brand international company experience (14/14 directors)
- Operations management and business development (14/14 directors)
- Manufacturing and large-scale production (11/14 directors)
- Brand and/or Human Resource Management (11/14 directors)
- Food & beverage experience (10/14 directors)

Proactive recent Board refreshment to enhance the Board's diverse skill-set and background

- Nessa O'Sullivan Financial expertise, M&A and Capital Markets, and Audit
- Admiral James "Sandy" Winnefeld Jr. Human Resource Management, Strategy, and Senior Leadership
- David Coors U.S. Beer Business Expertise, Brand Building and Marketing
- Julia Brown Food, Beverage and Consumer-Packaged Goods Expertise, Operations/Supply Chain/Procurement, Multi-Brand International Company



Corporate Governance Highlights

Long-standing commitment to sustainability

• In 2020, updated sustainability disclosures to highlight the steps taken, and will continue to take to achieve Our Imprint 2025 strategy and sustainability goals

Board composition

- Annual election of all directors
- Majority independent Board
- Separation of Chief Executive Officer (CEO) and Chair positions
- Regular executive sessions of independent directors at Board and committee meetings that are chaired by the independent director member of the Governance Committee
- Independent director member of the Governance Committee reviews and approves Board and committee agendas, together with Chair and Vice Chair

Review of Board's skill-set and ongoing refreshment

- Review and annual assessment of Board composition, including diversity of skills, experience, opinions, as well as diversity of gender, race or ethnicity, nationality or country of origin, and other factors
- Ongoing review and assessment of Board refreshment matters
- Retirement age of 72 for non-family directors Two non-family directors will reach retirement age before the 2024 Annual Shareholder Meeting



Corporate Governance Highlights

Board committees and effectiveness

- Independent Audit, Compensation and Human Resources, and Finance Committees
- Annual review by each Board committee of its respective charter and its compliance therewith, and ongoing review and implementation of best practices
- Annual Board and committee self-evaluations and regular discussions regarding Board and committee effectiveness the independent director member of the Governance Committee oversees the evaluation process

Aligning Compensation with Long-term Value Creation

- Annual advisory vote by Class A and Class B stockholders, voting together as a single class, to approve the compensation of the Company's named executive officers
- Meaningful director and executive officer stock holding requirements
- Adoption of an enhanced anti-pledging policy in 2019 and prohibition on hedging and short sales
- Clawback policy

Active shareholder engagement

- Company adopted a Political Contributions Policy in February 2021 in response to, in part, shareholder engagement
- Company's adoption of enhanced anti-pledging policy in 2019 based on feedback received as part of shareholder and proxy advisor engagement



Board of Directors – Skills & Experience and Demographics Matrix

		/_	/ 5	/ 0	/ gi	/ Notes	/ 5	/ 60	/ 5	/ %	/_	/:	/ .	/ 50
Qualifications & Experience	,	D. D. Brown	S. Ook	May Lyn	Methodon, Genne	And And	Georgian Contraction of the Cont	Ness F. Molson	Populary Company	Alas D. Tough	James Vachon	Windshop.	Short Chan	H. C. Homoton
CEO/P&L Mgmt-Overall		•	•	٠	•	•	•	•	•	•	•	•	•	•
CEO-Current					•		•			•				•
P&L Mgmt-Current		•		•	•	•	•	•		•			•	•
Brand Management		•	•	•	•	•	•		•			•	•	•
Finance and/or Audit					•			•	•	•		•	•	•
Human Resource Management	•		•	•	•	•	•		•	•	•		•	•
International	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Supply Chain	•		•		•			٠	•					٠
Procurement / Logistics	•		•	•	•				•		•			
M&A			•		•	•	•		•	•		•		
Digital	•			•	•	•						•		
Product & Innovation	•	•	•	•	•	•	•		•			•	•	
Regulatory Affairs			•	•	•					•	•			•
Vendor Experience	•	•	•	•	•	•	•		•			•	•	
Consumer Products	•		•	•	•	•	•	•	•			•	•	•
Food & Beverages Industry	•		•		•	•	•	•	•				•	•
Demographic Inform	ation													
Tenure (Years) ¹	0	1	17	6	2	17	12	1	10	9	1	9	17	17
Age (Years) ¹	51	39	75	61	58	53	51	56	72	59	65	61	61	70
Diversity - Gender	•													
Diversity - Ethnic/Racial	•												•	
Citizen of Another Country**	•					•	•	•		•		•	•	•

