



Best Beer Company Bringing People Together for a Better World

Ricardo Rolim, Global Vice President, Sustainability
Bert Share, Senior Director, Beer & Better World
June 2015

AB InBev at a glance

- * **Leading global brewer**
- * **Top-five consumer products company**
- * **EBITDA of 18.5 billion USD in 2014**
- * **Revenue of 47.1 billion USD in 2014**

- * **Global HQ: Leuven, Belgium**
- * **Operations in 25 countries**
- * **Sales in 100+ countries**
- * **155,000 employees worldwide**

- * **Ticker**
Euronext: ABI
NYSE: BUD

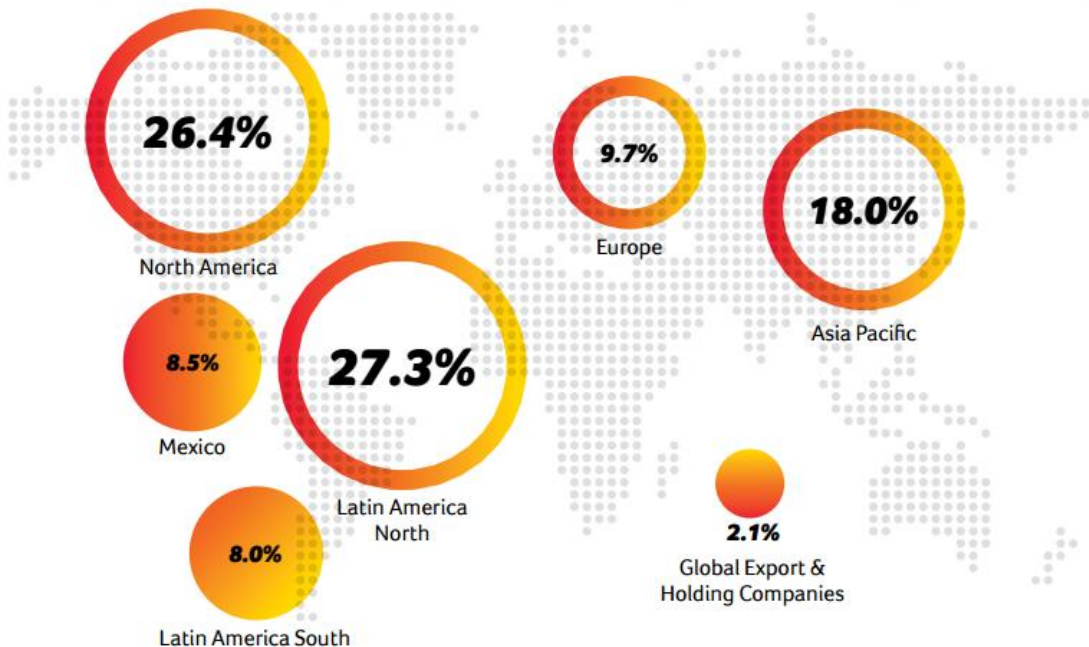


A truly global company

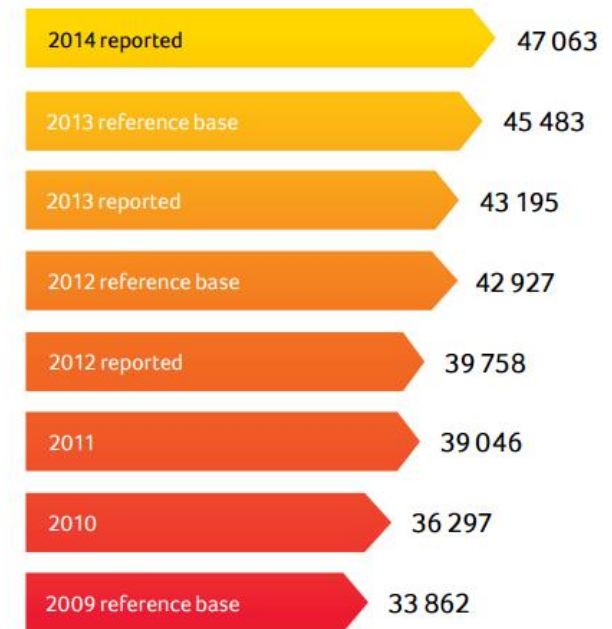
Operations across six geographical Zones



2014 Volume Contribution by Region



Revenue (million USD)



http://www.ab-inbev.com/content/dam/universaltemplate/abinbev/pdf/investors/annual-and-hy-reports/2014/AB_InBev_AR14_EN_full.pdf

We are a top 5 consumer products company



Source: company filings, AB InBev.

*Unilever is # of billion EUR brands; Nestle is # of CHF Brands

AB InBev by the numbers



16 \$1B BRANDS



7

OF THE
BrandZ® TOP
10 MOST
VALUABLE
BEER BRANDS

1. 
2. 
4. 
5. 
6. 
8. 
10. 

