

## Beverages

# US beer volume -5% in Jan, ABI share improves (Nielsen)

Industry Overview

## Off-trade beer volume -5% in the 4 weeks to Jan 27<sup>th</sup>

Industry beer volume declined -5.0% in the 4wks to January 27<sup>th</sup> (vs -3.6%/-1.9% in the previous 4-week periods). Industry price/mix increased +1.4% (vs +1.9% in December). Industry sales declined -3.7% (vs prev. -1.8%).

## ABI beer share improving sequentially

ABI beer volume declined -14.4% YoY in the last 4 weeks, (vs -13.8% in the previous period). ABI's market share improved sequentially to -481 bps YoY (vs -503/-533bps in Dec/Nov), having improved consistently since August (when it was losing c600 bps). That said, price/mix (-0.2%) is lagging peers, as ABI hasn't taken pricing yet (most peers took price in October). No major change in trend for ABI's key beer brands: **Bud Light** volume -29.5% YoY, **Budweiser** -15.4%, **Busch Light** (-5.3%) and **Mich Ultra** (-3.9%). Constellation (+6.1% vs prev. +10.7%) and Molson Coors (+3.9% vs prev. +5.3%) remain strong. In prepared cocktails, ABI's brands continue to grow strongly (**NUTRL** volume +116% and **Cutwater** +31%).

## Heineken volume down -4.5%

Heineken USA volume fell 4.5% YoY, decelerating in line with the industry (compares to -3.2%/-2.4% in previous periods). Sales were -4% YoY. **Heineken** brand volume declined -4.4%, despite **Silver** contributing c4pp of growth. **Dos Equis** declined -4%; **Tecate** -7%.

### Exhibit 1: Nielsen US Beer volume performance summary (current period: 4 W/E 27 Jan 24)

Beer volume -5.0% YoY; price/mix +1.4% YoY in the latest period

	2-Dec-23	Volume 30-Dec-23	27-Jan-24	Price/mix 27-Jan-24	Volume 4 yr stack	Volume YTD
<b>US Beer</b>	<b>-1.9%</b>	<b>-3.6%</b>	<b>-5.0%</b>	<b>1.4%</b>	<b>-9.5%</b>	<b>-5.0%</b>
ABI	-12.9%	-13.8%	-14.4%	-0.2%	-20.9%	-14.4%
Molson Coors	8.1%	5.3%	3.9%	1.3%	-9.7%	3.9%
Constellation	13.4%	10.7%	6.1%	0.3%	39%	6.1%
Heineken	-2.4%	-3.2%	-4.5%	0.6%	-18.5%	-4.5%
Pabst	10.9%	8.3%	5.9%	-0.6%	-13%	5.9%
Sierra Nevada	0.0%	-1.5%	-1.8%	3.5%	-3.1%	-1.8%
New Belgium	11.8%	11.3%	14.7%	2.0%	71%	14.7%
Boston Beer	-6.1%	-6.8%	-5.6%	2.3%	-26%	-5.6%
Diageo Beer	-0.3%	0.2%	4.3%	1.2%	4.8%	4.3%

Source: Nielsen

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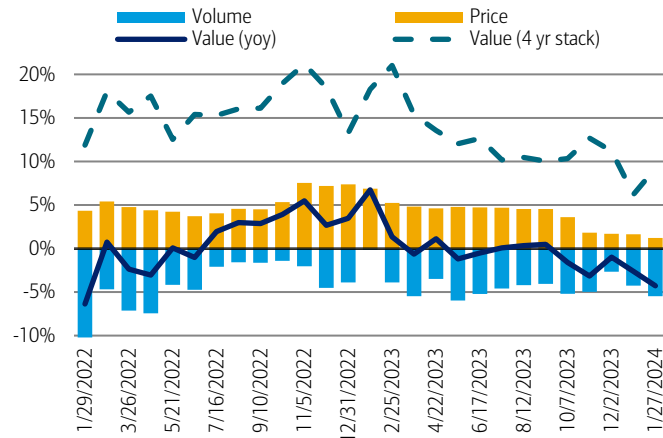
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Timestamp: 06 February 2024 10:18AM EST

