

Welcome to China

Michel Doukeris
Zone President APAC





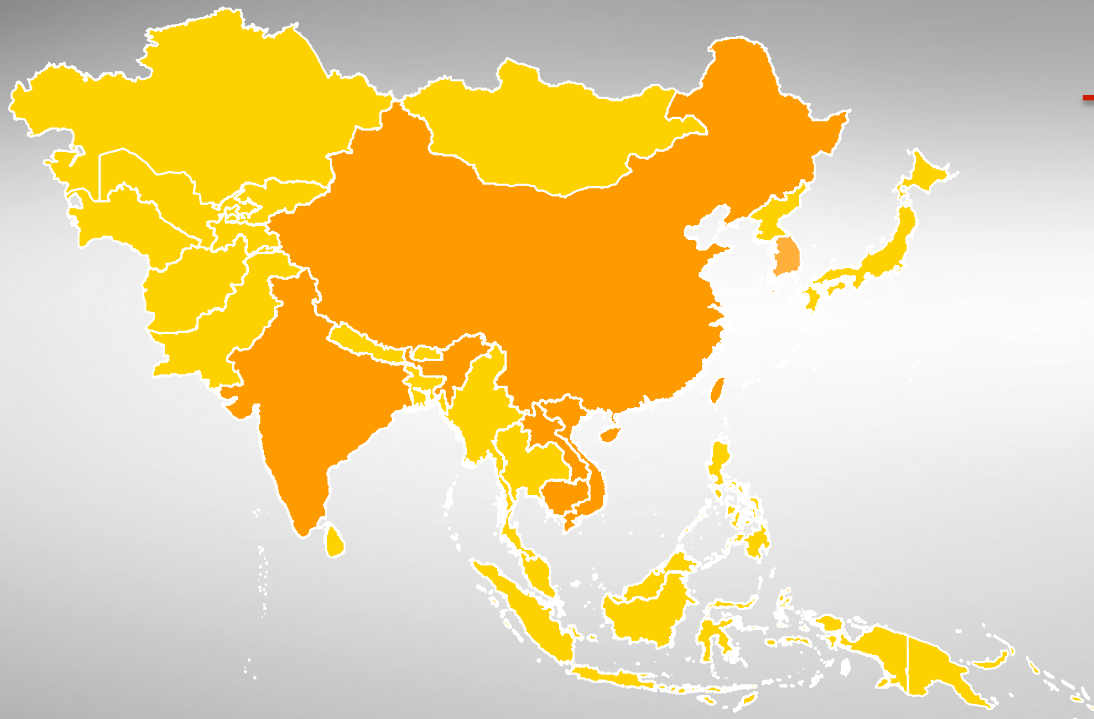
MADE FOR MUSIC

WELCOME TO GUANGZHOU, CHINA

欢迎来到中国广州

Huan Ying Lai Dao Zhong Guo Guang Zhou

APAC at a glance



APAC in figures

2014

- Presence in **8 countries & territories**
- **82.5 mio HL** of beer sold
- Revenues **USD 5 billions**
- **1.1 billion** in EBITDA
- **29,000 employees**
- **55 breweries**
- **Proud of our brands**

APAC's business units



CHINA



SOUTH KOREA



ISEA

- VIETNAM
- INDIA
- CAMBODIA
- LAOS

APAC video



Why APAC?



There are more people living inside this circle than outside of it.

Main countries/regions	Pop Mio
China	1,367
India	1,260
Indonesia	251
Bangladesh	158
Japan	127
The Philippines	99
Vietnam	90
Thailand	69
South Korea	50
Taiwan	23
Cambodia	16
Laos	7
Others	121
Total	3,638

51.4% lives in the countries inside this circle

Source: US Census Bureau, 2013

Budweiser

百威

Budweiser

为梦想举杯



为梦想举杯

BECK'S BEER