OVER **225,000**
HOURS OF COMMUNITY
SERVICE IN 2014

COMPLIANCE HELPLINE
AVAILABLE IN
15 LANGUAGES
TO REPORT ETHICS
AND HUMAN RIGHTS
VIOLATIONS

1.9M HOURS
OF EMPLOYEE TRAINING

94,000 APPLICANTS TO
THE GLOBAL MANAGEMENT
TRAINEE PROGRAM

100 MILLION+
SOCIAL MEDIA
FANS

ZERO
PRODUCT SAFETY
RECALLS IN 2014

**Over \$67
MILLION**
IN SAVINGS
FROM WATER &
ENERGY
REDUCTIONS
SINCE 2012

20 YOUNG EMPLOYEES WERE SENT
TO PARTICIPATE AT ONE YOUNG
WORLD IN OCTOBER 2014 IN
DUBLIN.

PROVIDE SUPPORT
TO MORE THAN
20,000
BARLEY
GROWERS
WORLDWIDE 

REVIEWED OVER
220 ON-SITE AUDITS OF
HIGH RISK SUPPLIERS
AND SECOND TIER
MERCHANDIZING SUPPLIERS



Global Recognition



AB InBev ranked #2 in the World's Most Admired Companies list within the Beverages Industry

Labatt named one of Canada's Top 100 Employers for the second year in a row in 2014.

Budweiser and Corona named in Interbrand's list of 100 Best Global Brands

Global Entrepreneur awarded AB InBev 2013-2014 "Best Performers 50 China" for its strength and achievements in the field of corporate social responsibility

Beverage World recognized Anheuser Busch's Houston fleet as "Fleet of the Year." The Houston Brewery replaced its 66-tractor diesel fleet with CNG vehicles.

Ukraine's Chernigivske brand was named the World's First Eco Beer by a European Union agency.

The China Youth Development Foundation recognized AB InBev with its "Outstanding Contribution Award" at the 25th Anniversary Celebration of Project Hope in Beijing.

The Quilmes Brewery was recognized by the National Environment Authority for its environmental achievements.

Ranked 1st in beverages and tobacco industry and 1st in corporate governance category by the Melhores da Dinheiro magazine in Brazil

AB InBev was recognized as No. 2 of the Top 10 Corporate Leaders in Water Stewardship by Triple Pundit.

A survey conducted by MERCO and La Nación ranked Cervecería y Maltería Quilmes sixth on the list of Top Employers in Argentina.

