

## **Dream: To Be the Best Beer Company in a Better World**

At Anheuser-Busch InBev, we “dream big”—it takes the same amount of energy as dreaming small.

Our dream to be the Best Beer Company in a Better World is not just for the benefit of Anheuser-Busch InBev, but also for our employees, our consumers, our shareholders and our communities around the world.



## Best Beer Company in a Better World

The creation of Anheuser-Busch InBev has helped move our dream forward. As a result, the company now has greater resources to devote to realizing our goals, including an extensive range of successful programs and best practices that we are implementing in our key markets.

Toward that end, in 2009, we refined our Better World plan and pillars, which are:



### Responsible Drinking

We take very seriously our role, as the world's leading beer company, to encourage the responsible enjoyment of our products. In our markets around the world, we develop and implement programs and promotions that encourage responsible drinking and discourage alcohol abuse, including underage drinking and drunk driving. We also promote responsible drinking policies among our employees and encourage them to be our responsibility ambassadors.



### Environment

Promoting sustainable environmental practices is not just a "nice thing" to do—it is the right thing to do. Beer is a product of natural ingredients, and stewardship of our land, water and other resources is fundamental to helping ensure the quality of our brands for the long term.

We strive to be as efficient as possible in our use of natural resources while maintaining our quality, in order to reduce our impact and preserve and protect the planet for future generations.



### Community

Each day, we make a positive impact on our communities through the jobs we create, the wages we pay, the tax revenues we generate, and the significant investments we make in the communities in which we operate. To be able to deliver these benefits, we focus on being a competitive, well-managed, high-performance company. In addition, we have a deep commitment to operating a work environment that protects the safety of all the Anheuser-Busch InBev people who make our dreams possible.

We made significant progress in 2009 toward our dream to be the Best Beer Company in a Better World. Delivering on our dream requires measurable results and meaningful programs, some of which are described in the following pages.



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### Responsible Drinking

We are continuing to dedicate more resources to responsible drinking initiatives across the company. In each of the 20 markets where we hold the No. 1 or No. 2 market share position, we also have best-practice programs. Here is just a small sample of our initiatives from around the world:

- Recognizing that parents have the greatest influence on children's behavior, we created "Family Talk About Drinking" to help parents talk with their children. Developed in the U.S. by an advisory panel of education, family counseling, child psychology and alcohol treatment professionals, "Family Talk" encourages open and honest communication between parents and children to help prevent underage drinking. More than 7 million copies of this publication have been distributed to parents and educators since it was introduced in 1990, and we're now working to share this program with parents around the world in our key country languages, including English, Spanish, Chinese, Portuguese, French and Russian.
- In the U.S., we launched a national campaign, "Wanna Go Home with Me Tonight?", to encourage people to serve as designated drivers for holiday parties. The program makes it easy for volunteers to sign up for designated driver duty on Facebook, and participants are eligible for prizes like an MP3 player as a reward for their involvement.
- We have also supported the National Social Norms Institute at the University of Virginia for

more than a decade. This year, we partnered with the Institute to host a social norms forum in Brussels as one of our commitments to the European Union Alcohol & Health Forum. Attended by nearly 100 leaders in public health, law enforcement, and education from numerous EU countries, the forum shared the success of the proven, data-driven approach to driving positive behavior change in addressing irresponsible drinking.

- In partnership with the Belgian Institute for Road Safety and the country's brewers' association, we are a major co-sponsor of the "Bob Campaign." Built around the memorable character of Bob, a designated driver, the lively, eye-catching campaign makes the point that no party can go on without its own "Bob." The campaign has been copied in 16 European countries with support from the European Union.
- In Brazil, we expanded our Skol brand's consumer advertising campaign that celebrates the designated driver, or "Motorista da Rodada," as the hero of the evening for helping ensure everyone gets home safely. In addition, popular Brazilian soccer players representing our Brahma brand remind consumers to "Enjoy life in a responsible way."
- In the U.K., Stella Artois sponsored a "Get Home Safe" program with a special Web site to help consumers find safe transportation home after a night out.
- In the Netherlands, we joined with the Dutch Transport Ministry to organize Designated Driver events at soccer clubs

In China, our "Don't Drink and Drive" campaign, supported by the Shanghai Traffic Police, included public locations, distribution of more than 100 000 road safety leaflets, and a national online contest to solicit consumer ideas on avoiding drunk driving.



in connection with the Dutch Jupiler League soccer season.

