



MOLSON COORS BEVERAGE COMPANY  
P.O. BOX 4030  
NH 353  
GOLDEN, COLORADO 80401

# Your **Vote** Counts!

## MOLSON COORS BEVERAGE COMPANY

2022 Annual Meeting

Vote by May 17, 2022 11:59 PM EDT. For shares held in a Plan, vote by May 16, 2022 7:00 AM EDT.



D73253-P69685

## You invested in MOLSON COORS BEVERAGE COMPANY and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 18, 2022.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 4, 2022. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit **[www.ProxyVote.com](http://www.ProxyVote.com)**

Control #

### Smartphone users

Point your camera here and  
vote without entering a  
control number



### Vote in Person at the Meeting\*

May 18, 2022  
11:00 a.m., Mountain Daylight Time

Golden Brewery  
13th Street & Ford Street  
Golden, Colorado 80401

\*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

| Voting Items                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Board<br>Recommendations            |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------|--------------------|----------------------|--------------------|------------------|-------------------------------|----------------------------|----------------------------|-------------------------------------|----------------------|--|--------------|
| <p>1. Election of Directors</p> <p><b>Nominees:</b></p> <table border="0"> <tr> <td>01) Julia M. Brown</td><td>07) Geoffrey E. Molson</td></tr> <tr> <td>02) David S. Coors</td><td>08) Nessa O’Sullivan</td></tr> <tr> <td>03) Peter H. Coors</td><td>09) Louis Vachon</td></tr> <tr> <td>04) Mary Lynn Ferguson-McHugh</td><td>10) Leroy J. Williams, Jr.</td></tr> <tr> <td>05) Gavin D. K. Hattersley</td><td>11) James “Sandy” A. Winnefeld, Jr.</td></tr> <tr> <td>06) Andrew T. Molson</td><td></td></tr> </table> | 01) Julia M. Brown                  | 07) Geoffrey E. Molson | 02) David S. Coors | 08) Nessa O’Sullivan | 03) Peter H. Coors | 09) Louis Vachon | 04) Mary Lynn Ferguson-McHugh | 10) Leroy J. Williams, Jr. | 05) Gavin D. K. Hattersley | 11) James “Sandy” A. Winnefeld, Jr. | 06) Andrew T. Molson |  | <p>✓ For</p> |
| 01) Julia M. Brown                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 07) Geoffrey E. Molson              |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 02) David S. Coors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 08) Nessa O’Sullivan                |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 03) Peter H. Coors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 09) Louis Vachon                    |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 04) Mary Lynn Ferguson-McHugh                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 10) Leroy J. Williams, Jr.          |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 05) Gavin D. K. Hattersley                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 11) James “Sandy” A. Winnefeld, Jr. |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 06) Andrew T. Molson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                     |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| <p>2. To approve, on an advisory basis, the compensation of Molson Coors Beverage Company’s named executive officers.</p>                                                                                                                                                                                                                                                                                                                                                                                                 | <p>✓ For</p>                        |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| <p>3. To ratify the appointment of PricewaterhouseCoopers LLP as Molson Coors Beverage Company’s independent registered public accounting firm for the fiscal year ending December 31, 2022.</p>                                                                                                                                                                                                                                                                                                                          | <p>✓ For</p>                        |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |

**NOTE:** Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.

In their discretion, the proxies named herein (or either of them) are authorized to vote upon such other business as may properly come before the meeting.

### SPECIAL VOTING INSTRUCTIONS For Holders of Class A Exchangeable Shares of Molson Coors Canada Inc.

In order for TSX Trust Company (“TSX”) to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 18, 2022, all the voting rights related to the Class A Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 25, 2022, Broadridge Financial Solutions, Inc. (as agent for TSX) must receive the stockholder’s voting instructions no later than 5:00 P.M. EDT on May 13, 2022 for mailed in ballots and by 7:00 A.M. EDT on May 16, 2022 if voting by telephone or Internet.

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click “Sign up for E-delivery”.



MOLSON COORS BEVERAGE COMPANY  
P.O. BOX 4030  
NH 353  
GOLDEN, COLORADO 80401

# Your **Vote** Counts!

## MOLSON COORS BEVERAGE COMPANY

2022 Annual Meeting

Vote by May 17, 2022 11:59 PM EDT. For shares held in a Plan, vote by May 16, 2022 7:00 AM EDT.