Featured in Water Management category by Exame Sustainability Guide in Brazil

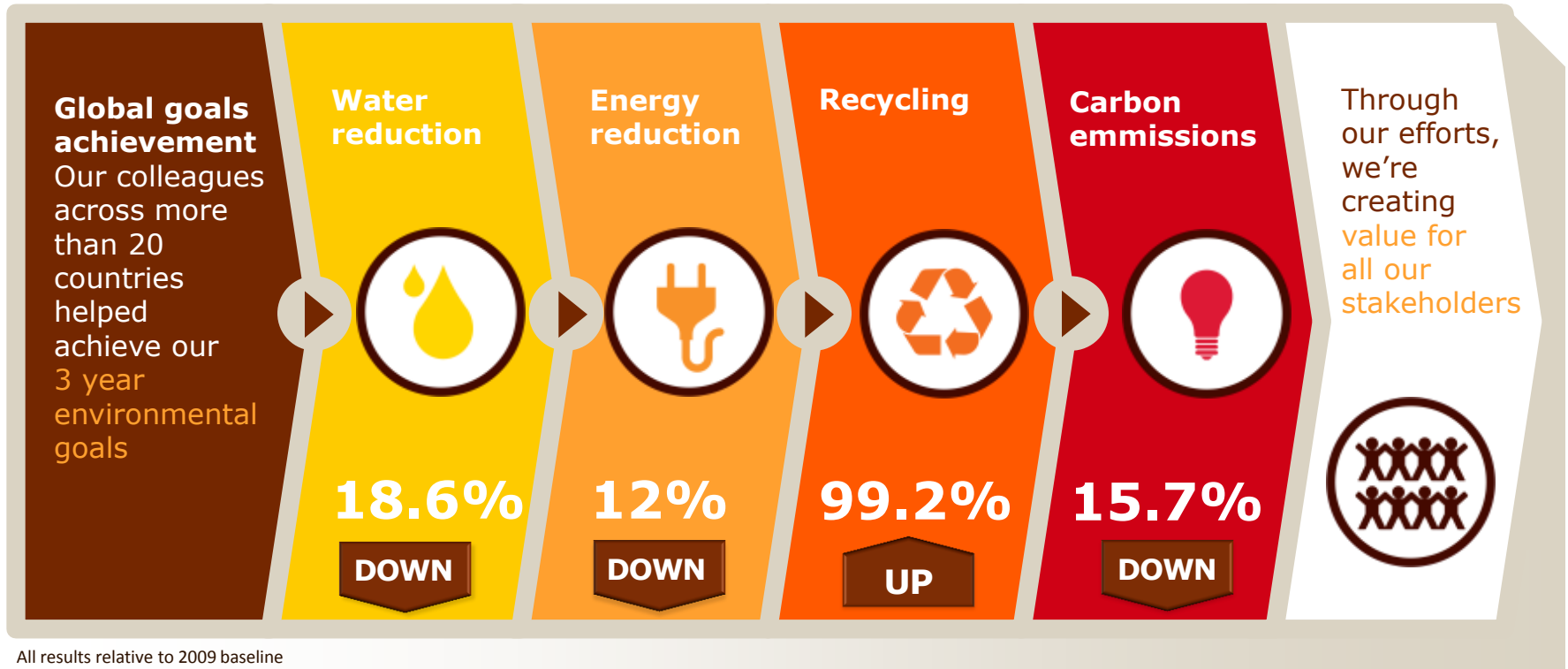
Environmental Sustainability

A results oriented culture

- Global environmental goals:
 - Owned by the functions who can impact them the most
 - Cascaded across company
 - Linked to variable compensation
- Practical, simple, informal, quick actions
- Learn, improve, scale through sharing best practices
- Never satisfied - continually thinking about what's next



Environmental Goals Achieved 2009-2012

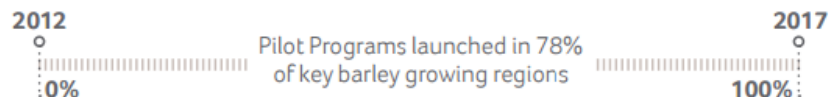


New Environmental Goals

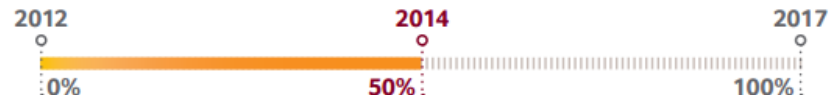


2014 PROGRESS/GOALS TO BE MET BY END OF 2017

Reduce water risks and improve water management in 100% of our key barley-growing regions, in partnership with local stakeholders



Engage in watershed protection measures at 100% of our facilities located in key areas in Argentina, Bolivia, Brazil, China, Mexico, Peru and the United States, in partnership with local stakeholders*



Reduce global water usage to a leading-edge 3.2 hectoliters of water per hectoliter of production*



Reduce global greenhouse gas emissions per hectoliter of production by 10%, including a 15% reduction per hectoliter in China*



Reduce global energy usage per hectoliter of production* by 10%



Reduce packaging materials by 100,000 tons



Reach a 70% global average of eco-friendly cooler purchases annually



Reduce greenhouse gas emissions in logistics operations by 15% per hectoliter sold from our 2013 baseline**



Operational water and energy goals are measured against a 2012 baseline; our logistics goal is measured against a 2013 baseline.

*Data is from the plants in the business footprint at the end of 2012 when the goal was established.

**Our logistics goal was added in 2014 to formalize our aspiration to be the sustainable logistics leader in the brewing industry.

Environmental Technical Advisors

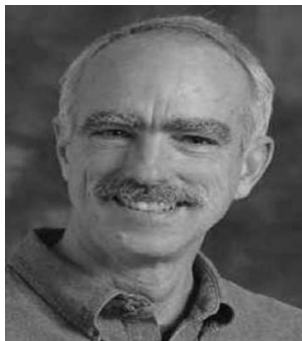


Engaging external advisors on strategy and execution of barley and watershed goals to invest in long-term partnerships and obtain fast and reliable insights.



Stuart Orr

Head of Water Stewardship
World Wildlife Fund for
Nature (WWF International)



Hal Hamilton

Founder and Co-Director
Sustainable Food Lab



Howard Neibling

Associate Professor
Dept of Biological and
Agricultural Engineering
University of Idaho



