



# Better World APAC

Frank Wang

VP Legal & Corporate Affairs APAC



## Connection with Strategy

# Dream: #1 in Asia

### Pillar

Brands  
Bonding with  
Consumers  
& Trade Up

Expansion

Maximize  
Strongholds

Sales  
Machine

Disruptive  
Growth

Operational  
Efficiency

Better  
World

People  
Pipeline

# Personal Introduction

## Name

Frank Wang

## Education

PhD

## Hire date

Aug 2003

## Working Location

Zone HQ Shanghai

## Position

VP, LCA APAC

## Career Path

2003: joined InBev China as VP Legal

2005: promoted as General Legal Counsel of InBev Asia pacific

2008: appointed as Vice President of Legal andCorporate Affairs,

Anheuser Busch InBev Asia Pacific after the merger of Inbev and Anheuser Busch



## Our Better World Dream - 3 key pillars







# AB InBev is the No.1 advocator of responsible drinking in China

KPI	2009	2010	2011	2012	2013	2014
achievement	5,000 tips	100 million outreach	13 Mio 'I DO' commitments	55 Mio viewership + Hope School	130 million viewership	200 million viewership
						
Employee kids as RD Ambassadors	First TVC	First Jingle & MV	First Mini-movie	Engaged Superstar Yao Ming	Yao Ming & Lu Yi couples	



## 2015 Mini Movie: True Love Needs a Designated Driver



## Responsible Server Training - GUINNESS WORLD RECORDS™ achievement



The company set the new record for “Most pledges received for a campaign” with 747,496 pledges received in 2014.





# Family Talk to prevent underage drinking in China & Korea



Launched for 3 years reaching millions of adults in China



Target to Reach 10 million people which is 1/5 of Korea's population





# Provide reclaimed water to local community and Celebrate World Environment Day (WED) with Walk for Water activation







# Cass Forest of Hope tree planting program to prevent desertification in Mongolia



30,000 trees



Green Asia  
Network



Award  
by UNCCD







# Grow superior quality barley to improve the brewing industry supply chain







# Hope School helps underprivileged students realize their education dreams



Live our promises - 10 Hope Schools established in China.



Employees volunteered for an 8-hour hiking challenge to raise money for the Hope School project initiative.



Donated part of the sales income to build football pitches in ABI Hope Schools.



“Outstanding Contribution Award” by China Youth Development Foundation in the 25th Anniversary Celebration of Project Hope.



Celebrate 2015 Children's Day with Hope Schools students

Employee volunteers join in to spend happy hours together



# 2014 Budweiser Dream Football Pitch Video



Best CSR contributor in beverage industry

**Outstanding Contribution Award by Project Hope**  
**2014 Best Foreign-invest Corporations CSR Practices**  
**Global Entrepreneur Best Performers 50 China**  
**Best CSR Case by Economic Observer**



CBN weekly CSR **Innovator Award**

CSR Golden Award & 2014 China Top 100 **Green Companies**

2014 **Best CSR Case** by Southern Weekly