



Striving for a Better World

At SUN InBev, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world—together—and together, we must find ways to put social responsibility into action. SUN InBev is committed to building a company for the long term with a legacy to be proud of—for the people who work for us and with us; for future generations and the environment in which we live; and, above all, for our consumers, who we hope will always enjoy our products responsibly, and be as proud to choose them as we are to create them.

Our dream is to be the Best Beer Company in a Better World by focusing on these key areas:

Community

We are committed to making a difference through our people, the integrity of our business conduct, and our community support

Responsible Drinking

We brew our beers to be enjoyed responsibly by those of legal drinking age, and are committed to engaging with consumers to promote responsible drinking and prevent drunk driving and underage drinking

Environment

We are committed to using a sustainable approach to the use of natural resources

Report Highlights

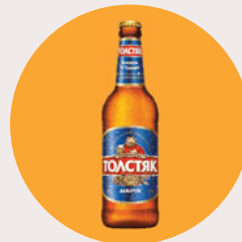
In 2010, SUN InBev focused on such key issues as water and energy use, carbon emissions and recycling. The company invested more than 1.1 billion RUB (40 million USD) in bio-treatment systems construction that began in Omsk, Angarsk, Perm and Klin.

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is key to a sustainable approach to our business. More than 2,000 employees took part in Saturday voluntary public works. More than 10,000 hours of volunteer time were provided by employees.

In 2010, we developed and promoted responsible drinking programs with a primary focus on drunk driving and underage drinking prevention. Among such projects were “Are you 18? Prove it!,”

Key Brands

1. BUD
2. Klinskoye
3. Sibirskaya Korona
4. Tolstiak



“Stop selling beer to the underaged” and others. SUN InBev social initiatives were supported by such stakeholders as the Road Police and Moscow Health Care Department. But the best example of our successful partnerships and stakeholder engagements was a project aimed at preventing underage drinking, “Don’t stay indifferent!,” which was organized in partnership with the Russian Ministry of Internal Affairs and the Russian Beer Union.

“We support the participation of the Union of Russian Brewers and businesses in the resolving of the problems associated with underage drinking. The brewers’ initiative, “Don’t stay indifferent!,” demonstrates our serious attitude toward this problem. We believe that we can eradicate the selling of beer to minors only by combining efforts of the state, businesses and citizens,” said a representative from the Ministry of Internal Affairs.

We also never forget safety first. Traditionally, *Safety Days* were held in each SUN InBev brewery. This year more than 85 percent of industrial staff left their workplaces for the whole day to participate in training to get acquainted with safety innovations.

In 2010, we continued to implement our “industrial tourism” best practice that came from our operations in Klin. This initiative is aimed at growing our sales and improving our brands and corporate reputation. More than 3,000 visitors—from consumers to employees, regulators, retailers and distributors—came to our facilities to better understand the art of brewing and its technology, and to get answers to their questions about our products.

Community

A key aim for SUN InBev is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has had in the places where we do business. We are improving our production facilities, modernizing logistics,

increasing commercial investments, creating jobs, and paying taxes and excise duties. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value.

In 2010, our significant capital expenditures constituted more than 1.6 billion RUB (58 million USD) and included:

- Bio-treatment system construction in Omsk, Angarsk, Perm and Klin;
- Product improvement initiatives.

These projects have had a positive economic and social impact on the development of the regions where we operate. SUN InBev’s operations create new jobs throughout their supply chains.

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is key to a sustainable approach to our business.

We Live Here!

SUN InBev strives to participate in the life of cities and regions that are home to our breweries. The long-term social program *We Live Here!* aims to make life more pleasant and comfortable for residents of our brewery communities.

We launched the program in 2002 with initiatives called *Subbotnik*, or Saturday voluntary public works. These events took place in Ivanovo, Volzhsky, Angarsk, Omsk, Perm, Kursk, Klin, Saransk, Novocheboksarsk and St. Petersburg. Each year since, SUN InBev employees and local citizens have worked together to improve industrial areas, streets, gardens and parks in these cities. In 2010, more than 2,000 employees took part in *Subbotnik*. The initiative is supported by local authorities, mass media representatives and NGOs, and our employees invested more than 10,000 hours of volunteer time.

“We traditionally place great emphasis on the principles of social responsibility and give back to the communities in which we operate. We want consumers to associate our products with personal enjoyment and good times with friends, which is why we’re committed to promoting responsible consumption.”

Francisco Sa, Central & Eastern Europe Zone President



In all SUN InBev brewery cities, our employees join citizens in traditional street cleanings every spring.