Other Global Engagement



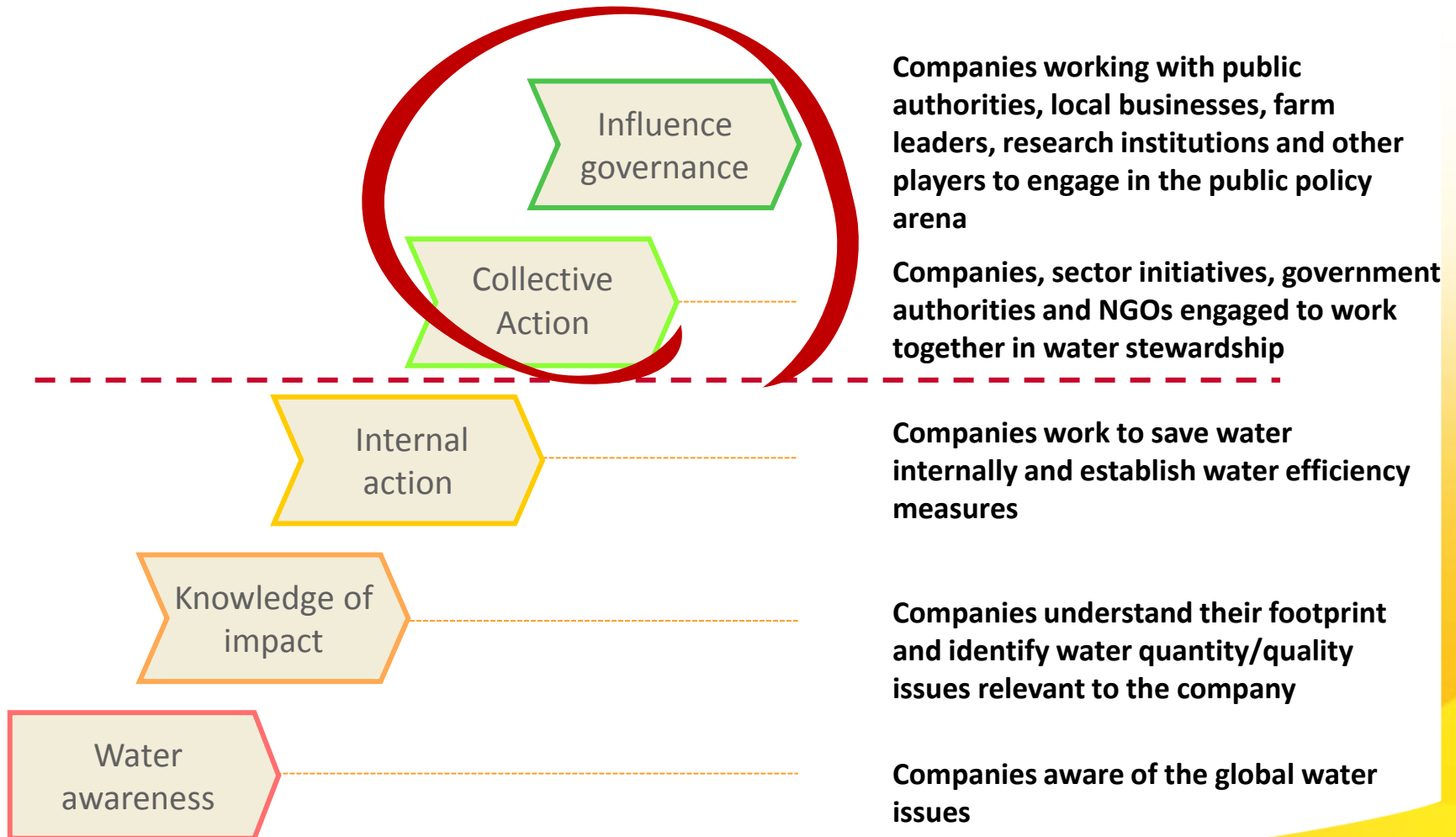
The CEO Water Mandate



Water Stewardship



Our water strategy not only includes internal action and efficiency but also engages in collective action and local governance.



Our Water Strategy

Focus on collective action and stakeholder engagement



Rigorous water risk assessment



In-plant water conservation



Agricultural Development



Community Watershed Protection



Agricultural Development

Capturing a conversation between our agronomists and barley growers to improve barley quality and farm level performance



Field - Barley

1 Field - Barley

1.0 For this field, which malt barley variety was sown?

Responses Observation Corrective Action

Additional Information

Variety:

Please Select

If "Other" please specify:

Area sown:

Amount

Units:

Seed Rate:

Amount

Search Block Response Filter

Section 1/5 Question 1/9 Guidance

Overall progress: 0% (0/31)

Farm

5 Farm

5.0 How concerned are you about water availability on your farm?

5.1 How concerned are you about the water quality on your farm?

5.2 How concerned are you about the soil quality on your farm?

5.3 How concerned are you about soil erosion on your farm?

5.4 Do you have crop insurance?

5.5 Do you have on-farm storage capacity?

5.6 What were the three most useful sources of information on management...

5.7 Have you completed a certified training course on integrated pest m...

5.8 What is the total area of your farm?

5.9 How much of your total farm is owned by you?

5.10 How many people does your ABI barley production directly support?

Responses Observation

Additional Information

Water Quality:

Please Select

Search

5 - I believe my water quality is extremely poor and I am very concerned

4 - I believe my water quality is poor and I am moderately concerned

3 - I believe my water quality is neither good nor bad and I am becoming concerned