# Nielsen Beer tracker

## Exhibit 2: Nielsen US beer industry (incl. seltzers) sales and volume

Industry (beer + hard seltzer) volume -5.5% in latest 4W

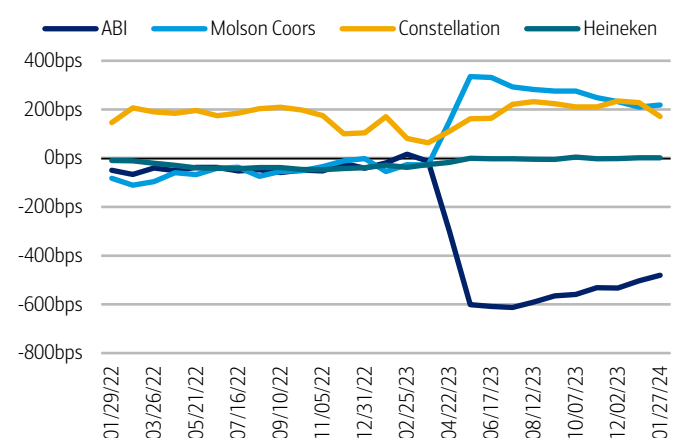


Source: Nielsen

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## Exhibit 3: ABI, HEIA & DGE volume share of core beer (YoY change)

ABI volume share loss moderating (-481bps in the latest period)



Source: Nielsen

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## Exhibit 4: US Beer Top Volume Gainers / Losers

Coors Light and Modelo main volume gainers

Brand	4 weeks		12 weeks		52 weeks	
	Absolute chg (yoy)	% chg (yoy)	Absolute chg (yoy)	% chg (yoy)	Absolute chg (yoy)	% chg (yoy)
<u>Top Gainers</u>						
Coors Light	753,590	12%	2,839,225	14%	11,779,948	12%
Modelo Especial	638,300	10%	3,051,257	15%	8,609,966	8.3%
Miller Lite	366,496	6%	1,467,754	8%	8,039,074	8.9%
Yuengling	223,576	23%	837,884	26%	3,517,624	23%
Coors Banquet	201,543	23%	719,390	26%	2,933,945	23%
Pacifico	152,090	30%	499,232	29%	1,906,634	22.7%
Modelo Oro Light Beer	116,282	NM	417,515	NM	2,174,262	NM
New Belgium	97,053	14%	279,935	13%	1,340,409	14%
Pabst	65,997	8%	240,342	9%	1,222,101	10%
Heineken Silver	53,228	NM	198,977	NM	861,195	NM
<u>Top 10 Losers</u>						
Icehouse	-107,322	-19%	-269,474	-16%	-485,097	-6%
Milwaukee'S Best	-107,902	-14%	-250,483	-11%	-694,333	-7%
Natural Light	-126,110	-3%	-283,863	-2%	-2,254,136	-4%
Corona Extra	-132,546	-3%	-122,030	-1%	-863,277	-1%
Bud Ice	-133,377	-13%	-352,909	-11%	-1,773,218	-12%
Busch	-225,135	-12%	-644,549	-11%	-2,650,020	-10%
Busch Light	-256,032	-5%	-705,363	-5%	-3,324,702	-5%
Michelob Ultra Lgr	-262,707	-4%	-522,015	-2%	-2,967,675	-3%
Budweiser	-739,423	-15%	-2,307,653	-15%	-9,461,244	-13%
Bud Light	-3,716,664	-30%	-11,739,810	-29%	-49,038,480	-25%

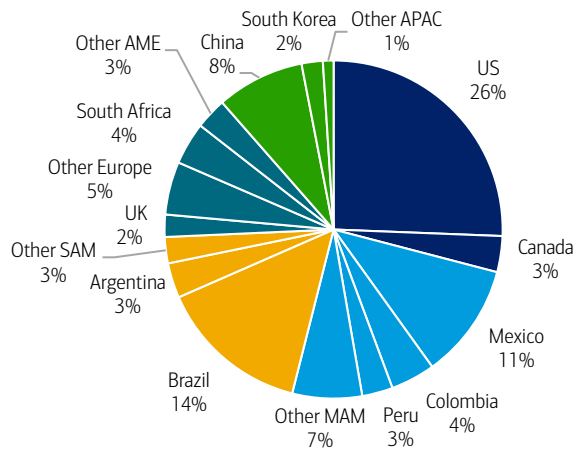
Source: Nielsen, BofA Global research

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# AB InBev: volume -14 and value -15%