^{*}Tenure and age calculated as of September 21, 2021

Director Average Tenure

7.9 years

8.2 years

S&P 500 Companies⁽¹⁾ Molson Coors Present⁽²⁾

Director Average Age

63.0 years old

59.1 years old

S&P 500 Companies⁽¹⁾ Molson Coors
Present(3)

^{**}Holds a non-US passport, including individuals that are also US citizens

^{(1) 2020} United States Spencer Stuart Board Index – Independent Directors (2) Tenure of Molson Coors' independent directors measured from the

February 2005 merger of Molson Inc. with and into Adolph Coors Company LLC

⁽³⁾ Ages of entire Molson Coors' Board measured as of September 21, 2021

Board of Directors



Pete Coors: Board Chair – MCBC; Former Chairman and COO – MCBC; Director – Adolph Coors Company LLC

Committee: Governance



<u>David Coors</u>: VP, Next Gen Beverages – MCBC; Board of Trustees – Adolph Coors Company LLC; President – AC Golden Brewing Company

Committee: Governance



Andrew Molson: Board Vice Chair – MCBC; Partner and Chairman – AVENIR GLOBAL; Director – Dundee Corp (TSX: DC.A); Theratechnologies Inc. (NASDAQ: THTX, TSX: TH)

<u>Committee</u>: Governance (Chair)



Roger Eaton*: Former CEO – KFC, a division of Yum! Brands (NYSE: YUM)

Committee: Audit (Chair) and Finance



<u>Julia Brown*</u>: Former Chief Procurement Officer – Mars Wrigley

Committee: None



Mary Lynn Ferguson-McHugh*: CEO, Family Care and New Business – Procter & Gamble

<u>Committee</u>: Compensation & HR (Chair)



<u>Gavin Hattersley</u>: President and CEO – MCBC

Committee: None

* Independent Director



Board of Directors



Charles Herington*: COO, Vice Chairman and President of Global Operations – Zumba Fitness; Director – Gildan Activewear (NYSE/TSX: GIL)

Committee: Audit



Sandy Riley*: President and CEO – Richardson Financial Group; Director – Canadian Western Bank (TSX: CWB), The North West Company (TSX: NWC)

<u>Committees</u>: Governance and Compensation & HR



<u>Geoff Molson</u>: Owner, President and CEO – CH Group LP

Committee: Governance



Nessa O'Sullivan*: Group
CFO and Executive Director
- Brambles Limited (ASX:
BXBLY)

<u>Committees</u>: Audit and Finance



<u>Doug Tough*</u>: Former CEO – International Flavors & Fragrances

<u>Committee</u>: Compensation & HR



Louis Vachon*: Director, President and CEO – National Bank of Canada (TSX: NBC)

Committee: Finance (Chair)



Sandy Winnefeld*: Former Vice Chairman of the Joint Chiefs of Staff; Director – Raytheon Company (NYSE: RTN)

