

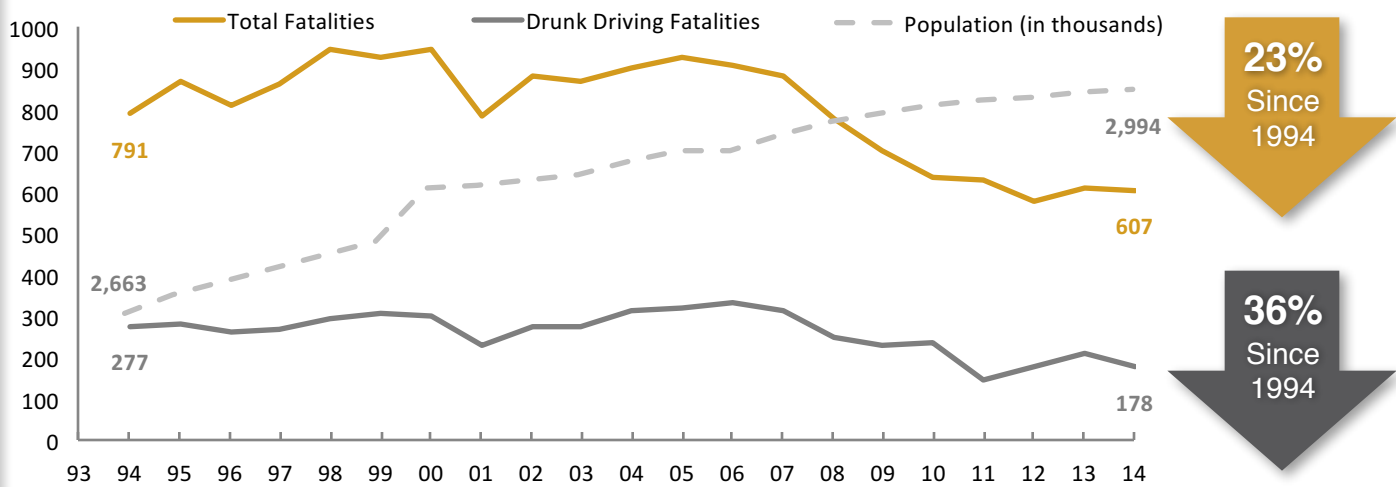
At MillerCoors, we believe that with great beer comes great responsibility, which is why it's important for us to gain an understanding of the change in drunk driving and underage drinking behaviors in every state. We work with retailers and our distributor partners to make sure that our beer is enjoyed responsibly by legal-drinking-age consumers, and we educate the public about ways to prevent drunk driving.

## Drunk Driving Prevention

**16.2 Million**

Since 2009, more than 16.2 million people have become part of our 2020 goal to stand 20 million strong against drunk driving. Our drunk driving prevention efforts include initiatives to find a safe ride home.<sup>1</sup>

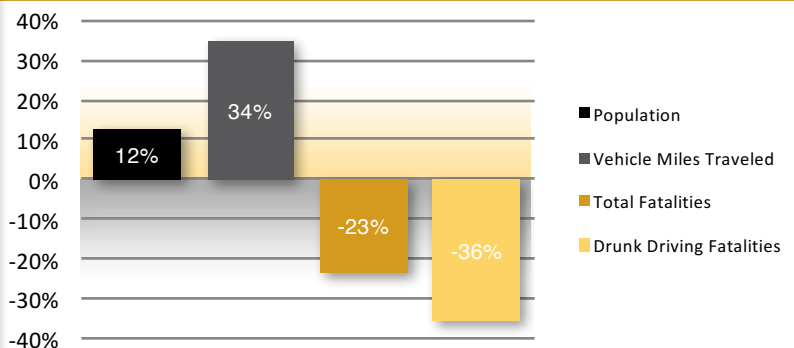
### MISSISSIPPI DRUNK DRIVING FATALITIES DECLINING DESPITE GROWTH IN POPULATION<sup>2</sup>



### MILLERCOORS IS A PROPONENT OF TAKING ACTIVE STEPS TO REDUCE DRUNK AND DRUGGED DRIVING:

1. Use of DUI Saturation Patrols
2. Swift and Escalated Penalties for High BAC and Repeat Offenders
3. Increase the Capacity of Detecting, Arresting and Tracking Drug Impaired Drivers
4. Educate About Impairment and Ways to Plan for Safe Ways Home