D73255-P69685-Z82076

## You invested in MOLSON COORS BEVERAGE COMPANY and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 18, 2022.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 4, 2022. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit **[www.ProxyVote.com](http://www.ProxyVote.com)**

Control #

### Smartphone users

Point your camera here and  
vote without entering a  
control number



### Vote in Person at the Meeting\*

May 18, 2022  
11:00 a.m., Mountain Daylight Time

Golden Brewery  
13th Street & Ford Street  
Golden, Colorado 80401

\*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

| Voting Items                                                                                                                                               | Board<br>Recommendations                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 1. Election of Directors<br><b>Nominees:</b><br>01) Roger G. Eaton<br>02) Charles M. Herington<br>03) H. Sanford Riley                                     |  <b>For</b> |
| 2. To approve, on an advisory basis, the compensation of Molson Coors Beverage Company's named executive officers.                                         |  <b>For</b> |
| <b>NOTE:</b> Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.                      |                                                                                                |
| In their discretion, the proxies named herein (or either of them) are authorized to vote upon such other business as may properly come before the meeting. |                                                                                                |

### SPECIAL VOTING INSTRUCTIONS For Holders of Class B Exchangeable Shares of Molson Coors Canada Inc.

In order for TSX Trust Company ("TSX") to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 18, 2022, all the voting rights related to the Class B Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 25, 2022, Broadridge Financial Solutions, Inc. (as agent for TSX) must receive the stockholder's voting instructions no later than 5:00 P.M. EDT on May 13, 2022 for mailed in ballots and by 7:00 A.M. EDT on May 16, 2022 if voting by telephone or Internet.

### SPECIAL VOTING INSTRUCTIONS For Holders of Class B Common Share Equivalents Held in the Molson Coors Employees' Retirement and Savings Plan

In order for Fidelity Management Trust Company ("Fidelity"), as trustee of the Molson Coors Employees' Retirement and Savings Plan (the "Plan"), to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 18, 2022, all the voting rights related to the Class B Common Stock of Molson Coors Beverage Company, attributed to participants in the Plan at the close of business on March 25, 2022, Broadridge (as agent for Fidelity), must receive the stockholder's voting instructions no later than 5:00 P.M. EDT on May 13, 2022 for mailed in ballots and by 7:00 A.M. EDT on May 16, 2022 if voting by telephone or Internet.

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".



MOLSON COORS CANADA INC.  
P.O. BOX 4030  
NH 353  
GOLDEN, COLORADO 80401

# Your **Vote** Counts!

## **MOLSON COORS CANADA INC.**

2022 Annual Meeting of Stockholders of Molson Coors Beverage Company

Vote by May 17, 2022 11:59 PM EDT. For shares held in a plan, vote by May 16, 2022 7:00 AM EDT.



D73327-P69387

## You invested in MOLSON COORS CANADA INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting of Stockholders of Molson Coors Beverage Company. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 18, 2022.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 4, 2022. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit **[www.ProxyVote.com](http://www.ProxyVote.com)**

Control #

### Smartphone users

Point your camera here and  
vote without entering a  
control number



### Vote in Person at the Meeting\*

May 18, 2022  
11:00 a.m., Mountain Daylight Time

Golden Brewery  
13th Street & Ford Street  
Golden, Colorado 80401

\*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

| Voting Items                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Board<br>Recommends                 |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------|--------------------|----------------------|--------------------|------------------|-------------------------------|----------------------------|----------------------------|-------------------------------------|----------------------|--|--------------|
| <p>1. Election of Directors</p> <p><b>Nominees:</b></p> <table> <tr> <td>01) Julia M. Brown</td><td>07) Geoffrey E. Molson</td></tr> <tr> <td>02) David S. Coors</td><td>08) Nessa O’Sullivan</td></tr> <tr> <td>03) Peter H. Coors</td><td>09) Louis Vachon</td></tr> <tr> <td>04) Mary Lynn Ferguson-McHugh</td><td>10) Leroy J. Williams, Jr.</td></tr> <tr> <td>05) Gavin D. K. Hattersley</td><td>11) James “Sandy” A. Winnefeld, Jr.</td></tr> <tr> <td>06) Andrew T. Molson</td><td></td></tr> </table> | 01) Julia M. Brown                  | 07) Geoffrey E. Molson | 02) David S. Coors | 08) Nessa O’Sullivan | 03) Peter H. Coors | 09) Louis Vachon | 04) Mary Lynn Ferguson-McHugh | 10) Leroy J. Williams, Jr. | 05) Gavin D. K. Hattersley | 11) James “Sandy” A. Winnefeld, Jr. | 06) Andrew T. Molson |  | <p>✓ For</p> |
| 01) Julia M. Brown                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 07) Geoffrey E. Molson              |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 02) David S. Coors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 08) Nessa O’Sullivan                |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 03) Peter H. Coors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 09) Louis Vachon                    |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 04) Mary Lynn Ferguson-McHugh                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 10) Leroy J. Williams, Jr.          |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 05) Gavin D. K. Hattersley                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 11) James “Sandy” A. Winnefeld, Jr. |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| 06) Andrew T. Molson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                     |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| <p>2. To approve, on an advisory basis, the compensation of Molson Coors Beverage Company’s named executive officers.</p>                                                                                                                                                                                                                                                                                                                                                                                      | <p>✓ For</p>                        |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |
| <p>3. To ratify the appointment of PricewaterhouseCoopers LLP as Molson Coors Beverage Company’s independent registered public accounting firm for the fiscal year ending December 31, 2022.</p>                                                                                                                                                                                                                                                                                                               | <p>✓ For</p>                        |                        |                    |                      |                    |                  |                               |                            |                            |                                     |                      |  |              |

