

1) Status of the notification

Final

2) Issuer

Name AB INBEV
Identification number 0417-497-106

3) Reason for the notification

Holding of voting securities upon first admission to trading

4) Notification by

A person that notifies alone

5) Persons subject to the notification requirement

| Name | Address (for legal entities) |
|--------------------|---|
| Altria Group, Inc. | 6601 West Broad Street, Richmond, Virginia 23230, USA |

6) Persons that dispose of voting rights (only to be filled in if art. 7 of the Law applies)

| Name | Address (for legal entities) |
|------|------------------------------|
| | |

Please continue entering the information in **part II** concerning the persons referred to in Sections 5 and 6

Part II

7) Date on which the threshold is crossed

11/10/2016 (DD/MM/YYYY)

8) Threshold that is crossed (in %)

7.5

If the holding has fallen below the lowest threshold, you have the option of not entering any numbers in Section 10

9) Denominator

2.019.241.973

Please enter the denominator before filling in the data

10) Notified details

| A) Voting rights | Previous notification # of voting rights | After the transaction | | | |
|--------------------------|---|-----------------------|------------------------------|----------------------|------------------------------|
| | | # of voting rights | | % of voting rights | |
| Holders of voting rights | | Linked to securities | Not linked to the securities | Linked to securities | Not linked to the securities |
| Altria Group, Inc. | | 185.115.417 | 0 | 9,17% | 0,00% |
| TOTAL | | 185.115.417 | 0 | 9,17% | 0,00% |

Start with "groups" of holders. Add subtotals with Σ , and then finish with the persons who are "alone".
For groups, start with the ultimate controlling natural person or legal entity.
The totals, subtotals and % will be updated once you have clicked on **<CALCULATE>**.

| B) Equivalent financial instruments | After the transaction | | | | | | |
|-------------------------------------|---|------------------------------|-----------------|-------------------------|--|--------------------|------------|
| | Holders of equivalent financial instruments | Type of financial instrument | Expiration date | Exercise period or date | # of voting rights that may be acquired if the instrument is exercised | % of voting rights | Settlement |
| | | | | | 0 | 0,00% | |
| TOTAL | | | | | 0 | 0,00% | |

 The totals will be updated once you have clicked on <CALCULATE>

| | | |
|---------------|--------------------|--------------------|
| TOTAL (A & B) | # of voting rights | % of voting rights |
| | CALCULATE | 185.115.417 |
| | | 9,17% |

11) Full chain of controlled undertakings through which the holding is effectively held, if applicable

Altria Group, Inc. is not a controlled undertaking.

12) In case of proxy voting for only one GM

Holder will cease to hold / will hold again 0 voting rights as of (DD/MM/YYYY)

13) Additional information

The shares owned by Altria Group, Inc. in Anheuser-Busch InBev SA/NV belong to the following share classes:
 - Restricted Shares: 185.115.417 (out of 325.999.817 existing Restricted Shares)
 - Ordinary Shares: 0 (out of 1.693.242.156 existing Ordinary Shares)

Done at Brussels

On 14/10/2016 (DD/MM/YYYY)

Name & capacity Peter Callens, attorney-in-fact

Signature 