<u>Committee</u>: Audit and Compensation & HR

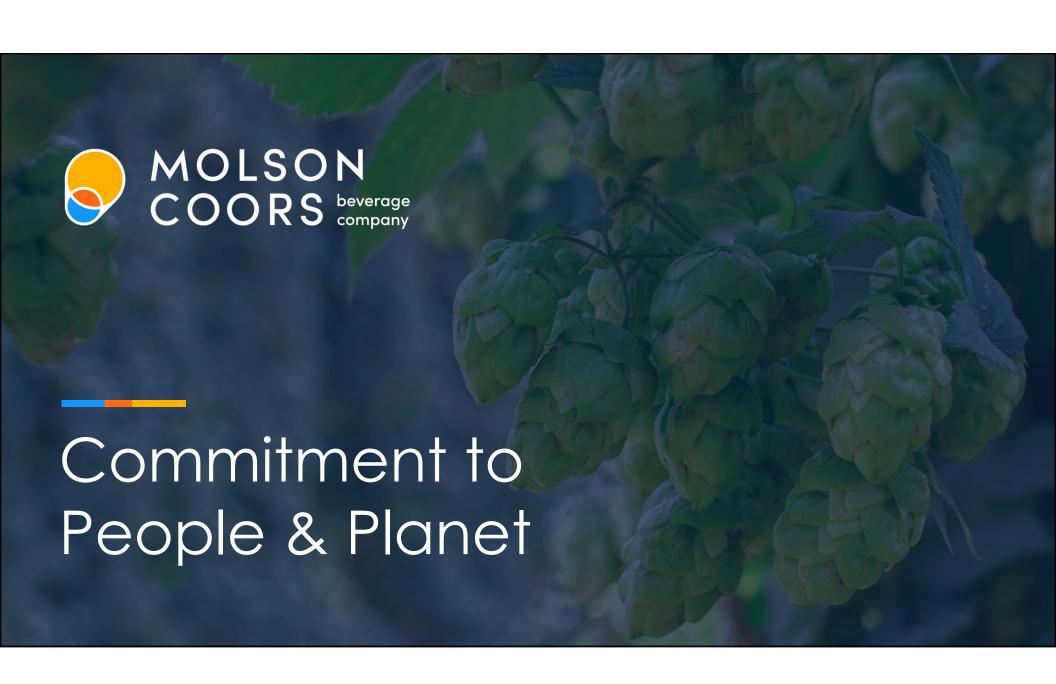
* Independent Director



Committees: Division of Responsibilities

Audit	Compensation & Human Resources	Finance	Governance
 Financial reporting oversight Code of Conduct SOX Controls Internal Audit Ethics and Compliance Enterprise Risk Management Sustainability Related Person Transaction Policy Pledging Policy Cybersecurity 	 Approve Section 16 officer compensation Recommend CEO compensation to Board Review and approve Compensation Disclosure and Analysis (CD&A) Oversee compensation program Oversee HR programs including talent retention and leadership development, talent pipeline, succession planning, and D&I Pension plan design Board Compensation Clawback policy 	 Oversee Company's financial, hedging and investment policy strategy Tax strategy oversight Investment performance of pension plans Monitor debt portfolio, interest rate risk, credit facilities, credit rating and liquidity Debt financing between \$250 million and \$2 billion; Below \$250 million - CFO/CEO approval; Above \$2 billion - Board Approval Purchase goods and services greater than \$250 million in one year or \$500 million over the agreement term; Below \$250 million/\$500 million - CFO/CEO approval 	 5 members (one independent, two Coors directors and two Molson directors) Class A director appointments, shared with A-C and A-M Subcommittees Three Class B Director recommendations to Board Director resignation/retirement policy Board selection criteria and recruitment Board succession planning Board Self-Evaluations CEO appointment recommendation to Board Board budget Corporate governance best practices Political contribution oversight





Our Imprint 2025: Strategic Pillars of our Refreshed Strategy



We are committed to acting in a responsible manner, weaving ESG into every decision we make. We have identified the areas where we believe we can have the biggest impact, and which inform the two pillars of our strategy: **People & Planet**





Our Imprint 2025: Defining our focus

Under our People and Planet pillars sit four priority areas that align with our brands and where we can demonstrate leadership: DEI, Water, Climate and Packaging.

