

Brewing A Better World

From turning coconut husks into renewable energy to fuel our breweries, to promoting responsible drinking messages on some of the world's most watched television programming, to providing a safe work environment for our employees, Anheuser-Busch InBev is committed to delivering Beer & A Better World.

Our Better World Three-Year Plan

Following the combination with Anheuser-Busch, creating Anheuser-Busch InBev, we recognized the opportunity and need to take our social responsibility work to a higher level as we work to achieve our dream to be the Best Beer Company in a Better World.

To support this effort, we created our Beer & Better World Taskforce, a team dedicated to implementing an aggressive three-year Better World plan. This plan ensures the setting and measurement of key social responsibility metrics and sharing of best practices across all functions and geographic zones. The Taskforce is guided in its work by our newly established Better World Council made of up senior company leaders and with two members of our Board of Directors serving as a sounding board and counselors for the company's social responsibility efforts. We also now regularly report our Better World work to our Board of Directors.

Building on the past successes of both Anheuser-Busch and InBev in the areas of social responsibility, we worked with the leading non-profit organization Business for Social Responsibility to develop the Better World three-year plan. This process involved stakeholders from all functions across all zones, as well as conversations with our senior leaders and approval from our Board of Directors.

Through this process, we identified the issues of greatest importance from a business success and external stakeholder perspective. We also surveyed our employees on our Better World work and received key feedback through a global reputation consumer survey.

Based on all of the analysis and feedback, we defined three pillars for our Better World work, which is built on a strong foundation of support from our People. We have set key metrics and targets going forward to accomplish our three-year plan for 2010-2012.





Responsible Drinking

Our primary responsibility to our consumers is to make sure that our products are of the highest quality. However, as the leader in the beer industry, we recognize the importance of encouraging the responsible enjoyment of our products. We promote responsible drinking and discourage alcohol abuse, including drunk driving and underage drinking, through focused consumer campaigns. We ensure our own marketing and sales activities support our position on responsible drinking. And we promote responsibility internally through our employee responsible drinking policies.



Environment

The sustainability of our business and sustainability of the environment go hand in hand. Since our products come from the earth, we understand that what's good for the environment is also good for business. In practice, this means being as efficient as possible in our use of natural resources, such as the water we use to brew our beers; recycling our byproducts and waste; and taking on the shared challenges of the future, such as climate change, by reducing our carbon footprint. This also includes our work up and down the value chain to help suppliers understand and support our initiatives.



Community

With operations in 23 countries, our company has a far-reaching economic impact in the communities in which we operate through the jobs we create and the wages and taxes we pay. Our position as a competitive, well-managed company generating long-term value for our shareholders allows us the opportunity to give back. Recognizing differences among cultures around the world, our community support takes many forms, from employees volunteering their time for a community beautification project, to a donation of canned water in times of disaster, to charitable donations.





Our People

We recognize that our social responsibility work is only possible with the commitment and support of our people, who are truly the foundation of all of our social responsibility efforts. To be the Best Beer Company in a Better World means we must employ the best people. To attract and retain the best employees, we must provide a safe work environment, an environment that promotes learning and talent development, and one that promotes and supports only the highest standards of integrity in our business conduct.

Report Scope

This report presents key performance indicator (KPI) data and information for calendar years 2008 and 2009. In addition, the report outlines some specific targets in our Better World Three-Year Plan as approved by our Board of Directors in October 2009. Much of the data presented is also available through our Annual Report and various company and brand Web sites.

We have also consulted the Global Reporting Initiative's (GRI) Sustainability Reporting Guidelines to assist in the presentation and content of the data presented in this report. Content owners across all functions and zones were responsible for collecting and verifying KPI data and information used in the report and in preparing our three-year plan.

Highlights from key countries are also included as a new feature in this year's report to show the depth and reach of our Better World work and make the report more relevant for use with a variety of stakeholders in our markets around the world.

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United Nations Global Compact

Anheuser-Busch InBev is a member of the United Nations Global Compact (UNGC). As required by the UNGC's rules regarding communications on progress, this report covers our practical actions and partnerships to implement the UNGC principles. Our support of the 10 principles is summarized in the table.

Support of the UN Global Compact 10 Principles		
1.	Business should support and respect the protection of internationally proclaimed human rights.	Our Global Code of Business Conduct prohibits human rights violations. In addition, we have adopted a new ethical sourcing policy that helps drive our values down the supply chain. Find out more on page 25.
2.	Business should make sure that they are not complicit in human rights abuses.	
3.	Business should uphold the freedom of association and the effective recognition of the right to collective bargaining.	We continue to adhere to the collective bargaining agreements in place across our global operations. Employee involvement in decision-making (such as via works councils) varies across the organization. In addition, our ethical sourcing policy recognizes the rights of employees to engage in collective bargaining. Find out more on page 25.
4.	Business should support the elimination of all forms of forced and compulsory labor.	Our Global Code of Business Conduct and our Ethical Sourcing Policy prohibit these forms of labor in our own and our suppliers' operations. Find out more on page 25.
5.	Business should support the effective abolition of child labor.	
6.	Business should support the elimination of discrimination in respect of employment and occupation.	Our Legal and Corporate Audit departments monitor legal compliance and conformity with principles of non-discrimination. Our Ethical Sourcing Policy addresses non-discrimination by our suppliers in their operations. Find out more on page 25.
7.	Business should support a precautionary approach to environmental challenges.	Our Voyager Plant Optimization (VPO) management system promotes best practices in brewery management. Find out more on page 14.
8.	Business should undertake initiatives to promote greater environmental responsibility.	Our Voyager Plant Optimization (VPO) management system promotes environmental efficiency throughout our operations. We have set aggressive environmental targets to achieve by the end of 2012: <ul style="list-style-type: none"> • Water use of 3.5 hectoliters of water per hectoliter of production; • 10 percent reduction in energy use and greenhouse gas emissions; and a • 99 percent solid waste recycling rate. Find out more on page 14.
9.	Business should encourage the development and diffusion of environmentally friendly technologies.	We aim to employ environmentally efficient brewing and packaging technologies, while maintaining our commitment to quality. We continue to use renewable fuel technologies in our processes to improve environmental, social, as well as financial performance. In Brazil, biomass fuel accounts for 30 percent of our on-site fuel use. We operate Bio-Energy Recovery Systems (BERS), which turn wastewater leftover from the brewing process into methane, at 25 of our facilities around the world. We also have two solar installations and a landfill gas application. In addition, we are striving to conserve water throughout our operations on a daily basis, and we constantly share best practices among all our zones worldwide. Find out more on page 14.
10.	Business should work against all forms of corruption, including extortion and bribery.	Our Code of Business Conduct strictly prohibits the facilitation of payments, and this is reinforced through annual code training. In turn, our Ethical Sourcing Policy addresses business conduct of our suppliers. Find out more on page 25.