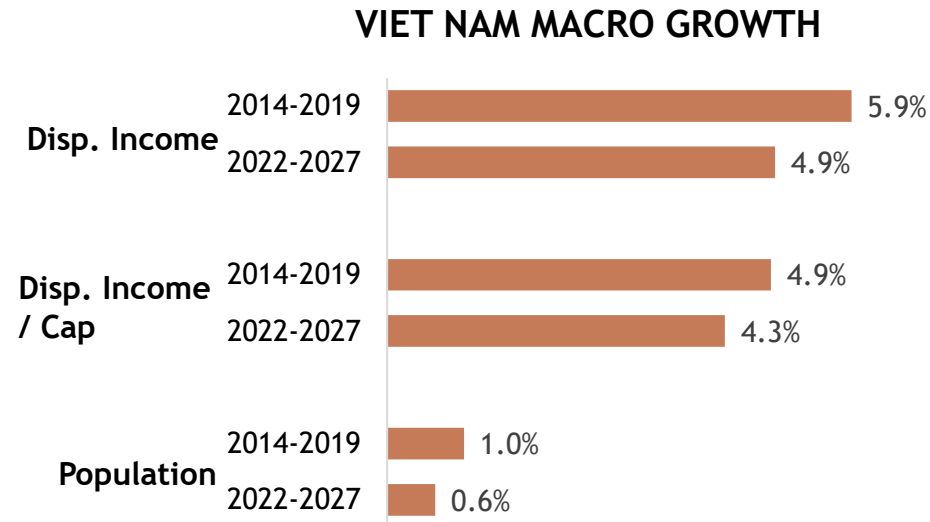


# VIET NAM BREAKOUT

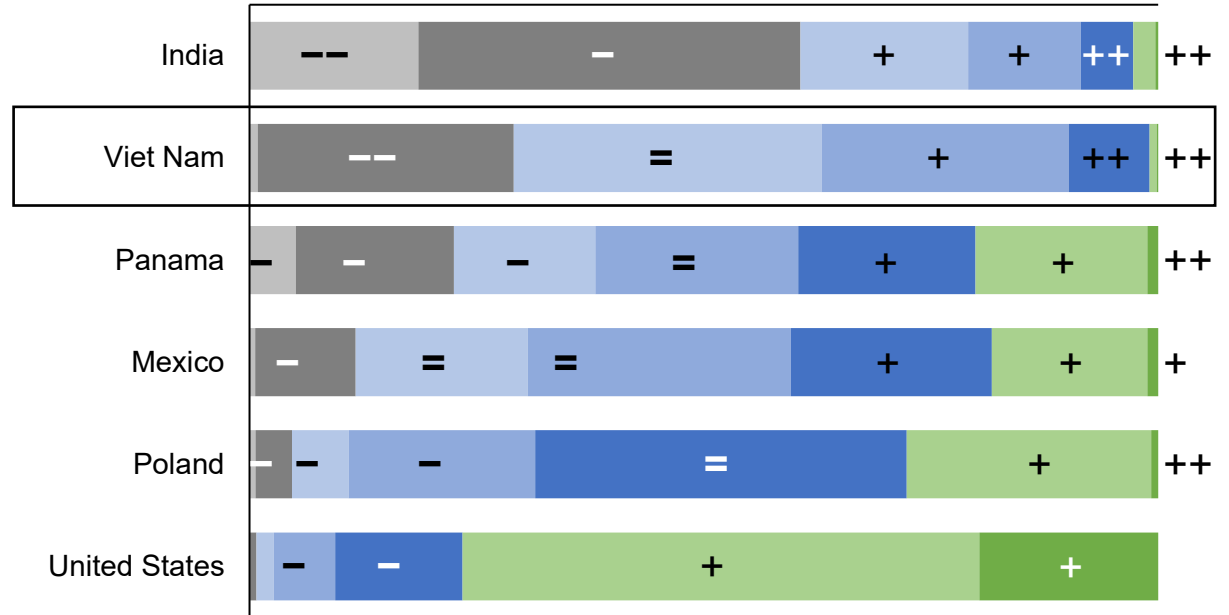
# Viet Nam: Macro Context



### SIZE OF SOCIOECONOMIC LEVELS, 2022

+ = - show expected changes 2022-2027

Very Low Low Middle-Low Middle Middle-High High Very High  
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Use AI for more on macro