**NOTE:** Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.

In their discretion, the proxies named on the proxy (or either of them) are authorized to vote upon such other business as may properly come before the meeting.

### SPECIAL VOTING INSTRUCTIONS For Holders of Class A Exchangeable Shares of Molson Coors Canada Inc.

In order for TSX Trust Company (“TSX”) to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 18, 2022, all the voting rights related to the Class A Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 25, 2022, Broadridge Financial Solutions, Inc. (as agent for TSX) must receive the stockholder’s voting instructions no later than 5:00 P.M. EDT on May 13, 2022 for mailed in ballots and by 7:00 A.M. EDT on May 16, 2022 if voting by telephone or Internet.



MOLSON COORS CANADA INC.  
P.O. BOX 4030  
NH 353  
GOLDEN, COLORADO 80401

# Your **Vote** Counts!

## **MOLSON COORS CANADA INC.**

2022 Annual Meeting of Stockholders of Molson Coors Beverage Company

Vote by May 17, 2022 11:59 PM EDT. For shares held in a plan, vote by May 16, 2022 7:00 AM EDT.



D73329-P69387

## You invested in MOLSON COORS CANADA INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting of Stockholders of Molson Coors Beverage Company. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 18, 2022.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 4, 2022. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit **[www.ProxyVote.com](http://www.ProxyVote.com)**

Control #

### Smartphone users

Point your camera here and  
vote without entering a  
control number



### Vote in Person at the Meeting\*

May 18, 2022  
11:00 a.m., Mountain Daylight Time

Golden Brewery  
13th Street & Ford Street  
Golden, Colorado 80401

\*Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

| Voting Items                                                                                                                                                     | Board<br>Recommendations                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1. Election of Directors<br><b>Nominees:</b><br>01) Roger G. Eaton<br>02) Charles M. Herington<br>03) H. Sanford Riley                                           |  For |
| 2. To approve, on an advisory basis, the compensation of Molson Coors Beverage Company's named executive officers.                                               |  For |
| <b>NOTE:</b> Such other business as may be brought properly before the meeting and any and all adjournments or postponements thereof.                            |                                                                                         |
| In their discretion, the proxies named on the proxy (or either of them) are authorized to vote upon such other business as may properly come before the meeting. |                                                                                         |

### SPECIAL VOTING INSTRUCTIONS For Holders of Class B Exchangeable Shares of Molson Coors Canada Inc.

In order for TSX Trust Company ("TSX") to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 18, 2022, all the voting rights related to the Class B Exchangeable Shares of Molson Coors Canada Inc. held of record by the stockholder at the close of business on March 25, 2022, Broadridge Financial Solutions, Inc. ("Broadridge," as agent for TSX) must receive the stockholder's voting instructions no later than 5:00 P.M. EDT on May 13, 2022 for mailed in ballots and by 7:00 A.M. EDT on May 16, 2022 if voting by telephone or Internet.

### SPECIAL VOTING INSTRUCTIONS For Holders of Class B Common Share Equivalents Held in the Molson Coors Employees' Retirement and Savings Plan

In order for Fidelity Management Trust Company ("Fidelity"), as trustee of the Molson Coors Employees' Retirement and Savings Plan (the "Plan"), to vote or cause to be voted at the Annual Meeting of Stockholders of Molson Coors Beverage Company to be held on May 18, 2022, all the voting rights related to the Class B Common Stock of Molson Coors Beverage Company, attributed to participants in the Plan at the close of business on March 25, 2022, Broadridge (as agent for Fidelity), must receive the stockholder's voting instructions no later than 5:00 P.M. EDT on May 13, 2022 for mailed in ballots and by 7:00 A.M. EDT on May 16, 2022 if voting by telephone or Internet.

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".