Our Foundational Commitments form the building blocks of our business and our ESG strategy. They also underpin Our Imprint goals across the four defined priority areas.





Alcohol Responsibility: Responsibility programs, alcohol policy, responsible marketing, low-and noalcohol, and labeling

Social: Health and safety, human rights, sustainable and ethical supply chain, and investment in the communities in which we operate.

Governance: Board composition & diversity, anti-bribery and corruption, tax policy, ethics & compliance, political contribution transparency and enterprise risk management.

Four Strategic Priority Area Goals





Diversity, Equity & Inclusion

Make diversity, equity, and inclusion part of everything we dofrom how we work together to how we grow our company

- 25% increase of US People of Color Representation by 2023
- Increase our supplier diversity program spend by \$1B over the next three years in North America
- Improve representation of women across the enterprise by 2023 to reflect market availability



Water

Protecting precious water resources by doing more with less

- Make our products with 22% less water
- Improve water availability in our brewery water-stressed watersheds and restore 3.5 billion gallons of water
- Grow our barley with 10% less water



Packaging

Reducing packaging and innovating for a more circular economy

- Ensure our packaging is 100% reusable, recyclable and compostable and made from at least 30% recycled content
- Achieve zero waste to landfill at 100% of our operations



Climate

Leaving a smaller carbon footprint at every step of the value chain

- Reduce carbon emissions by 50% in our operations
- Decrease carbon emissions by 20% across our value chain

Note: Please see Our Imprint 2025 on our corporate website for full details on our ESG strategy and progress against our goals.



Molson Coors' ESG Scores and Reporting







		Sco	ores	Sector	Ranking				
Agency	Score	Current Score	2020 Score	Current	Previous	Commentary			
CDP DISCLOSURE INSIGHT ACTION	Climate Score	Α-	A-	Top 27%	Top 18%	MCBC continued to be among the top 27% of leading companies with a score of A- or above. Additionally, MCBC scored an A for Supplier Engagement for our work in governance, targets, scope 3 emissions and value chain engagement.			
MSCI 🌐	ESG Score	AAA 🕨	AAA	Top 9%	Top 9%	MCBC maintained the top score of AAA, which is only achieved by 9% of companies in the beverage space. The score is based on the company's robust anti-corruption policies and strong carbon reduction performance.			
SUSTAINALYTICS	ESG Risk Rating	18.9	67*	12/534	N/A	MCBC scored a an ESG Risk Rating of 18.9 (low risk) and earned a status of "2021 ESG Industry Top Rated." MCBC is in the top 3rd percentile in the Food Product space and top 7th percentile in the Beer, Wine and Spirits industry.			
ISS ESG ⊳	Quality Score	E/S/G 3/3/9	E/S/G 2/2/10	N/A	N/A	Scale is 1-10, with 1 being the best score. Scores are broken out individually by Environmental, Social and Governance scores. ISS scores are issued monthly; the scores noted here are from October 2021.			

^{*} In 2021, Sustainalytics replaced its ESG Ratings with the ESG Risk Rating.



Achieving Recognition as a Top Global

Corporate Citizen





JUST capital

2018 Overall Rankings

Eq ivmge w \$fiwx\$

Veromrk\$si\$

Over 5 billion media impressions generated for sustainability stories in 2018



Molson Coors Brewing

FORTUNE

Beermakers Are Experimenting With New- and Sustainable- Six-Pack Designs



73 news stories and over 146 million media impressions generated for sustainability stories in 2019



statista 🗷







Carling beer to ditch plastic packaging to become more sustainable



WORLD FINANCE

Sustainability Awards 2019

As climate change continues to dominate cultural and political conversations, the business world is beginning to show its commitment to saving the planet