BREAKOUT

# Country Risk Dimensions

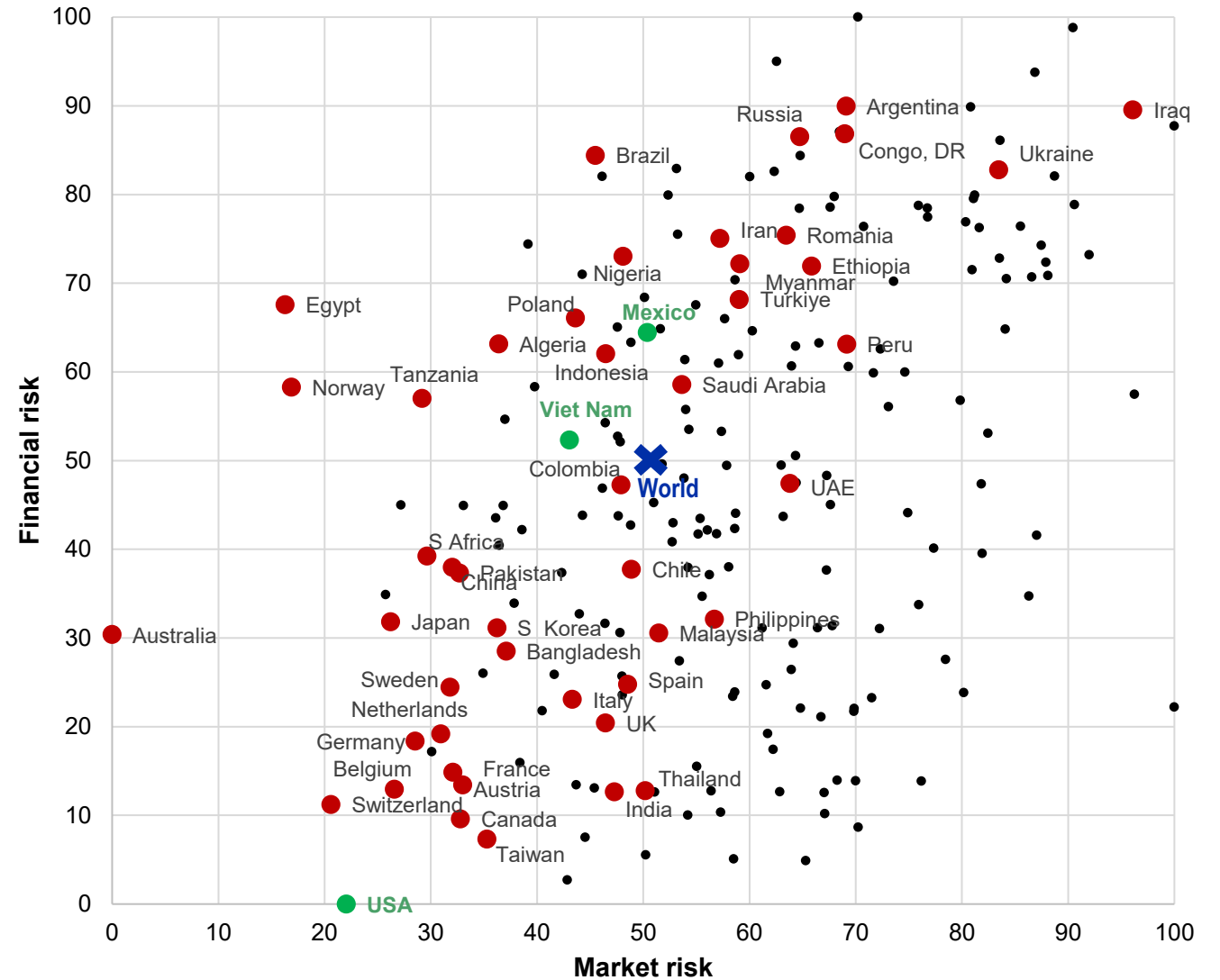
More on risk and economic sentiment at

<https://tellubase.com/country-sentiment-analysis/>

Use AI to learn more about risk

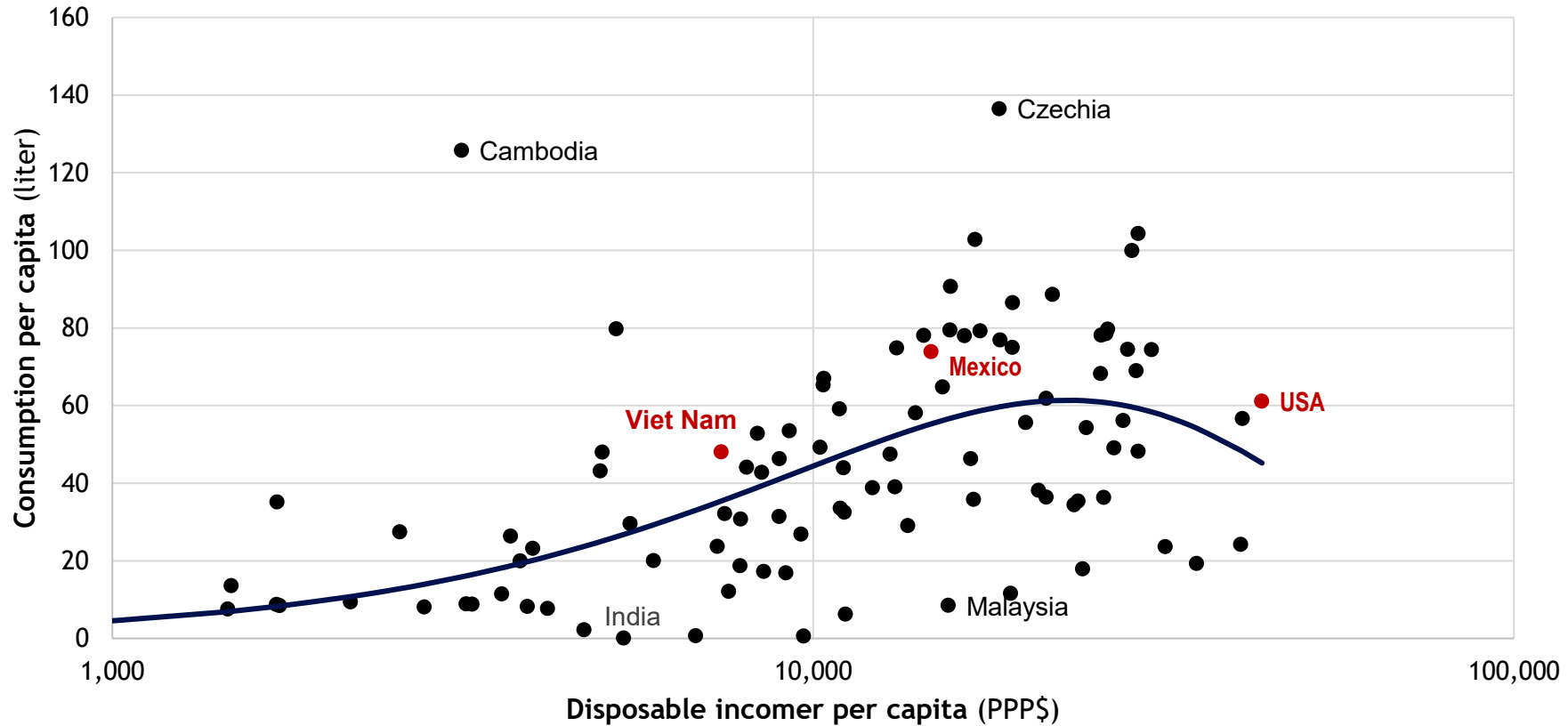
## THE RISK OF NATIONS

Global business risk



