

### **AB InBev launches 2025 Sustainability Goals and 100+ Accelerator to advance local innovations for pressing global challenges**

*World's leading brewer builds on sustainability achievements with most ambitious commitments yet*

21 March 2018: Anheuser-Busch InBev (AB InBev) commits to 2025 Sustainability Goals in smart agriculture, water stewardship, circular packaging, and climate action. The delivery of the goals will have wide-reaching impact that includes connecting thousands of farmers to technologies and skills, ensuring water access and quality in high-stress communities, partnering with our suppliers to increase recycling content, and adding renewable electricity capacity to regional grids.

Having achieved all previous sustainability goals over the past decade, we will continue to advance our environmental and social commitments while introducing new programs that have positive impact on the communities where we operate.

As a truly global brewer, we are uniquely positioned to identify the local solutions needed to solve environmental and social challenges. This will come to life through our newly created *100+ Sustainability Accelerator*, enabling us to enlist scientists, technologists, and budding entrepreneurs around the world to help build and scale solutions.

The *100+ Sustainability Accelerator* will aim to solve 100+ challenges by 2025. The accelerator will support promising ideas and high potential technologies, reflecting our vision of building a company to last for the next 100 years and beyond. Powered by ZX Ventures, the *100+ Sustainability Accelerator* will run annual boot camps in 9 markets followed by a 10-week program for select entrepreneurs to test and scale solutions. The first set of challenges will be announced in June.

*"Our Dream is to bring people together for a better world, which is why we are committed to supporting a healthy environment and strong communities. Climate change is the most pressing issue confronting our planet and could impact the natural resources we rely on to brew our high quality beers. More than ever, we see an opportunity to use sustainability as a catalyst for innovation,"* said Carlos Brito, Chief Executive Officer of AB InBev. *"Our 2025 Sustainability Goals and 100+ Accelerator will complement each other, providing solutions for environmental and social challenges so we can build a company to last for the next 100+ years."*

AB InBev's Chief Sustainability & Procurement Officer, Tony Milikin, commented: *"We know we cannot accomplish our comprehensive sustainability goals alone. As a global brewer operating in more than 50 countries, we are excited to draw on our entrepreneurial spirit and to collaborate with governments, NGO partners, universities and innovators to tackle some of the world's most important challenges."*

### 2025 Sustainability Goals:

- **Smart Agriculture:** 100% of our direct farmers will be skilled, connected and financially-empowered.
- **Water Stewardship:** 100% of our communities in high stress areas will have measurably improved water availability and quality.
- **Circular Packaging:** 100% of our products will be in packaging that is returnable or made from majority recycled content.
- **Climate Action:**
  - 100% of our purchased electricity will be from renewable sources; and a
  - 25% reduction in CO2 emissions across our value chain (science-based).<sup>1</sup>

For more information on each goal visit [ab-inbev.com/better-world.html](http://ab-inbev.com/better-world.html)

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<sup>1</sup> 25% carbon reduction per beverage is in line with science-based methodology and has been verified and approved by the Science Based Targets Initiative

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### About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Our Dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Our diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck's®, Castle®, Castle Lite®, Hoegaarden® and Leffe®; and local champions such as Aguila®, Antarctica®, Bud Light®, Brahma®, Cass®, Chernigivske®, Cristal®, Harbin®, Jupiler®, Klinskoye®, Michelob Ultra®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, Sibirskaya Korona® and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of nearly 200,000 employees based in more than 50 countries worldwide. For 2017, AB InBev's reported revenue was 56.4 billion USD (excluding JVs and associates).