2 - I believe my water quality is decently good and I am not concerned

1 - I believe my water quality is extremely good and I am not concerned

0 - I have no real sense for the quality level of my water

Search

Block Response Filter

Section 5/5 Question 2/11 Guidance

Overall progress: 0% (0/31)

Field Level – Production Practices to KPIs

- Review of individual grower fields with barley
- Specific varieties, rotations and crop performance
- Capture inputs and management practices

Farm Level – Better World Indicators

- Assess concern regarding water and soil risks
- Ability to address and manage weather risk
- Economic contribution of producing barley for ABI

Agricultural Development

Becoming an industry leader in agricultural water stewardship



Insights to Action – Best Practices & Technology



AgriMet

Partnering with government and academia to improve irrigation management in Idaho and Montana

Country: United States

Local Stakeholders: Caribou Soil District, USDA, University of Idaho

2014 Targets:

- 6 climate stations
- 3 AgriMet field trials
- 25 participating growers
- 1000 educated about AgriMet



Irrigation Optimization

Improving irrigation practices in the Gansu province that reduce water use and improve drought management

Country: China

Local Stakeholders: GAAS, State Owned Huangyanghe Farm

2014 Targets:

- Irrigation optimization trial
- Ganpi drought tolerance report
- Ganpi malt quality report
- 30 grower demonstration



Conservation Agriculture

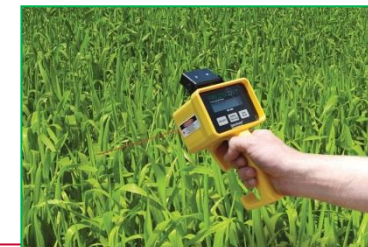
Enhancing soil health and moisture retention through conservation agriculture in the Bajio and Altiplano

Country: Mexico

Local Stakeholders: MasAgro, FIRA, SAGARPA

2014 Targets:

- 900 demonstration participants
- 2000 committed ha for 2015
- 4 qualified trials in Bajio



Handheld NDVI Sensors

Improving nitrogen use efficiency to increase yields, grow profits and enhance water quality in the Bajio

Country: Mexico

Local Stakeholders: MasAgro, FIRA, SAGARPA

2014 Targets:

- Summer promotion program
- 14 demonstrations
- Implementation of grower rewards system for giveaways

Watershed Protection

Collaborating with governments, communities and NGOs in Argentina, Bolivia, Brazil, China, Mexico, Peru and the United States to collectively engage in watershed protection measures



Watershed Protection

Delivering unique value to growers to improve barley quality and farm level performance



COCHABAMBA, BOLIVIA

In partnership with the local government, working with two local communities, competing for water access and administrative rights over Taquiña River, to improve the local water supply, donate treated water from our operations for agricultural purposes, and repair local infrastructure – all while continuing to reduce brewery water consumption.



JAGUARIÚNA, BRAZIL

Building on the CYAN project, a broad-based initiative we launched in 2010 to create awareness and promote social mobilization for water conservation, we are partnering with the Jaguariúna Municipality, The Nature Conservancy (TNC) and The Brazilian Agricultural Research Corporation to recover and conserve the water basin that supplies water to the greater São Paulo.



Responsibility and Corporate Governance

Global Advisory Council



In 2014, we formed a Global Advisory Council comprised of acknowledged and accomplished public and private sector leaders who provide insight and guidance to our management.



Jean Chrétien
*Former Prime
Minister, Canada*



Cherie Blair
*Founder, Cherie
Blair Foundation
for Women*



Gilberto Dimenstein
*Brazilian Journalist,
Folha de S. Paulo
and CBN Radio*



David Jones
*Co-founder, One
Young World*



Nancy Snyderman
*Former Chief
Medical Editor,
NBC News*



Derek Yach
*Executive Director,
Vitality Institute*

Visionary experts in policy, health and corporate responsibility, the advisors focus on:

- The role of business in society.
- Public/private partnerships that foster well-being and leverage our expertise and reach.
- Shared Value initiatives in responsible drinking, environment, and community-building.
- Emerging health and societal trends.

Responsible Drinking Goals

2011-2014



Responsible Drinking

Reach at least 100 million adults with programs developed by subject matter experts that help parents talk with their children about underage drinking