### DRUNK DRIVING FATALITIES IN MISSISSIPPI DECLINE DESPITE MORE CARS AND DRIVERS ON THE ROAD<sup>\*2</sup>



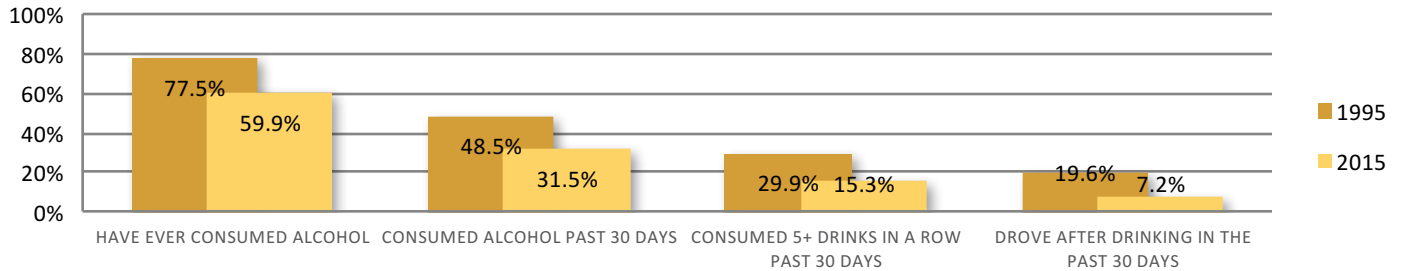
\*Data used for comparison reflects 1994 and 2014

#### SOURCES

1. Internal Research, January 2017, MillerCoors Sustainability Department.
2. Fatality Analysis Reporting System, National Highway Traffic Safety Administration, U.S. Department of Transportation, 2016: <http://nhtsa.gov>
3. 2015 Youth Risk Behavior Survey (YRBS), Centers for Disease Control and Prevention, 2015: <http://www.cdc.gov/healthyyouth/data/yrbs/results.htm>
4. National Survey on Drug Use and Health, SAMHSA, Center for Behavioral Health Statistics and Quality, 2014 and 2015.
5. GfK Roper Youth Report. Developed from an online survey of 1,003 Americans age 13-17, conducted online 2008-2016; data are weighted based on online population estimates from MediaMark's (MRI) American Kids and Teens Survey.
6. The American Freshman: National Norms Fall 2015, UCLA, 2015: <http://heri.ucla.edu/monographs/TheAmericanFreshman2015.pdf>

## Underage Drinking Prevention

### FEWER MISSISSIPPI HIGH SCHOOL STUDENTS ARE DRINKING<sup>3</sup>



**62.5%**

OF 12- to 20-YEAR-OLDS GET THEIR ALCOHOL FROM ADULTS<sup>4</sup>

#### SOURCE

#### U.S. AVG.

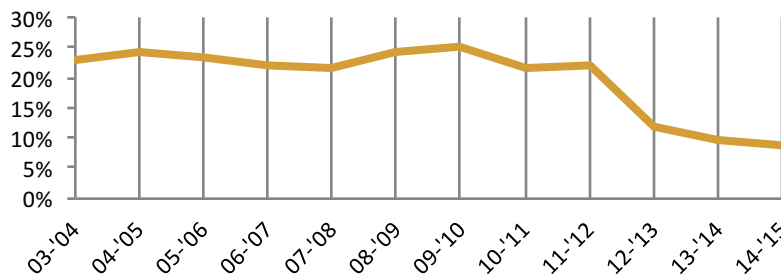
SOMEONE NOT RELATED 21+	39.8%
ANOTHER FAMILY MEMBER 21+	13.1%
PARENTS OR GUARDIANS	9.6%

**#1**

**Influence**  
is parents

71% of 13- to 17-year-olds in the U.S. cite their parents as the #1 influence on whether they drink or not, an increase of 29% since 1991.<sup>5</sup>

### PERCENTAGE OF 12- to 17-YEAR-OLDS IN MISSISSIPPI WHO ADMITTED TO CONSUMING ALCOHOL



### UNDERAGE DRINKING IS DECLINING IN MISSISSIPPI<sup>4</sup>

PAST MONTH

12- to 17-YEAR-OLD TREND SINCE 2002

**Down 62%**

BINGE DRINKING DECLINED WITH 12- to 17-YEAR-OLDS FROM 2002 TO 2014 BY 69% (LAST YEAR OF REPORTING WAS 2014)

**44%**

In the U.S., record-low levels of college freshmen drink beer (30.3%), down 44% from its peak in 1981.<sup>6</sup>

#### RESPECT 21<sup>®</sup>:

- Created to help retailers prevent underage access to alcohol
- Focuses on enhancing skills and knowledge to improve or establish methods to prevent the sale of alcohol to minors
- More than **2,537** retailers in **64** communities across the nation have participated since its inception in 2005

#### GREAT PLAYS:

- Grant program works in partnership with the Responsible Retailing Forum
- Contributes **\$10,000** grants annually to colleges and universities to fund programs that aim to reduce and prevent risky drinking behaviors
- Since its inception in 2011, the program has awarded **\$800,000** across the country