- In Germany, we implemented our Beck's "Check Who Is Driving?" designated driver program at leading dance clubs throughout the country in partnership with the German Automobile Association. This effort reminded consumers as they entered the clubs to choose a designated driver at the beginning of the evening to help ensure a safe ride home. It also included a consumer Web site ([www.geklaert-werfaehrt.de](http://www.geklaert-werfaehrt.de)) that promotes the use of designated drivers and encourages consumers to interact and share their experiences.
- At the annual Quilmes Rock Festival in Buenos Aires, responsible drinking is a highly visible message to the more than 220,000 attendees of the four-day festivities. In addition, Quilmes has a long-running educational program for young people under the umbrella "Vivamos Responsablemente" ("Let's Live Responsibly").
- In Russia, we joined with other major beer companies in the campaign "Are You 18? Prove It!" We provided signage to retailers and held educational events, and checks also were conducted at retail outlets to advance the program.
- In China, we continued our "Don't Drink and Drive" campaign in partnership with the Shanghai Traffic Police Department, featuring popular television personality Ms. Gu Yongli as spokesperson.
- In Canada, Labatt has played a pioneering role in promoting moderation and responsible enjoyment and remains an industry leader with its current "Make a Plan" campaign, which helps Canadians plan ahead for the responsible and safe enjoyment of alcohol. Unlike traditional responsible-use communications that focus on consequences in the fight against drinking and driving, Make a Plan puts the emphasis on prevention. A dedicated Web site, [www.makeaplan.com](http://www.makeaplan.com), offers tips on getting home safely, on being a good host, and on appointing designated drivers.



## Dream: To Be the Best Beer Company in a Better World Environment

Anheuser-Busch InBev believes in setting ambitious targets for environmental performance. In 2009, we were successful in recycling 98% of our waste and brewing byproducts, reducing total water usage by 8.6% per hectoliter of production, and cutting total energy consumption by 7.0% per hectoliter of production.

In 2009, we set our three-year environmental targets:

- Increase our waste and byproduct recycling to 99%.
- Reduce water use for beer and soft drinks plants to an industry-leading 3.5 hectoliter per hectoliter of production.
- Reduce energy use per hectoliter by 10%.
- Reduce CO<sub>2</sub> emissions per hectoliter by 10%.

We are applying the new-found environmental expertise gained as a result of our combination across our expanded global operations. For example, we have adopted some of the

best practices from Anheuser-Busch to achieve energy usage reductions in our Leuven facility.

Here are some other examples of environmental stewardship from around our world:

- Anheuser-Busch was recognized by the U.S. Environmental Protection Agency (EPA) Climate Leaders program in December 2009 for meeting its greenhouse gas reduction goal for U.S. operations one year early. The company achieved a reduction of more than 5% and has committed to a further reduction in greenhouse gas emissions of 15% by the end of 2013 (from a 2008 base).
- Renewable energy systems are in use or under development in our operations around the world. For example, the Anheuser-Busch brewery in Houston, Texas, uses more than 70% renewable energy, between its wastewater biogas conversion program and a landfill gas project completed last year that turns waste into fuel. Biomass systems are operating at 10 facilities, using wood chips, coconut husks and farmed eucalyptus as alternatives to petroleum-based boiler fuels. In Latin America North, biomass now accounts for about 34% of total fuel use. In China, the Putin and Wuhan breweries use bio-energy recovery systems for heat production and to dry spent grain. This can save as much as 6,500 tons of coal a year.
- In Canada, Labatt has reduced its water use per hectoliter of production by approximately 45% since 2002.
- Our brewery in Jupille, Belgium, has the largest capacity



Each year since 2002, employees of our Russian breweries join their fellow citizens in traditional seasonal street cleanings like this one in Omsk, benefiting the community and the environment, while building teamwork.

of reusable packaging in the country. A typical bottle is used on average 35 times.