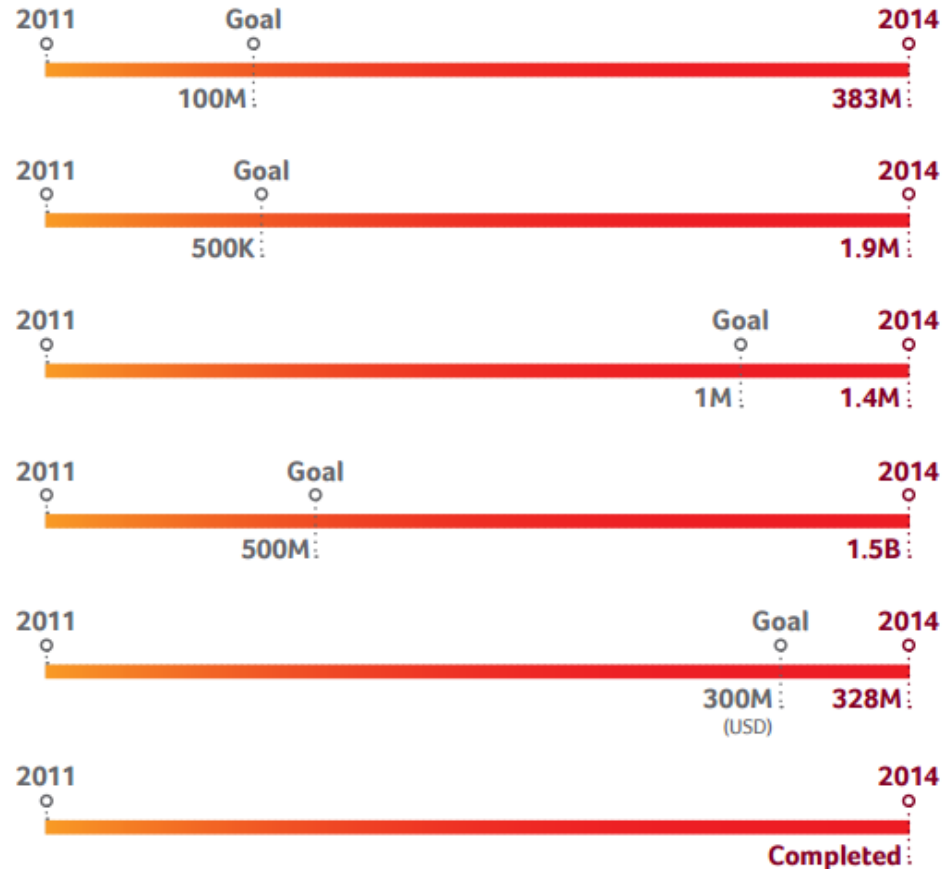
Provide ID-checking materials and other educational information to at least half-a-million bars, clubs, restaurants and grocery stores to help them prevent sales to minors

Provide training on responsible alcohol beverage sales to at least 1 million bartenders, waiters, grocery store clerks, and others who serve and sell alcohol

Reach at least half-a-billion legal-age consumers to increase awareness of the importance of using a designated driver or safe-ride home

Invest at least 300 million USD in advertising and programs to help remind and educate consumers about the importance of responsible drinking

Celebrate Global Be(er) Responsible Day annually to promote the importance of responsible drinking among our employees, retail customers and consumers



The data points in the table above are self-reported. Externally assured data, accounting to reach the goals' target, can be found on pages 10 – 15 and are noted with the symbol (A).

http://www.ab-inbev.com/content/dam/universaltemplate/abinbev/pdf/sr/global-citizenship-report/AB_InBev_GCR_2014.pdf

Responsible Drinking

By the Numbers



Our China team delivered **nearly 80,000 server and seller trainings in September 2014**, as part of Global Be(er) Responsible Day celebrations.

MORE THAN 35,000 COLLEAGUES
Participated in the Global Be(er) Responsible Day

More than 15,000 servers were trained in September 2014 in the US in partnership with the National Restaurant Association.

BOB designated driver campaign begun in Belgium now
IN PRACTICE IN 16 EU MARKETS

Family Talk About Drinking Program
AVAILABLE IN ALL TOP 10 MARKETS

In recognition of Global Be(er) Responsible Day, our Mexico team recruited over **16,200 Modelo volunteers with more than 15,700 additional industry volunteers** to combat underage drinking and sales of alcohol to minors.

Guinness World Records
Achievement for “Most Pledges
Received for a Campaign”
with more than 747,000 pledges
between Sept 1 – Dec 31, 2014



Celebrating Global Be(er) Responsible Day



37,931 employees participated in our fifth annual Global Be(er) Responsible Day on September 19, 2014 promoting responsible drinking and sales..