## Exhibit 5: ABI sales split by country (FY22)

The US accounts for 26% of ABI sales

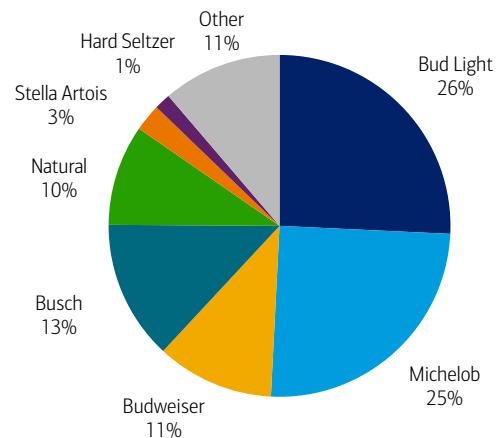


Source: Company reports, BofA Global Research estimates

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## Exhibit 6: ABI latest 52 weeks US value split by brand

Bud Light + Michelob Ultra represent c50% of ABI US beer off-trade sales

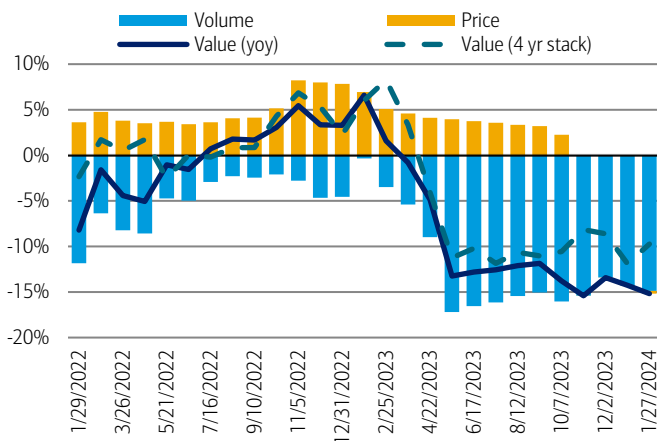


Source: Nielsen

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## Exhibit 7: ABI US beer + hard seltzer sales

Volume declined 15% in the latest 4W

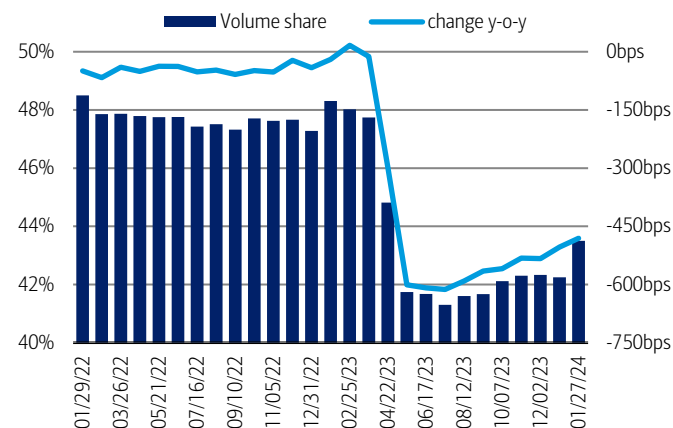


Source: Nielsen

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## Exhibit 8: ABI US market share trends

ABI volume share loss moderating (-481bps in the latest period)



Source: Nielsen

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## Exhibit 9: ABI US beer summary

All key brands decline

	% Value (52 weeks)	% Chg (Latest 4 wks)			% Chg (Latest 12 wks)			% Chg (Latest 52 wks)		
		Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
<b>ANHEUSER-BUSCH INC.</b>	<b>100%</b>	<b>-14.6%</b>	<b>-14.4%</b>	<b>-0.2%</b>	<b>-13.6%</b>	<b>-13.7%</b>	<b>0.1%</b>	<b>-9.8%</b>	<b>-12.7%</b>	<b>3.3%</b>
BUD LIGHT	26.1%	-29%	-29.6%	0.2%	-29%	-29%	0.5%	-22%	-25%	3.6%
MICHELOB ULTRA LGR	23.5%	-4%	-3.7%	-0.7%	-3%	-2%	-0.4%	0%	-3%	2.5%
BUDWEISER	11.3%	-15%	-15.4%	0.6%	-14%	-15%	1.0%	-10%	-13%	3.9%
BUSCH LIGHT	9.3%	-4%	-5.4%	1.0%	-4%	-5%	1.1%	0%	-5%	5.0%
NATURAL LIGHT	6.9%	-4%	-3.3%	-0.8%	-3%	-2%	-0.7%	-1%	-4%	3.6%
NATURAL ICE	2.0%	-7%	-7.1%	0.1%	-5%	-5%	-0.3%	1%	-3%	3.7%
BUSCH	3.5%	-12%	-12.1%	-0.1%	-11%	-11%	0.1%	-6%	-10%	4.5%
STELLA ARTOIS	2.6%	-6%	-6.0%	0.4%	-6%	-7%	0.7%	-5%	-8%	3.2%
MICHELOB ULTRA PURE GOLD LGR	0.9%	-18%	-16.6%	-1.2%	-15%	-14%	-1.2%	-14%	-15%	1.4%
GOOSE ISLAND	0.6%	9%	13%	-3.3%	-5%	-1%	-3.8%	7%	-1%	7.8%