- In Brazil, our Guarulhos brewery in São Paulo received the “Environmental Seal,” an award granted by the local municipality for supporting its project “Preservation and Tracking Wild Animals.” The brewery is located near the 8 million-square-meter Atlantic Forest. Developed in partnership with the municipality’s Department of Environment, the project provides for the cataloging of wild animals and the rehabilitation of certain species in nurseries built inside the brewery in order to reintegrate them into the forest. In February 2009, the brewery was also approved as an “Area of Preservation and Tracking Wild Animals” by IBAMA, the National Environmental Agency.
- In the U.K., environmental campaigner and adventurer Ben Fogle backed the Stella Artois Hedge Fund to help replenish Britain’s depleted hedgerows. The Stella Artois Hedge Fund was supported by The Tree Council and the National Hedge Laying Society, which are responsible

for growing new hedgerows in the British countryside. The Hedge Fund will plant an estimated 365,000 saplings together with an additional 8,500 hedgerow trees. British hedgerows are important as they play a significant role in supporting wildlife and reducing the rate of climate change—1km of hedgerow will absorb up to one ton of CO<sub>2</sub> a year.



## Dream: To Be the Best Beer Company in a Better World Community

With the increased scale and reach of the combined Anheuser-Busch InBev, we have the opportunity to contribute in a meaningful way to the economic well-being of the communities and countries in which we operate. Here are just some of the ways in which we have had a positive impact in the past year:

- The total wages and salaries paid to AB InBev's approximately 116,000 employees were 3.8 billion USD in 2009.
- Capital expenditures around the globe totaled 1.5 billion USD, and investments in our facilities, distribution network and systems generated jobs and local economic growth.
- Income tax expense, which helps to support government programs around the world, totaled nearly 1.8 billion USD.

We also can be counted on when opportunities arise to help our communities directly:

- In the U.S., we work with our distributors and provided a total of 210,000 cases—or more than 5 million cans—of packaged drinking water to victims of natural disasters in 2008 and 2009. Since 1988, Anheuser-Busch has donated more than 68.5 million

cans of drinking water following natural and other disasters.

- For six years in a row, employees of our Labatt's London, Ontario, brewery and national office have supported the Annual Thames River Clean Up. More than one metric ton of debris—including metal, old bicycles, tires and shopping carts—was removed from the shoreline of the Thames, and employees also restored a path behind the brewery to its natural state for the community to enjoy.
- In Russia, our employees and their families joined townspeople and local authorities to help clean the streets of Klin, Ivanova, Kursk, Volzhsky, Saransk, Novocheboksarsk, Perm, Omsk and Angarsk. This is part of a longtime company commitment, called "We All Live Here," in which employees aim to make life more pleasant and comfortable for residents of our brewery communities.
- In Argentina, the project "Building Citizenship: Access to Health and Rights in Adolescence" implemented in five communities where our breweries are located, was

recognized by UNESCO and the Inter-American Development Bank (IDB) as a "Best Practice in Youth Policies and Programs in Latin America and the Caribbean." The project's goal is to promote the participation of young people in local development strategies, and it was selected from among 600 initiatives from 30 countries.

- In China, we launched a partnership with the China Europe International Business School (CEIBS). Under the partnership, the two sides will embark on a number of mutually beneficial endeavors including joint events, case-study writing, and research. The company will provide tuition scholarship for MBA students at CEIBS, and in return, CEIBS will provide priority access for recruitment of its graduates and hiring of interns.

Additionally, we have a rigorous focus on safety. The importance of safety goes well beyond merely avoiding lost



Working with our distributors, we provided more than 5 million cans of drinking water to victims of natural disasters in 2008 and 2009.

time. It is impossible to calculate the value of lives saved or injuries avoided. Providing a safe working environment is the first and most important thing we can do for our employees and their families. As we qualify new facilities under our VPO program, safety is one of the key pillars of our approach. In 2009, lost-time injuries were significantly reduced by 49%.

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