The program is implemented in several stages:

- *Spring:* In all SUN InBev brewery cities, citizens joined with employees and officials in traditional *Subbotnik*, or street cleanings. After a long winter, SUN InBev employees, their families, townspeople and representatives of local authorities spent a spring weekend cleaning the streets of Klin, Ivanovo, Kursk, Volzhsky, Saransk, Novocheboksarsk, Perm, Omsk and Angarsk. After completion of the project, all participants were invited to an outdoor feast;
- *Summer:* This stage includes the redevelopment of town parks, gardens, streets and squares. For example, in 2008, in Perm, the company started restoration of the central city square. The restoration continued over a two-year period and was finished in 2010. Between 2008 and 2010, the company also assisted in the reconstruction of Stroitel park in Angarsk;
- *Autumn:* In fall, people work together to redevelop city yards, and communities hold competitions to select “the best yard.” In 2010, new playgrounds and mini sports stadiums were opened in Kursk and Volzhsky. In Omsk, the company planted a maple avenue in the city park, Ptichya Gavan;
- *Winter:* In winter, SUN InBev supported New Year’s celebration events in Ivanovo and Volzhsky.

Sponsoring Activities

- In 2010, SUN InBev continued to provide support to the museum Erzya in Saransk, a community in the Republic of Mordovia. The museum plays an important role in local cultural life;
- In Omsk, the company traditionally takes part in city football and volleyball tournaments, and, in 2010, sponsored City Bicycle Day, which offered health and environmental improvements;

- In Agarsk, we supported the international event Baykal Economic Forum. The company also took part in the city art exhibition called Angarsky Arbat, which included a competition for the best sculpture as a symbol for the city;
- In Volzhsky, our company was sponsor of the City Day celebration and a special festival for mass media, May Days of Volzhsky Mass Media. Also, our company helped to reconstruct the city’s dramatic theatre and hospital;
- In Ivanovo, we supported the famous rock festival “Antifabrica” and the international movie festival “Zerkalo,” which bears the name of Andrey Tarkovsky;
- In Cheboksary, our company was a sponsor of the international ballet festival.

Industrial Tourism

Started in 2009, this initiative is aimed at growing our sales and improving our brands and corporate reputation. More than 3,000 visitors—from consumers to employees, regulators, retailers and distributors—toured our facilities to better understand the art of brewing and its technology, and get answers to their questions about our products.

Dream, People, Culture

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help us be a more responsible corporate citizen.

In 2010, we hosted *Safety Days* at all breweries. All the employees, from corporate heads to industrial workers, took part—more than 85 percent of our industrial staff left their workplaces for the whole day to participate in trainings and to get acquainted with safety innovations. Special attention was paid to the best practices from other AB InBev operations and their potential adaptation for use in Russia.

The basis of our *Safety Days* were roundtable talks with company representatives, authorities, inspection and oversight bodies, and trade unions. We also hosted open days in which specialists shared their experiences of international standards of safe production. Also, a signing of the charter on labor safety between our employees and the company took place on a *Safety Day*. It contains mutual obligations on the development of a labor protection system. The document signing has become a tradition that helps build long-term relations between the staff and administration.

At SUN InBev, we saw a 92 percent decrease in lost-time injuries over the past year, and a 95 percent reduction in lost workdays.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse can cause harm. That's why at SUN InBev we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging abuse.

In 2010, we developed and promoted responsible drinking programs in all of our key markets, with a primary focus on drunk driving and underage drinking prevention. Programs included:

“Don't Drink and Drive”

In December before New Year's Eve, the Klinskoe brand, on behalf of AB InBev, launched a new social responsibility TV campaign on the main federal channels. The campaign aimed to remind consumers that drunk driving is not acceptable.

Global Be(er) Responsible Day

This joint action took place in Moscow and in nine Russian regions, with more than 30 major Russian cities joining the activity. In one day, more than 3,000 SUN InBev employees, with the support of law enforcement authorities, public organizations and local authorities, visited retail outlets. They appealed to sellers with the call “Don't be indifferent!” (to underage drinking).

In addition to explanatory work, participants in the rally distributed warning stickers and leaflets in retail outlets. They explained to retailers and consumers how to talk about alcohol with children.

Results included:

- Actions in 33 cities;
- More than 3,000 participants (office, supply, sales);
- More than 15,000 retail outlets visited;
- More than 75,000 contacts made;
- More than 100,000 stickers, 100,000 leaflets and 10,000 shelf talkers distributed.

Information Program

In partnership with the Russian Interior Ministry, the information campaign “Stop selling beer to the underaged!” was launched. More than 700 outdoor ads, 5,000 stickers and 100 posters were placed in Moscow. The posters urge retailers not to violate laws that ban beer sales to the underaged and remind citizens not to remain indifferent to the problem.

Ads were also placed in print media and on the Internet. Key messages included:

- “Don't sell beer to the underaged! It's not a request, it's the law.”
- “Stop selling beer to the underaged! Don't harm their health!”
- “If in doubt—check I.D.!”

