As the world’s leading brewer, AB InBev is committed to promoting the responsible enjoyment of our products. To support that commitment, we develop and implement alcohol education and awareness programs, while opposing the harmful use of alcohol, including underage drinking, excessive drinking and drunk driving.

In 2011, we set six companywide Global Responsible Drinking Goals to be met by the end of 2014. We are proud to report that over the course of the four years, we came together with our colleagues and partners across the globe to meet all of those goals and far exceed some.

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

Read more about Our Commitment

An external assurance provider was engaged by AB InBev to verify the data for all of the Global Responsible Drinking Goals above with the exception of the goal to invest at least 300 million USD in advertising and programs to help remind and educate consumers about the importance of responsible drinking. The data in scope in relation to these goals can be found on pages 10 – 13. 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 Finger on the Pulse of Consumers

AB InBev celebrated its fifth annual Global Be(er) Responsible Day (GBRD)® by releasing the results of its first international survey on attitudes toward the responsible serving and selling of alcohol beverages.1 The survey asked adults of legal drinking age in eight countries about the impact that bartenders, waiters and store clerks have on encouraging responsible drinking. Their response? Rather than being irritated or embarrassed, most consumers either do not mind or are flattered when asked to show identification. They are also receptive to tips from a server or seller about making responsible choices when drinking, such as eating food while enjoying a drink and taking a safe ride home.

And, when the survey asked about a safe ride home, Shakira, followed by Kate Middleton, Duchess of Cambridge, were the most popular choices for a celebrity designated driver.

In 2014, in keeping with our company’s competitive nature to push ourselves to achieve more, we implemented the first annual competition among our geographical Zones for the best GBRD activation. We were pleased to recognize our China and Mexico teams.

Mexico invited its peer companies from the national beer association, Cerveceros de México, to participate in the first industry-wide celebration of GBRD. More than 16,200 Modelo volunteers, with over 15,700 additional industry volunteers, focused their efforts on combating underage drinking and sales of alcohol to minors. The campaign included the hashtag “#NoTeHagasGuey” (Don’t Fool Yourself) and a video, which has racked up more than 3 million views.

Our China team delivered nearly 80,000 server and seller trainings during the month of September 2014, as part of GBRD efforts, via our Sales team who used iPads on visits to retailers to share the training and encourage employees to take the pledge in support of our GUINNESS WORLD RECORDS® achievement. Other regional highlights from our fifth annual GBRD included:

• In Brazil, more than 3,000 employees participated, promoting the importance of responsible drinking with the assistance of local politicians, officials, celebrities and soccer players.

• Across Europe, there were 31 projects involving 560 participants, totaling more than 400 volunteer hours and 1,600 servers and sellers trained.

• In Canada, our GBRD events focused on responsible serving and selling, with local events celebrating retail employees via a “Duty of Care” campaign that offered advice and support to servers and business owners. Tips included:
  • Establishing a Responsible Alcohol Service Policy and posting it prominently in locations where it can be viewed by patrons and staff.
  • Reminding servers to “Chat and Check” with guests to monitor sobriety.
  • Acknowledging, recognizing and rewarding staff who defuse difficult situations effectively and in accordance with the law and house policies.

• In the United States, designated driver campaigns united wholesaler employees, government officials, Major League Baseball teams and a NASCAR team. In addition, more than 15,000 servers were trained during the month of September in partnership with the National Restaurant Association.

Read more about Global Be(er) Responsible Day.

1 Assured Metric

The territories in scope for this goal are AB InBev’s six geographical Zones for the period between 2011 and 2014.
Goal: Reach at least 100 million adults with programs developed by subject matter experts that help parents talk with their children about underage drinking®

Family Talk Launch, Korea

We introduced our Family Talk About Drinking program in South Korea as part of the local Global Be(er) Responsible Day celebration. Family Talk is designed to encourage conversations between parents and children in order to help prevent underage drinking. AB InBev provides free materials that coach parents through tough conversations and encourage direct questions and discussion. The guidebook was developed with Professor Chang-Ock Kim of Seoul Women’s University. With the launch of the program in Korea, Family Talk is now available in all of our key markets worldwide.

To meet our goal, in 2011 and 2012 alone, our U.S. team reached more than 100 million adults via our Family Talk Facebook page, as well as paid media.

Goal: 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®

Selling Responsibly, Argentina

One example of our long-standing efforts to promote ID checking among retailers is our “Vente Responsable/ Sell Responsibly” campaign in Argentina. In 2014, more than 2,000 employees walked more than 19,000 kilometers (11,700 miles) delivering our point-of-sale materials to retailers, reminding them to check identification and ensure they are selling our beers to legal age consumers. Many retailers took our pledge to sell and serve responsibly. In addition, we distributed flyers to consumers reminding them that we brew our beers for legal age individuals to enjoy responsibly.