China



Korea



Mexico



Brazil



USA



Europe



Argentina

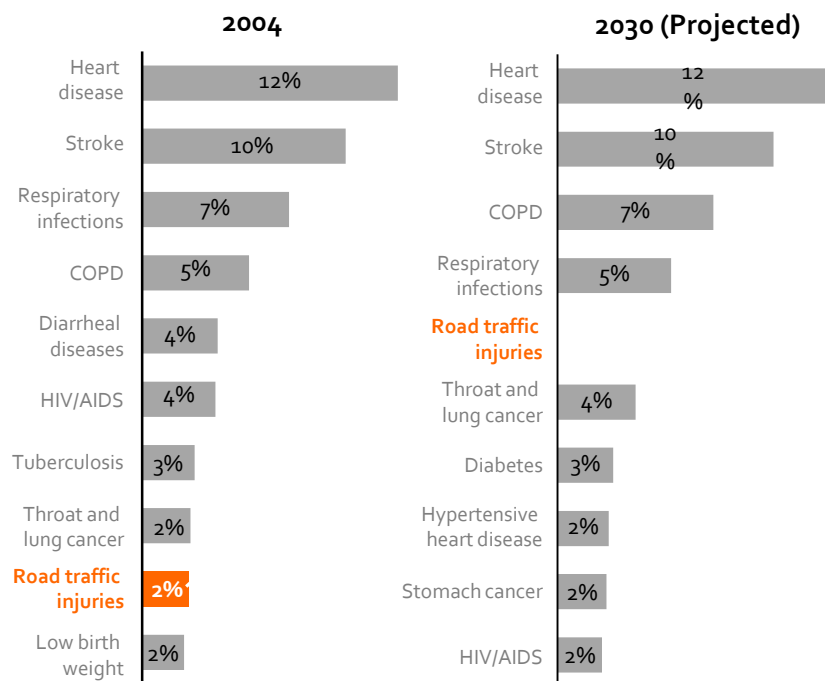


Road Safety – The Issue

Road traffic injuries are already the 8th leading cause of death worldwide, and on the rise...

...with a disproportionate impact on certain groups

Global Causes of Morbidity



Note: Road traffic injuries have already risen from 9th to 8th since 2004

- Globally, traffic accidents are the #1 cause of death among **people aged 10-29**
- 3 out of 4 victims are **men**
- **Motorcyclists, pedestrians and bicyclists** make up 50% of road fatalities globally
- Every year, **80,000 children** aged 5-14 are killed in road accidents on their way to school
- 90% of fatalities occur in **low- and middle-income countries** despite those being the least motorized regions in the world

Mission & Vision

TOGETHER FOR SAFER ROADS (TSR) is an innovative coalition that brings together global private sector companies to focus on improving road safety and reducing deaths and injuries by road traffic collisions. It was founded by **Anheuser-Busch InBev, AIG, AT&T**, and its members are **Chevron, Ericsson, Facebook, IBM, iHeartMedia, PepsiCo, Walmart** and **Ryder**. TSR uses the knowledge, data and technology, and global networks of members to promote:

- ✓ Safer roads, vehicles and systems
- ✓ Safer road users
- ✓ Advocacy and thought leadership

TSR was formally launched at the United Nations on November 13th, 2014 to an audience including UN Permanent Representatives, key stakeholders such as the UN Global Compact and World Health Organization, and the global media. We encourage you to view a recap of the event [online here](#).

To learn more about TSR please visit our website, www.togetherforsaferroads.org and our social media channels on [Facebook](#), [Twitter](#), and [YouTube](#).

Mission & Vision

Our vision is a world where roads are safe for all people. Working together, we aim to bend the curve on road traffic accidents so they are no longer one of the leading causes of death and injuries worldwide.



Human Rights



COMMITMENT	Signatory to UN Global Compact	Code of Business Conduct	Global Human Rights Policy	Supplier Principles Responsible Sourcing Policy
FOCUS AREAS	<u>Governance:</u> Cross-Functional Human Rights Working Group (Legal, People, Corp. Affairs, Comms, Supply, Procurement, Sales, ABII)			
	Child Labor	Forced Labor and Freedom of Movement	Freedom of Association	Discrimination and Harassment
	Workplace Safety and Health	Working Hours and Compensation, Adequate Standard of Living		Security
	<u>Implementation:</u> 15,000 employees to be trained in 2014, Human Rights helpline category created within existing compliance helpline.			
	<u>Partnerships:</u> Business for Social Responsibility (BSR), AIM-PROGRESS, SEDEX			
INDUSTRY COOPERATION	Policy Development	Impact Assessment	Implementation and Grievance Mechanisms	Best Practice Sharing

Responsible Sourcing

*Working to limit environmental impact,
improve social governance and
foster economic stability*



Sought Guidance from the non-profit research and consulting organization, BSR, and reviewed international standards such as SA8000:2008 (a standard developed by Social Accountability International).

**Member of
SEDEX and
Aim-
Progress,
AB InBev
implemente
d a Global
Responsible
Sourcing
Policy in
2009**

2012: We conducted pilot risk assessments of 35 suppliers in China.

2013: All high priority non-compliances where closed

2014: Continue to close other non-compliances

2015: Working to incorporate our responsible sourcing program into a larger supplier qualification program, taking into account legal, financial and social compliance.

2013: we enhanced our global responsible sourcing program by re-communicating our policy to our supply chain and implementing self-assessments with 1,250 suppliers for social compliance risk.

2014: Reviewed over 220 onsite audits of suppliers and second tier merchandizing suppliers

Incorporated Grupo Modelo operations into the responsible sourcing program.