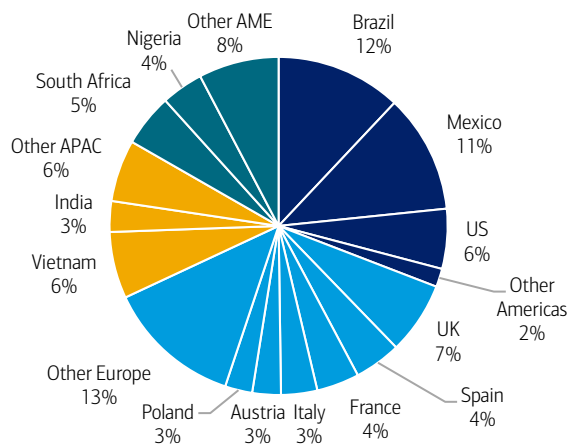
Source: Nielsen

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# Heineken: volume -4.5% and value -3.8%

## Exhibit 10: Heineken sales split by country (FY22)

The US accounts for c6% of Heineken group sales

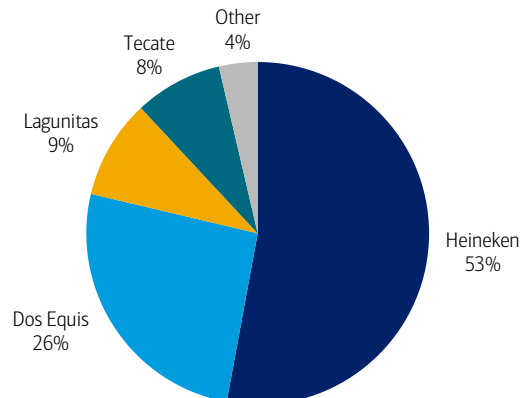


Source: Company reports, BofA Global Research estimates

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## Exhibit 11: Heineken latest 52 weeks US value split by brand

Brand Heineken represents c1/2 of US off-trade sales

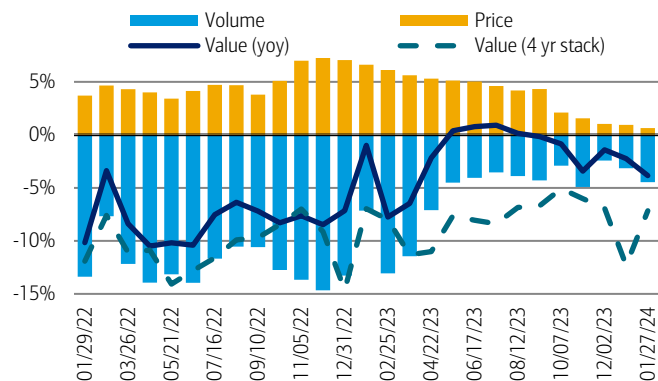


Source: Nielsen

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## Exhibit 12: Heineken US beer sales

Volume declined -4.5% YoY

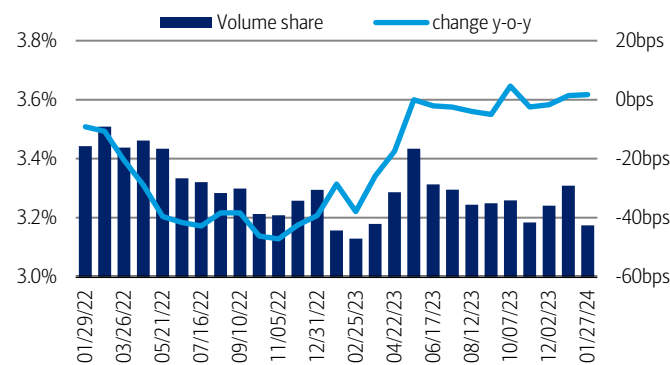


Source: Nielsen

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## Exhibit 13: Heineken US market share trends