“Are You 18? Prove It!”

SUN InBev, together with other major beer companies, joined the industry-wide responsible drinking campaign initiated by the Beer Union of Russia. The project was designed to stop beer sales to underage drinkers at rock festivals in Ivanovo and Irkutsk, and at the beer festival in Cheboksary. Leaflets and stickers with the project logo were handed out to all guests.

“The ‘Don't Be Indifferent!’ action in 2010 continues a series of social responsibility campaigns —‘Are you already 18? Prove it!’ and ‘Do not sell beer to the underaged!’— that were implemented by the union during the past few years. We are pleased that brewing companies’ efforts to conduct business responsibly and to draw attention to the problem of underage consumption of beer were supported by the Russian Interior Ministry.”

V.I. Mamontov, Chairman of the Union of Russian Brewers



We are constantly striving to reduce water use in our operations.

2012 Global Environmental Targets

Last year, we announced global, companywide targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our targets are:

- ↑ Increase our waste and by-product recycling to 99 percent
- ↓ Reduce water use for beer and soft drinks facilities to an industry-leading 3.5 hectoliters of water per hectoliter of product (hl/hl)
- ↓ Reduce energy use per hectoliter by 10 percent
- ↓ Reduce CO₂ emissions per hectoliter by 10 percent

Improving Environmental Performance

In 2010, SUN InBev contributed significantly to helping achieve these global targets.

- ↑ Recycled 96 percent of our waste and brewing by-products, a 5 percent increase from 2009
- ↓ Reduced water usage in our breweries by 8 percent since 2009
- ↓ Reduced energy consumption per hectoliter by 4 percent
- ↓ Cut CO₂ emissions per hectoliter of production by 5.5 percent

Contest—“Road and Me”

SUN InBev, in partnership with the Road Police, supported a contest among Volgograd drivers to help prevent drunk driving. The contest, called “Road and Me,” consisted of theoretical and practical segments, including a challenge to create a new “Don’t drink and drive” logo.

Social Advertising

In partnership with the Road Police, SUN InBev created an unbranded social responsibility TV spot. It was broadcast on local TV channels, and the police are using the spot in their outreach work.

Environmental Performance

At SUN InBev, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impact, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues—water, energy, recycling and packaging.

Our beers are brewed with the highest-quality ingredients and water, and we work to efficiently package and distribute our products. In addition to being efficient and avoiding waste—which is an important part of our culture—we also recognize we have a role to play in tackling shared challenges such as freshwater availability and quality.

Careful treatment of the environment is one of the company's pillars for sustainable development. SUN InBev is setting ambitious environmental objectives to help minimize this impact by reducing the consumption of natural resources.

In 2010, we started a biotreatment system (BTS) expansion at our Klin brewery that included biogas recovery of methane as an alternative fuel source, lowering the greenhouse gas emissions of the site. In 2011, we will open new BTS operations in Omsk and Angarsk and continue construction in Perm.

BTS operations are based on a biological process that uses anaerobic and aerobic systems to treat 100 percent of our effluent in accordance with legal requirements. These plants are being constructed with the latest technology on the market, with an investment of more than 1.1 billion RUB (40 million USD).

SUN InBev also participated in the celebration of the United Nations–sponsored World Environment Day. In Omsk, employees of our brewery took part in an environmental event in a local park, hosted by P. Komissarov. Together with the art studio Skvorechnik, brewers undertook ecological activity and opened the exhibition “Moving Skvorechnik,” which promoted a careful attitude toward the environment.

In Kursk, employees walked or used bicycles to get to work on World Environment Day instead of driving their vehicles. In Volzhsky, our employees cleaned the Akhtuba River bank, and in Klin, a pond near our office was cleaned by employees and divers.

Outlook for 2011

Since water is the principal ingredient of our company's product, and a highly precious natural resource, its efficient use is essential to us. Reaching the global corporate goal of using 3.5 hectoliters of water for each hectoliter of beer production is the most important goal for SUN InBev, and would help make the company one of the most water-efficient brewers in Russia.

SUN InBev will continue its responsible drinking campaigns, including our “Don't Drink and Drive” initiative, with the support of the Klinskoe brand, implementing underage drinking-prevention informational campaigns in partnership with the Beer Union of Russia, and other programs to moderate consumption.

“SUN InBev's dream is to be the Best Beer Company in a Better World. For us, it means to be a leading company in all areas related to social responsibility initiatives. We support legal initiatives aimed at a ban on underage alcohol consumption and enforcement of drunk driving punishment measures. We truly believe that our support of responsible drinking initiatives will lead to further development of social responsibility in the whole society.”

Andrey Gubka, VP Legal & CA