Compliance Programs



SCOPE

- Anti-Bribery
- Antitrust
- Code of Business Conduct
- Ethics
- Conflicts of Interest
- Data Privacy

FEATURES

- Compliance function reports directly to CLO and dotted to the Board Audit Committee
- Global team: ~35 FTEs
- Back office in Brazil

SYSTEMS

HELPLINE: where anybody can anonymously report activities in violation of the Code of Conduct

COMPLIANCE CHANNEL: the system to register all requests for gifts, hospitality and donations approvals

DUE DILIGENCE TOOL: to register all Touch Point Vendors and their DDs

COMPLIANCE COMMITTEES

- Global + 6 Zone Committees
- Minimum Quarterly meetings
- Composition
 - Global: CLO, CFO, People VP, Internal Audit VP, Internal Control VP, Head of Compliance.
 - Zones: Zone GC, Zone CFO, Zone Audit, Zone People VP.
 - Minimum agenda: follow up and decision on ongoing cases and reports, supervise the compliance program, decide on specific requests.

Our Community



- * **155,000 employees**
- * **Operations in 25 countries**
- 3.8 billion USD in wages and salaries**
- * **4.3 billion USD in capital expenditures**
- 16 billion USD paid in excise and income taxes**
- * **More than 61,000 employees volunteered in their communities**



Making a Difference



✿ **United States**
Disaster Relief
Habitat for Humanity

✿ **Canada**
Disaster Relief

✿ **Belgium**
Disaster Relief

✿ **Uruguay & Paraguay**
Un Techo para mi Pais
(A Roof for My Country)

✿ **Russia & Ukraine**
“Spring cleaning”
in the streets of our
brewery cities

✿ **Brasil**
“Nosso Bar”
Responsible Youth
21 communities NGOs

✿ **Mexico**
Escuela Modelo
training teachers in
Mexico

✿ **Argentina**
Futuro Posible



China
Hope School





Brand Engagement

Brand BW Initiatives: Corona



Corona has partnered with **FEE/Blue Flag International** to carry out beach cleanup and adoption events in key markets in advance of SunSets music festivals:

- Volunteers to receive vouchers to the music festival in recognition of their efforts
- Plan is to expand partnership into new markets next year.
- Italy will be a new 2014 addition.

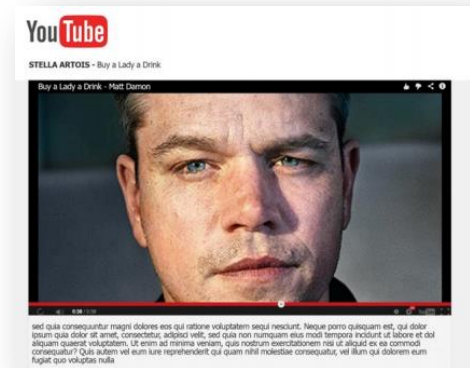


Brand BW Initiatives: Stella



780 million people lack access to clean drinking water. Women are at the heart of water poverty. BUY A LADY A DRINK is a Stella Artois initiative in partnership with **water.org** to raise awareness and help provide women in need with access to clean drinking water.

- Launched at Sundance Film Festival
- Videos highlight the difficulties women in water-stressed areas
- Limited edition chalices to raise funds with artwork inspired by traditional handcrafted objects from India, Honduras and Ethiopia.
- Digital/Social media engagement



Brand BW Initiatives: Budweiser



- Commercial to raise awareness for drunk-driving prevention
- The “Friends are Waiting” video opens with the deep bond between two best friends: Luke and his dog Cooper, and culminates with Cooper’s reaction when Luke doesn’t come home after a night out.
- Video launched on Global Be(er) Responsible Day on September 19, 2014.





Employee Engagement

Talent Acquisition



Global MBA Program

- MBA graduates from top Business Schools worldwide
- 12-month program
- Immediate impact while realizing your full potential

Global Management Trainee Program

- Graduates from top Universities Worldwide
- 10-month paid training program exposing participants to a wide range of company operations

Talent Development and Employee Engagement



Excellence Programs

- Functional programs created to drive execution and sustainable results.
 - Help employees acquire and hone the skills to achieve excellence in areas such as Brewery Operations, Marketing, Sales, People, Finance, Corporate Affairs, and Information & Business Services
-

ABI University

- Learning and development website with a curriculum focused on leadership, method and functional learning. Method track awards white, green and black belts.
-

Rewarding Performance

- Processes in place to measure and assess performance.
 - Compensation structure includes bonuses for stretched but achievable targets.
 - Help attract and retain people who relish a merit-based environment.
-

Employee Engagement

- The latest opinion survey from December 2014 shows an employee engagement index of 83% based on responses from more than 103,000 colleagues.



**Find out more at
www.ab-inbev.com**