Heineken's share stable (+2bps) YoY



Source: Nielsen

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## Exhibit 14: Heineken US beer summary

Heineken brand volume declined -4.5%

	% Value (52 weeks)	% Chg (Latest 4 wks)			% Chg (Latest 12 wks)			% Chg (Latest 52 wks)		
		Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
<b>HEINEKEN USA</b>	<b>100%</b>	<b>-3.8%</b>	<b>-4.5%</b>	<b>0.6%</b>	<b>-2.4%</b>	<b>-3.3%</b>	<b>0.9%</b>	<b>-1.9%</b>	<b>-5.3%</b>	<b>3.7%</b>
HEINEKEN	53%	-3.7%	-4.4%	0.8%	-2.5%	-3.8%	1.4%	1.1%	-2.4%	3.6%
HEINEKEN ORIGINAL	50%	-6.5%	-7.6%	1.2%	-5.7%	-7.4%	1.8%	-2.0%	-5.7%	4.0%
HEINEKEN 00	5.4%	11.3%	14.6%	-2.9%	11.7%	13.7%	-1.8%	10.9%	8.5%	2.2%
HEINEKEN LIGHT	1.0%	-30.9%	-31.4%	0.7%	-30.0%	-31.0%	1.6%	-25.4%	-28.4%	4.3%
DOS EQUIS	26%	-4.3%	-4.0%	-0.3%	-1.4%	-0.9%	-0.5%	-2.7%	-5.2%	2.6%
LAGUNITAS	9%	-5.8%	-7.7%	2.1%	-5.6%	-7.5%	2.1%	-10.4%	-14.0%	4.2%
TECATE	8.3%	-7.2%	-6.6%	-0.7%	-4.9%	-4.9%	0.0%	-8.2%	-11.6%	3.8%
TECATE ORIGINAL	5.2%	-3.0%	-3.8%	0.7%	-2.3%	-3.5%	1.2%	-5.9%	-9.8%	4.4%
TECATE LIGHT	2.9%	-10.8%	-8.1%	-2.9%	-5.9%	-4.1%	-1.8%	-8.7%	-11.9%	3.6%
RED STRIPE	1.4%	-3.8%	-5.6%	1.9%	-4.7%	-6.1%	1.5%	-3.9%	-8.3%	4.9%
NEWCASTLE	0.1%	-17.2%	-18.9%	1.7%	-29.5%	-30.6%	1.0%	-23.1%	-25.9%	2.8%

Source: Nielsen

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# Nielsen Hard Seltzers tracker

