



## Anheuser-Busch InBev

### In a few words

Anheuser-Busch InBev is the leading global brewer and one of the world's top-five consumer products companies. For 2010, the company realized revenues of 36.3 billion USD. With a dream to be *the Best Beer Company in a Better World*, the company has a strong, balanced portfolio. With four of the top-ten selling beers in the world, Anheuser-Busch InBev holds the No. 1 or No. 2 position in 19 key markets. It has a key presence in both developed and developing markets.

Headquartered in Leuven, Belgium, Anheuser-Busch InBev leverages the collective strength of approximately 114,000 people in 23 countries worldwide. The company works through six geographical Zones; North America, Latin America North, Latin America South, Western Europe, Central & Eastern Europe, and Asia Pacific, allowing our consumers around the world to enjoy our beers.

***With operations and license agreements around the globe, Anheuser-Busch InBev is a truly global brewer.***



A true consumer-centric, sales driven organization, Anheuser-Busch InBev manages a portfolio of well over 200 beer brands that includes three global flagship brands; Budweiser, Stella Artois and Beck's, fast growing multi-country brands like Leffe and Hoegaarden, and strong "local champions" such as Bud Light, Skol, Brahma, Quilmes, Michelob, Harbin, Sedrin, Klinskoye, Sibirskaya Korona, Chernigivske, and Jupiler, among others.

In addition, the company owns a 50 percent equity interest in the operating subsidiary of Grupo Modelo, Mexico's leading brewer and owner of the global Corona brand.



## **A Brief History of Anheuser-Busch InBev**

Anheuser-Busch InBev's dedication to heritage and quality is rooted in brewing traditions that originate from the Den Hoorn brewery in Leuven, Belgium, dating back to 1366 and the pioneering spirit of the Anheuser-Busch brewery, which traces its origins back to 1852 in St. Louis, USA. In 1987 the two largest breweries in Belgium merged: Artois, located in Leuven, and Piedboeuf, located in Jupille signaling the formation of Interbrew, the former name of Anheuser-Busch InBev.

After the merger in 1987, Interbrew acquired a number of local breweries in Belgium. By 1991, a second phase of targeted external growth began outside of Belgium's borders. The first transaction in this phase took place in Hungary, followed in 1995 by the acquisition of Labatt, in Canada, and then in 1999 by a joint venture with Sun in Russia.

In 2000, Interbrew acquired Bass and Whitbread in the U.K., and in 2001 the company established itself in Germany, with the acquisition of Diebels. This was followed by the acquisition of Beck's & Co., the Gilde Group and Spaten. Interbrew operated as a family-owned business until December 2000. At this point it organized an Initial Public Offering, becoming a publicly owned company trading on the Euronext stock exchange (Brussels, Belgium).

In 2002, Interbrew strengthened its position in China, by acquiring stakes in the K.K. Brewery and the Zhujiang Brewery.

2004 marked a significant event in the company's recent history: the combination of Interbrew and AmBev to create InBev.

In 2006, InBev acquired the Fujian Sedrin brewery in China, making InBev the No. 3 brewer in China - the world's largest beer market. In 2007, Labatt acquired Lakeport in Canada, and InBev increased its shareholding in Quinsa, strengthening the company's foothold in Argentina, Bolivia, Chile, Paraguay and Uruguay.

On 18 November 2008, we closed the combination with Anheuser-Busch, creating Anheuser-Busch InBev, the leading global brewer and one of the top-five consumer products companies in the world.

For more information visit: [www.ab-inbev.com](http://www.ab-inbev.com)