We have demonstrated our goal achievement via activations reaching more than 400,000 retailers in the United States in 2011, 2012 and 2013 combined, according to the annual wholesaler survey, as well as more than 131,000 retailers in Brazil in 2013, according to a national survey.

1 The country in scope for this goal is the United States for the period between 2011 and 2014.

2 The countries in scope for this goal are the United States and Brazil for the period between 2011 and 2014.
Goal: Provide training on responsible alcohol beverage sales to at least 1 million bartenders, waiters, grocery store clerks, and others who serve and sell alcohol

Going for the Record
AB InBev also kicked off, and succeeded in, a new GUINNESS WORLD RECORDS® achievement for “Most Pledges Received for a Campaign” by asking bartenders, wait staff and store clerks around the world to pledge to always serve and sell alcohol in a responsible way. We set the new record with more than 747,000 pledges received between Sept. 1 and Dec. 31, 2014, more than tripling the previous record.

We have demonstrated our goal achievement via more than 162,000 server/seller trainings, which included both online and in-person trainings, in the United States in 2011 through 2014. In addition, our China team delivered more than 788,000 trainings, which included both in-person and online versions, in 2014, and our Mexico team contributed more than 107,000 trainings, which were also done online and in person, in 2014.

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

Preventing Drunk Driving, Belgium
The “BOB” campaign to prevent drunk driving and promote the use of designated drivers and safe rides home continued with strong results in Belgium, where it was created by the Belgian Brewers Association of which AB InBev is the largest member. During the 2014-2015 holiday drunk-driving prevention campaign, local and federal law enforcement agencies administered 321,156 breath alcohol tests, resulting in 8,994 positive tests. That proportion of positive tests of 2.8% was a decrease from the previous year’s 3.2%. According to the Belgian Institute for Road Safety, the campaign surpassed its target of 250,000 tests, achieving the second-highest number of tests since the campaign began. “BOB” now operates in 16 countries across the European Union.

Celebrities Promoting Safe Rides Home, China
Thanks to a partnership with the magazine Southern Weekend, the China Youth Development Foundation and the China Alcohol Drinks Foundation, nearly 80,000 servers and sellers in China were trained in September 2014. This year’s campaign featured a broader focus than in the past; from drunk driving to road safety behaviors, with the added power of such national ambassadors as actor Lu Yi and his wife joining professional basketball player Yao Ming and his wife.

In 2013 we launched the mini-movie “True Love Needs a Designated Driver – IF You Are the One,” to promote responsible drinking in China. On Dec. 7, 2014, the sequel, “True Love Needs a Designated Driver — How Much Love Can Start Again,” premiered. Yao Ming reprised his role as the lead actor and was named one of the top 10 influencers at the launch festival. The sequel received more than 50 million views within the first month. Some premiere attendees were provided with a luxurious designated-driver experience in the form of a Budweiser-themed limousine transport to and from the event, and more than 150 media personalities and celebrities were also provided with a free, safe-ride home.

We have achieved our goal by reaching more than 230 million adults in the United States via paid media digital, print and television placements in 2011, 2012 and 2013, and by reaching more than 280 million adults in China via paid media placements in taxis, and earned media impressions via public relations activities and online video shares in 2011, 2012 and 2013.
**Remembering Man’s Best Friend, United States**

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

This year, we extended our popular “puppy” themed U.S. commercials to include a “Friends are Waiting” television advertisement aimed at reinforcing our efforts to raise public awareness and educate consumers and influencers about the risks of drunk driving. The video tells the story of a young man and his dog and their very special relationship. We see both their adventures and their everyday lives together, and we wait, along with the dog, for the owner to come home after a night out with friends. It is a long night, but the pair is reunited, thanks to the young man’s smart decision to stay at a friend’s house rather than drive home. We are reminded that for some, the wait never ended; the reunion is joyful, but a thoughtful reminder to make a plan to stay safe. The “Friends are Waiting” video has garnered more than 141 million social media impressions and 60 million views on YouTube. It was also recognized as one of the Top 10 most viewed YouTube videos in 2014. To share this message, we invested in high-profile television placements such as the Major League Baseball playoff games.

Our global responsible drinking investment, including advertising development, media placements, and program development and implementation, across all Zones for 2011 through 2014 equaled more than 328 million USD.

Read more about our Responsible Drinking Programs.

**Our Commitment to Do Even More**

Having met 100% of the Global Responsible Drinking Goals we set for ourselves in 2011, we are now developing a new set of company goals to be announced in the second half of 2015. With these goals we will further expand our efforts and strengthen the collective responsibility we share with our employees, consumers, wholesalers, retailers, law enforcement, elected officials, educators and other partners.

**Collective Action on Road Safety**

In 2014, AB InBev was proud to be the convener of a group of leading global companies that came together to create Together for Safer Roads – an innovative cross-sector coalition focused on improving road safety and reducing deaths and injuries from collisions. We are a founding member, along with: AIG, AT&T, Chevron, Ericsson, Facebook, IBM, iHeartMedia, PepsiCo and Walmart.