## Exhibit 15: Nielsen US Hard Seltzer snapshot

White Claw volume flat; Volume of all other brands declined

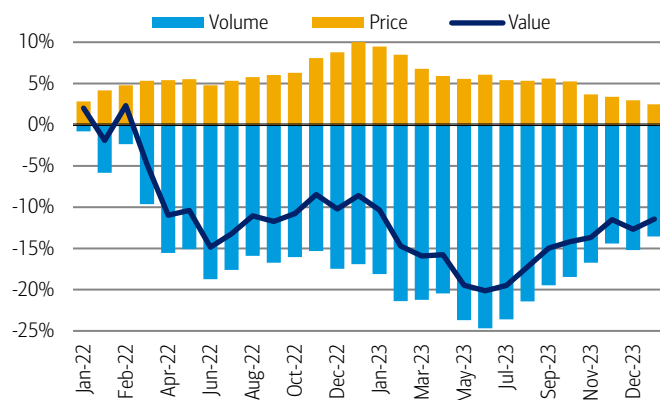
	% Value (52 weeks)	% Chg (Latest 4 wks)			% Chg (Latest 12 wks)			% Chg (Latest 52 wks)		
		Value	Vol	Pricing	Value	Vol	Pricing	Value	Vol	Pricing
<b>HARD SELTZER</b>	<b>100%</b>	<b>-11.4%</b>	<b>-13.6%</b>	<b>2.5%</b>	<b>-11.9%</b>	<b>-14.4%</b>	<b>3.0%</b>	<b>-16.0%</b>	<b>-20.2%</b>	<b>5.3%</b>
MARK ANTHONY BRANDS	57.7%	0.9%	-0.6%	1.4%	1.8%	-0.3%	2.1%	0.9%	-3.8%	4.9%
WHITE CLAW HARD SELTZER	57.4%	1.7%	0.3%	1.4%	2.6%	0.5%	2.0%	1.8%	-2.9%	4.8%
MIKE'S	0.3%	-73%	-74%	2.7%	-71%	-71%	2.8%	-60%	-62%	4.1%
BOSTON BEER	21.5%	-20%	-21%	1.6%	-22%	-24%	2.1%	-27%	-30%	3.7%
TRULY HARD SELTZER	21.5%	-20%	-21%	1.6%	-22%	-24%	2.1%	-27%	-30%	3.7%
ANHEUSER-BUSCH INC.	6.7%	-47%	-48%	1.9%	-48%	-49%	1.3%	-48%	-49%	2.3%
BUD LIGHT	4.6%	-49%	-49%	-1.0%	-51%	-50%	-0.9%	-51%	-51%	1.1%
MICHELOB	1.6%	-41%	-47%	11.6%	-40%	-44%	7.7%	-39%	-42%	4.4%
NATURAL	0.0%	-71%	-70%	-1.7%	-73%	-73%	-0.7%	-78%	-79%	4%
MOLSON COORS BEVERAGE CO	7.6%	-19%	-20%	1.4%	-19%	-21%	2.0%	-21%	-25%	5.1%
VIZZY	2.5%	-31%	-31%	1.4%	-30%	-31%	0.9%	-29%	-31%	4.3%
TOPO CHICO	5.1%	-12%	-13%	1.2%	-13%	-15%	2.2%	-16%	-21%	5.3%
CONSTELLATION BRANDS BEER DIV	0.9%	-66%	-69%	8.7%	-67%	-69%	8.1%	-61%	-63%	6.7%
CORONA	0.4%	-53%	-54%	2.4%	-53%	-55%	2.7%	-54%	-56%	4.5%
DIAGEO	1.3%	-32%	-33%	1.1%	-33%	-33%	1.4%	-32%	-35%	3.5%

Source: Nielsen

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## Exhibit 16: Nielsen US Hard Seltzer sales

Hard seltzer volume declined 14% in the latest period

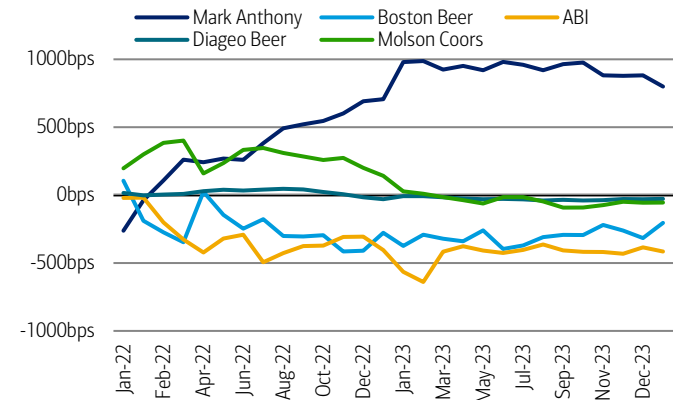


Source: Nielsen

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## Exhibit 17: Key players volume share change y-o-y

Mark Anthony (White Claw) gains 8pp of share

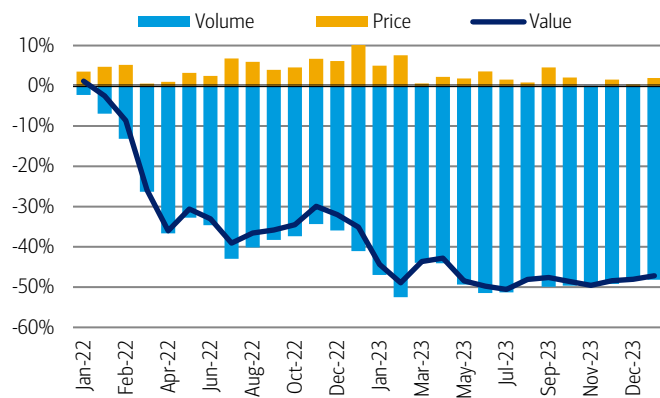


Source: Nielsen

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## Exhibit 18: ABI US Seltzer sales

