



Our 2017 Environmental Goals

We commit to:

1

reduce water risks and improve water management

in **100%** of our key barley growing regions

2

engage in watershed protection measures

at **100%** of our facilities located in key areas

3

reduce water usage

to a leading-edge **3.2 hectoliters per hectoliter of production**

4

reduce energy usage

by another **10% per hectoliter of production** on top of the level we achieved in 2012

5

reduce greenhouse gas emissions in beverage production

by another **10% per hectoliter of production**, including a **15%** reduction in China

6

reduce packaging materials

by **100,000 tons** from our 2012 base

7

increase eco-friendly cooler purchases

to a **70% global average** annually

8

reduce greenhouse gas emissions in logistics operations

by **15% per hectoliter sold** from our 2013 baseline



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