The World Health Organization (WHO) estimates that, without intervention, road traffic crashes will become the fifth leading cause of death by 2030, surpassing such diseases as HIV/AIDS and diabetes.

“Together for Safer Roads brings together global industry leaders, including Anheuser-Busch InBev, who believe business can drive change that will help reduce the number of deaths and injuries due to road traffic accidents.”

Carlos Brito, CEO of Anheuser-Busch InBev and Chairman of Together for Safer Roads.

Coalition members will be working in three core areas: 1) safer roads, vehicles and systems; 2) safer road users; and 3) advocacy and thought leadership. The coalition will be advised by an expert panel of eminent leaders in road safety. These experts will draw upon their collective expertise, data-driven insights, technology and networks to identify industry best practices and raise awareness. In 2015, the panel plans to publish a white paper to help guide the activities of Together for Safer Roads.
At AB InBev, we work hard to brew the highest quality beer, and we want our beers to be enjoyed by individuals of legal drinking age. Consistent with our goal of being the Best Beer Company Bringing People Together For a Better World, it is important that we market and promote our beers in a responsible way. We updated our Responsible Marketing and Communications Code in 2014 to help ensure that all of our colleagues, as well as our business partners, provide best-practice leadership in this area, while being sensitive to local and cultural differences among our markets. We also strive to ensure that all of our marketing, sales, promotion and communications partners comply with our code, which specifies that all of AB InBev’s commercial communications shall be ethical, honest and truthful, and that they must reflect generally accepted contemporary standards of good taste and decency.

Under our Code, responsible marketing:

› is directed at individuals of legal drinking age and above;
› portrays responsible behavior;
› does not associate drinking with hazardous activities;
› does not promote health or functional attributes of our products; and
› does not imply that drinking contributes to performance or success.

Practicing our Responsible Marketing and Communications Code every day is part of a strong company tradition of corporate responsibility that dates back nearly a century. Where national laws, regulations or self-regulatory codes already exist, we respect and observe them as well.

In 2014, we had set the challenging goal to train 95% of our key employees in Marketing, Sales, Legal and Corporate Affairs globally on Anheuser-Busch InBev’s Responsible Marketing and Communications Code via our online training system. We are proud to report that we were successful in training more than 80% of these colleagues in 2014\(^1\), and are committed to training the remainder in 2015\(^1\).

Consumer Information

As part of our efforts to inform consumers about both our beers and their choices, labels on all of our beers around the world now list the alcohol content and feature responsible drinking and recycling reminders. In addition, we have listed calories, grains and allergen information for more than 200 of our brands in multiple languages on our website tapintoyourbeer.com. The website also contains valuable information about responsible drinking, such as alcohol truths and myths and helpful tips for a safe, fun night out.

We have provided ID checking materials to 1.9 million bars, clubs, restaurants and grocery stores from 2011 to 2014.
Working Together to Make an Even Greater Impact

AB InBev supports the International Center for Alcohol Policies (ICAP), which merged with the Global Alcohol Producers Group (GAPG) in October 2014 to become the International Alliance for Responsible Drinking (IARD). This organization is comprised of the leading producers of beer, wine and spirits. The formation of IARD extends its member companies’ work over the last two decades to build an evidence base, inform decision-makers, and advance hands-on programs to reduce harmful drinking. The organization will:

› Advocate for the most effective policies and programs.
› Communicate the views and perspectives of member companies.
› Serve as a single global point of contact for international and national agencies, member states, NGOs, and other stakeholders.

A significant focus of IARD’s work is the Producers’ Commitments, in support of the implementation of the World Health Organization’s (WHO) Global Strategy to Reduce the Harmful Use of Alcohol. Participating companies are working together to:

› Reduce underage drinking.
› Strengthen and expand marketing codes of practice.
› Provide consumer information and responsible product innovation.
› Reduce drinking and driving.
› Enlist the support of retailers to reduce harmful drinking.

The first year report on the Producers’ Commitments for 2013 is available online. In 2014 as part of the Producers’ Commitments, the Digital Guiding Principles (DGP) were launched. These include:

› Clear guidance for social media: The signatory companies call on social media providers to implement and strengthen age confirmation mechanisms. But even in the absence of these mechanisms, the DGP also include conditions for producers to consider that will enable stringent standards to be applied to social media content across all platforms.
› Forward Advice Notice (FAN): Whenever alcohol beverage companies’ controlled digital platforms allow content sharing, those companies should include a FAN on the platform, clearly stating that the content should not be forwarded to anyone under the legal purchase age in the country where it is viewed.
› Transparency: The DGP will be independently monitored and results will be shared publicly, including with relevant government agencies around the world.

At AB InBev, our Responsible Marketing and Communications Code already incorporates the DGP, so we are ensuring compliance across our operations.