ABI volume declined (-48%) in the latest period

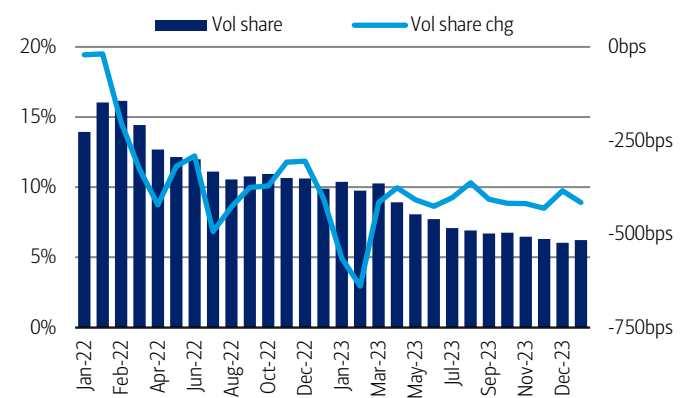


Source: Nielsen

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## Exhibit 19: ABI market share trends

ABI loses 4pp market share YoY



Source: Nielsen

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# Brand weekly performance

## Exhibit 20: Volume YoY % change (1-week ended)

ABI volume fell to 14% in the week ending January 27<sup>th</sup>

	14/10	21/10	28/10	04/11	11/11	18/11	25/11	02/12	09/12	16/12	23/12	30/12	06/01	13/01	20/01	27/01
ABI	-16.9%	-14.3%	-12.8%	-15.4%	-12.8%	-10.7%	-13.7%	-14.2%	-13.9%	-13.4%	-16.4%	-11.5%	-12.1%	-14.8%	-16.6%	-14.2%
Bud Light	-31.8%	-29.0%	-28.1%	-30.1%	-28.1%	-26.4%	-29.5%	-29.4%	-29.1%	-28.7%	-31.3%	-27.5%	-27.7%	-29.9%	-32.1%	-28.5%
Budweiser	-17.8%	-14.9%	-13.8%	-15.2%	-13.8%	-12.7%	-15.8%	-15.9%	-14.9%	-14.4%	-18.3%	-13.6%	-14.3%	-15.5%	-16.4%	-15.4%
Michelob Ultra	-7.0%	-4.3%	-2.2%	-5.4%	-1.7%	2.3%	-1.1%	-2.8%	-2.9%	-2.3%	-7.1%	3.2%	3.3%	-6.4%	-6.6%	-5.2%
Busch Light	-7.3%	-4.3%	-2.9%	-6.1%	-4.2%	0.5%	-4.6%	-3.9%	-5.1%	-4.6%	-8.1%	-3.6%	-3.6%	-5.6%	-7.1%	-5.1%
Busch	-15.5%	-12.7%	-12.0%	-15.3%	-10.8%	-8.4%	-10.6%	-9.3%	-11.8%	-9.8%	-11.6%	-13.6%	-11.5%	-12.0%	-14.6%	-10.3%
Natural Light	-5.0%	-3.5%	-0.3%	-3.8%	-1.5%	0.4%	-2.6%	-4.2%	-2.6%	-2.4%	-1.9%	-1.0%	-3.2%	-0.4%	-5.5%	-4.2%
Constellation	5.3%	11.0%	11.3%	7.6%	14.3%	18.8%	11.5%	9.4%	10.8%	12.3%	3.6%	16.5%	18.8%	1.6%	-1.9%	5.3%
Modelo Especial	7.6%	14.7%	14.1%	11.8%	19.6%	23.4%	15.3%	13.7%	15.5%	17.0%	8.0%	21.1%	24.0%	5.7%	2.1%	8.9%
Corona	-4.9%	-1.1%	1.1%	-5.0%	0.2%	5.9%	0.6%	-2.5%	-1.6%	-0.3%	-8.0%	5.4%	7.4%	-8.9%	-12.0%	-4.5%
Molson Coors	4.8%	7.1%	7.9%	5.6%	8.2%	9.9%	8.0%	6.0%	4.9%	5.8%	2.6%	8.2%	6.8%	3.5%	1.6%	3.9%
Coors Light	13.3%	14.7%	15.1%	13.6%	17.7%	18.4%	15.8%	14.0%	13.6%	14.0%	9.0%	16.2%	15.5%	11.0%	9.4%	11.9%
Miller Lite	5.6%	7.7%	9.4%	6.1%	9.0%	11.8%	10.2%	8.0%	6.8%	6.6%	3.1%	10.4%	9.6%	5.7%	3.8%	5.3%
Blue Moon	-15.0%	-14.4%	-12.8%	-10.7%	-11.8%	-8.2%	-13.3%	-11.4%	-13.9%	-12.1%	-19.6%	-5.3%	-5.7%	-11.6%	-12.6%	-13.7%
Heineken	-6.2%	-4.0%	-3.7%	-5.6%	-2.8%	2.3%	-3.4%	-5.6%	-4.0%	-3.0%	-9.0%	3.5%	2.7%	-7.0%	-8.4%	-5.6%
Heineken Original	-8.8%	-7.7%	-3.7%	-10.4%	-8.9%	-1.4%	-8.8%	-9.8%	-8.0%	-9.3%	-13.2%	1.4%	-2.6%	-10.1%	-12.8%	-5.1%
Heineken 00	17.5%	1.0%	8.4%	3.4%	13.9%	13.1%	11.5%	9.4%	17.3%	16.5%	6.8%	18.3%	29.4%	39.8%	4.9%	-8.2%
Dos Equis	-7.5%	-1.8%	-5.9%	-3.0%	3.8%	6.3%	0.9%	-4.3%	-2.9%	1.7%	-7.7%	6.0%	8.0%	-5.6%	-7.8%	-12.2%
Tecate	-8.5%	-7.2%	-10.5%	-5.1%	-2.4%	1.2%	-2.7%	-4.9%	-4.4%	-1.0%	-12.0%	-5.5%	2.6%	-9.9%	-10.3%	-8.7%
Lagunitas	-11.4%	-11.9%	-13.6%	-10.5%	-9.3%	-6.9%	-9.5%	-9.2%	-4.8%	-2.8%	-10.5%	-5.3%	-8.3%	-10.4%	-2.7%	-9.6%
Guinness	1.4%	0.6%	2.3%	-0.1%	1.7%	-2.6%	-0.7%	-0.1%	1.5%	0.4%	-5.5%	5.3%	9.5%	2.2%	2.8%	2.7%