Brewing

Molson Coors Beverage Company

Human
Capital and
Diversity,
Equity and
Inclusion





Diversity, Equity and Inclusion

- In 2020, Molson Coors introduced a new Vice President of Diversity Equity Inclusion (DEI) to help ensure the company has a robust DEI strategy and maintains an inclusive culture
- Increased our support for organizations that focus on communities representing women and people of color (POC) who are dedicated to equity, empowerment, racial justice and community building
- Signed the BlackNorth Initiative, which was created to combat anti-Black systemic racism in Corporate Canada



DEI Goals	Baseline/Progress to Date ⁽¹⁾
 Make DEI a part of everything we do – from how we work together to how we grow our company 	Set in place a three-year DEI roadmap and action plan
• By 2023, increase people of color representation in the U.S. by $25\%^{(2)}$	 As a baseline, people of color represented 26.3% of our U.S. workforce as of December 31, 2020
 By 2023, improve representation of women on an enterprise-wide level⁽²⁾ 	 As a baseline, Women represented 24.6% of our North American workforce as of December 31, 2020
 By 2023, achieve \$1 billion of spend with diverse suppliers in North America 	 Spent 4.9% of our addressable spend with diverse suppliers in North America

⁽¹⁾ Progress measured as of December 31, 2020; People targets are set against a 2020 baseline

⁽²⁾ This goal applies in areas where market availability shows we have room for improvement. In all cases, we will hire and promote the most qualified candidates to ensure we are setting up our employees for success.



Increasing Awareness









Employee Experience, Health and Safety

- Strives to be a provider of meaningful experiences for its employees and a safe and healthy workplace for all employees
- Believes that building a strong and diverse workforce is a significant contributor to our success as a business and to deliver on our purpose
- Value and respect our differences and believe that DEI is the key to collaboration and a winning team culture
- Aim to ensure that our employees have a healthy and safe work environment
- Work to improve our EHS performance through methodologies that aim to prevent workplace injuries and illness, and reduce environmental impacts of our operations
- Safety focus was evident during our response to the coronavirus pandemic where we implemented several health, safety and employee wellbeing measures across our facilities





Employee Engagement and Development



- A significant component of the revitalization plan was the launch of a refreshed purpose, ambition and shared company values, all designed with a purpose of shifting the culture of the organization to drive stronger employee engagement and business engagement
- Resources such as First Choice Learning Center, in-person and online training programs, and experiential learning opportunities are made available to all employees to assist in building core competencies, learning best practices, and advancing leadership capabilities
- Internal employee communities allow employees to engage on topics important to them (LAGER (LGBT Allies), ASEAN (Asian Employee Affinity Network), AAEN (African American Employee Network), and HOLA (Hispanic Organization for Leadership and Advancement))



Enterprise Risk Management

Board/Committee	Primary Areas of Risk Oversight
Full Board	 Adoption of a strategic planning process and annual approval of strategic plan Annual review of the risk program Regular review of reports from management on material risks, the degree of exposure to those risks, and plans to address such risks Review risk assessment reports from the Audit and CHR committees
Audit Committee	 Oversight and monitoring of risk management efforts, including the ERM program (shared with the Board) and anti-hedging, anti-pledging and anti-short sale policy, and corporate responsibility, alcohol policy and sustainability efforts and related performance Oversight of the management of major financial risks, cybersecurity risks and the steps management has taken to monitor and control such risks Oversight over related party transactions (shared with the Board) Oversight of internal controls and internal audit function
Compensation & Human Resources Committee	 Oversight of the risks relating to compensation plans Oversight of the human resource and talent management programs
Finance Committee	 Oversight of financial position and policies, including the risks related to the company's capital structure, debt portfolio, pension plans, taxes, currency risk and hedging programs





Summary

Molson Coors has crafted a clear strategy to revive growth and create shareholder value, positioning the business for long-term success

We are proud of our performance and agility in navigating the Coronavirus pandemic, protecting our employees, and executing against our revitalization plan

Molson Coors' Board is well equipped to drive its value enhancing strategy

Long-standing commitment to sustainability

Frameworks in place used to measure, identify, and manage ESG risks and opportunities



