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Ball to Present Infinitely Recyclable Aluminum Cups at the Big Game

Fans celebrating at Raymond James Stadium and at home will have the opportunity to take part in sustainability efforts around the Big Game

WESTMINSTER, Colo., Feb. 5, 2021 /PRNewswire/ -- Ball Corporation (NYSE: BLL) and Bud Light today announced a partnership to bring the infinitely recyclable Ball Aluminum Cups™ to guests at Raymond James Stadium in Tampa for the Big Game on February 7, 2021. The aluminum cups, which are also available to fans at major events and venues across the country and for purchase online, are a demonstration of the partners' commitment to leveraging the Big Game's scale to advance sustainability in the industry.



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. As the NFL's official beer sponsor and the presenting sponsor of the Super Bowl LV, Bud Light is also doing its part to make a Better World and support Anheuser-Busch's ambitious 2025 sustainability goals.

"After sharing the Ball Aluminum Cup™ with guests at last year's Big Game, we're excited to build on that success by bringing fans at Raymond James Stadium and at home a more sustainable way to enjoy their favorite beverage this year," said Sebastian Siethoff, General Manager, Aluminum Cups at Ball. "Events like the Big Game have the global influence and reach to drive real change, and we're proud to be partnering with Bud Light to raise

awareness of aluminum's recycling and sustainability credentials and help fans do better for the environment."

"At Anheuser-Busch, we recognize that no one organization can solve today's sustainability challenges alone, so we're excited to once again be working with innovative partners to put sustainable solutions in the hands of football fans, even in these unprecedented times," said Angie Slaughter, Vice President of Sustainability at Anheuser-Busch. "This Super Bowl is different for a number of reasons, but we're glad to keep the consistency of Bud Light celebrating NFL moments and upholding our company's commitment to setting a new standard in sustainability and creating a circular green economy in every aspect of our business."

During the Big Game, 21,000 of the 16 and 20-ounce aluminum cups will be available in the clubs, suites and general concourse areas of the stadium. Ball and Bud Light will also send 5,400 aluminum cups to the U.S. military. The aluminum cups will also be available for purchase on Amazon for those celebrating at home, and they will soon be widely available to consumers in grocery retailers and mass merchandisers.

The aluminum cups' availability at this year's Big Game builds on their success at the Big Game in 2020, when they were part of Hard Rock Stadium's initiative to phase out 99.4% of single-use plastics that year. The aluminum cups are helping to drive sustainability at sports and entertainment venues globally, including at Ball Arena in Denver, SoFi Stadium in Los Angeles and Emirates Stadium in London.

Infinitely recyclable and economically valuable, aluminum is the most sustainable beverage packaging material, and like aluminum cans, aluminum cups can be easily recycled. In fact, 75 percent of the aluminum ever produced is still in use today. In addition to its sustainability and recycling strengths, the aluminum cup is lightweight, sturdy, cool to the touch and provides an elevated drinking experience. It also can be customized with logos and graphics, as it will be for the Big Game.

About Ball Corporation
Ball Corporation supplies innovative, sustainable aluminum packaging solutions for beverage, personal care and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 21,500 people worldwide and reported 2020 net sales of $11.8 billion. For more information, visit www.ball.com, or connect with us on Facebook or Twitter.

About Anheuser-Busch
For more than 165 years, Anheuser-Busch has carried on a legacy of brewing great-tasting, high-quality beers that have satisfied beer drinkers for generations. Today, we own and operate more than 100 facilities, including breweries, wholesaler distribution centers, agricultural facilities and packaging plants, and have more than 18,000 colleagues across the United States. We are home to several of America's most recognizable beer brands, including Budweiser, Bud Light, Michelob ULTRA and Stella Artois, as well as a number of regional brands that provide beer drinkers with a choice of the best-tasting craft beers in the industry. From responsible drinking programs and emergency drinking water donations to industry-leading sustainability efforts, we are guided by our unwavering commitment to supporting the communities we call home. For more information, visit www.anheuser-busch.com or follow Anheuser-Busch

on LinkedIn, Twitter, Facebook and Instagram.

Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," "targets," "likely," "positions" and similar expressions typically identify forward-looking statements, which are generally any statements other than statements of historical fact. Such statements are based on current expectations or views of the future and are subject to risks and uncertainties, which could cause actual results or events to differ materially from those expressed or implied. You should therefore not place undue reliance upon any forward-looking statements and any such statements should be read in conjunction with, and, qualified in their entirety by, the cautionary statements referenced below. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Key factors, risks and uncertainties that could cause actual outcomes and results to be different are summarized in filings with the Securities and Exchange Commission, including Exhibit 99 in our Form 10-K, which are available on our website and at www.sec.gov. Additional factors that might affect: a) our packaging segments include product capacity, supply, and demand constraints and fluctuations, including due to virus and disease outbreaks and responses thereto; availability/cost of raw materials, equipment, and logistics; competitive packaging, pricing and substitution; changes in climate and weather; footprint adjustments and other manufacturing changes, including the startup of new facilities and lines; failure to achieve synergies, productivity improvements or cost reductions; unfavorable mandatory deposit or packaging laws; customer and supplier consolidation; power and supply chain interruptions; potential delays and tariffs related to the U.K's departure from the EU; changes in major customer or supplier contracts or a loss of a major customer or supplier; political instability and sanctions; currency controls; changes in foreign exchange or tax rates; and tariffs, trade actions, or other governmental actions, including business restrictions and shelter-in-place orders in any country or jurisdiction affecting goods produced by us or in our supply chain, including imported raw materials; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the Company as a whole include those listed above plus: the extent to which sustainability-related opportunities arise and can be capitalized upon; changes in senior management, succession, and the ability to attract and retain skilled labor; regulatory action or issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; the ability to manage cyber threats; litigation; strikes; disease; pandemic; labor cost changes; rates of return on assets of the Company's defined benefit retirement plans; pension changes; uncertainties surrounding geopolitical events and governmental policies both in the U.S. and in other countries, including policies, orders and actions related to COVID-19, the U.S. government elections, stimulus package(s), budget, sequestration and debt limit; reduced cash flow; interest rates affecting our debt; and successful or unsuccessful joint ventures, acquisitions and divestitures, and their effects on our operating results and business generally.



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