Source: Nielsen

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## Exhibit 21: Volume YoY share change (bps) (1-week ended)

ABI's share loss is gradually improving

	14/10	21/10	28/10	04/11	11/11	18/11	25/11	02/12	09/12	16/12	23/12	30/12	06/01	13/01	20/01	27/01
ABI	-542	-544	-518	-524	-537	-535	-543	-515	-509	-508	-469	-529	-558	-443	-454	-461
Bud Light	-396	-383	-379	-381	-388	-386	-395	-385	-385	-383	-370	-384	-397	-369	-381	-356
Budweiser	-67	-65	-64	-58	-66	-72	-71	-69	-64	-64	-64	-71	-76	-55	-51	-60
Michelob Ultra	-8	-10	0	-4	2	15	11	10	8	6	-1	30	33	-1	12	0
Busch Light	-6	-6	-4	-6	-13	0	-13	0	-8	-9	-7	-18	-16	4	5	0
Busch	-21	-20	-21	-23	-19	-19	-16	-12	-18	-14	-9	-25	-23	-13	-16	-12
Natural Light	5	-1	8	5	2	0	-1	-1	5	3	21	-3	-12	28	12	5
Constellation	194	230	216	202	245	264	228	203	221	230	180	279	291	120	98	165
Modelo Especial	115	145	129	133	158	164	144	132	144	149	126	175	179	89	79	109
Corona	8	13	20	0	13	30	18	8	13	16	-7	37	47	-15	-25	4
Molson Coors	266	242	234	253	237	218	236	238	207	213	233	187	171	245	241	222
Coors	182	166	161	175	176	157	167	168	160	158	155	146	146	164	170	159
Miller	87	78	84	85	74	77	88	84	73	68	80	73	61	91	94	83
Blue Moon	-6	-8	-7	-4	-7	-6	-9	-5	-7	-6	-12	-4	-3	-4	-3	-6
Heineken	0	-3	-5	-2	-3	6	-4	-5	-1	0	-7	13	11	-2	-2	-2
Heineken Original	-4	-7	-2	-9	-12	-3	-12	-10	-7	-11	-12	3	-3	-6	-8	0
Heineken 00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heineken Silver	7	8	7	8	7	8	9	7	7	7	8	8	7	6	6	6
Dos Equis	-1	1	-3	2	4	4	3	0	1	4	-1	6	7	1	0	-6
Tecate	-1	-2	-4	0	0	0	0	0	0	1	-2	-2	1	-2	-1	-2
Lagunitas	-2	-3	-3	-2	-2	-2	-2	-2	0	0	-1	-1	-2	-1	2	-1
Guinness	2	1	1	2	1	-1	1	1	2	1	1	2	3	3	4	3

Source: Nielsen

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