# Beer Global S-Curve

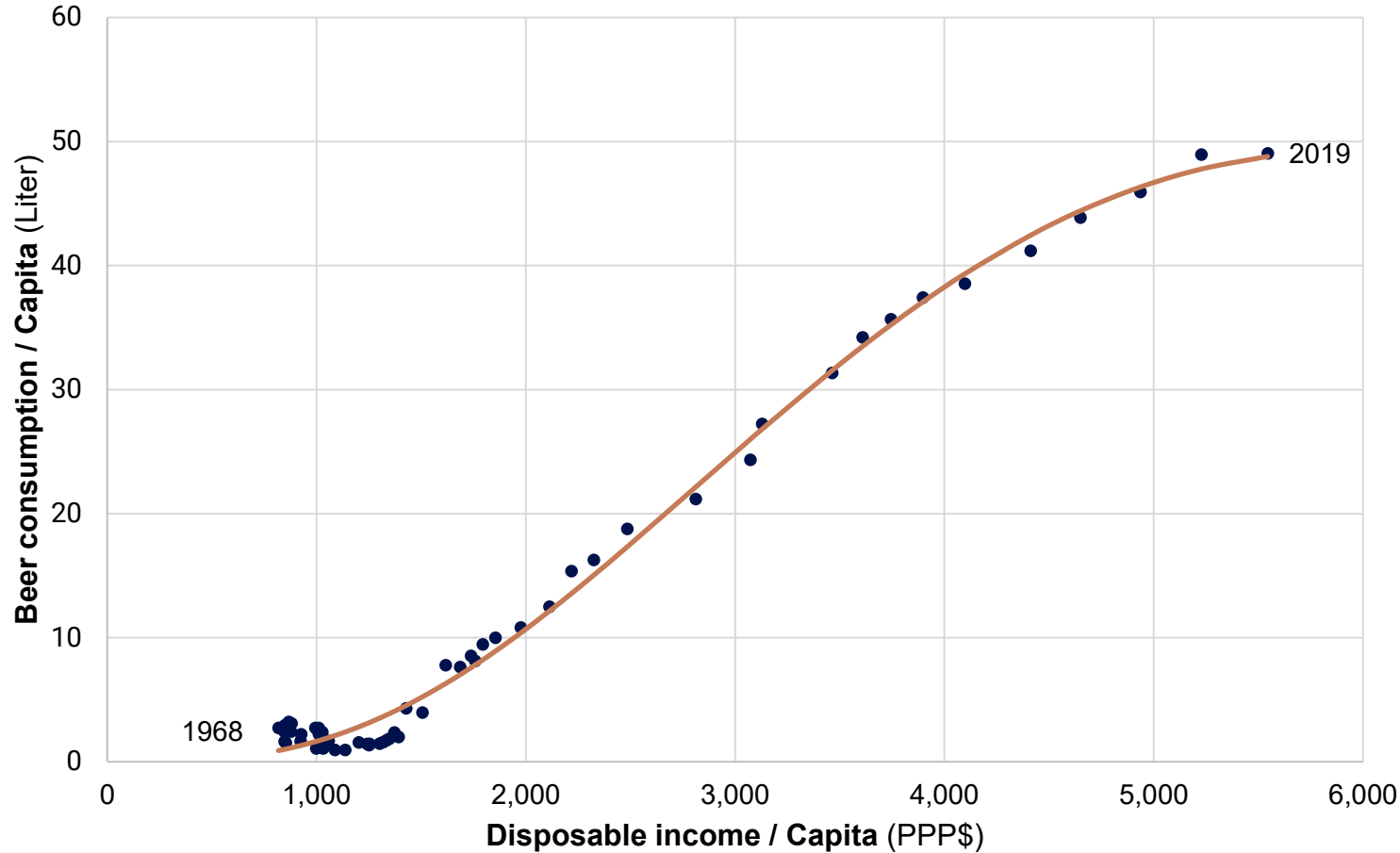
GLOBAL S-CURVE FOR BEER  
Cross-sectional by country



# Viet Nam Beer Market

## VIET NAM BEER CONSUMPTION VS INCOME

Actual vs diff. eq. model with damping for high consumption; 1961-2019



**Use AI to learn more  
about the market**

# Viet Nam Questions

**Assume the pandemic was neutral on demand 2019-2021.  
Down 2020 and up by the same amount in 2021**

- How much will the Vietnamese market grow / decline 2022-2027?
- How do you argue for this growth / decline?
- What are the risks?

What else would like to know to make your analysis more robust?  
*Name up to 3 items*