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EUROPEAN ALCOHOL AND HEALTH FORUM - COMMITMENT MONITORING REPORT (DRAI)

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| COMMITMENT #: | 1216154861853-708 |
| TITLE OF THE COMMITMENT: | Employee Responsible Drinking Progra |
| NAME OF THE FORUM MEMBER ORGANISATION OWNING THE COMMITMENT: | Anheuser-Busch InBev |
| IS THIS A REPORT FOR AN ONGOING COMMITMENT OR A FINAL REPORT?: | Intermediate |
| WHAT IS THE TIME PERIOD COVERED BY THIS REPORT (IN THE CASE OF A FINAL REPORT, THE REPORTING PERIOD IS THE LIFE SPAN OF THE COMMITMENT)? | September 2007 - March 2009 |
| POINT OF CONTACT FOR THE COMMITMENT (THE PERSON AUTHORISED BY THE ORGANISATION OWNII WHO CAN BE CONTACTED FOR INFORMATION ABOUT THE COMMITMENT): | |

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COMMITMENT SUMMARY (BASED ON SUMMARY GIVEN IN ORIGINAL COMMITMENT FORM):

Building on the expertise and successful experience of some of our local responsible drinking projects, we will aim to internalize this responsible drinking message. We will reach out to our employees as a first audience, but will use our employees in a later stage to reach out into the communities around them, be this through private channels (family, friends) or professional channels (sales contacts, competitors,...) to strengthen the message that it is important to enjoy our products in a responsible manner.

LINK TO WEB SITES RELATING TO THE COMMITMENT:

for a full progress report on this commitment and related documents, please go to http://www.ab-inbev.com/go/responsible_brewer/responsible_drinking and check under 'EU Alcohol & Health Forum'.

DESCRIPTION OF THE IMPLEMENTATION OF THE COMMITMENT (MAX. 500 WORDS):

1.at global headquarters, a small cross-functional working group (human resources and corporate affairs) was formed. The same was done at Zone level in Western Europe (covering Germany, Italy, UK, Netherlands, France, Belgium & Luxembourg) and at national level in Czech Republic, Bulgaria, Romania and Hungary.

2. an electronic internal survey was carried out in Belgium, Luxembourg, Romania, Bulgaria, Czech Republic, Hungary, the Netherlands, the UK and at our global corporate headquarters which are based in Belgium. The aim of the survey was to find out what employees' knowledge is about responsible drinking; whether it is something they would like to have more information on and whether or not they feel that it is the employers' duty to provide this kind of information
3. in our pilot zone - Western Europe - a more in-depth survey was done, which will be followed up with one-on-one interviews to ask employees how they feel this important topic should be addressed
4. Global Responsible Drinking Minimum Standards were created and signed by the entire senior management to be rolled out in the countries. In Western Europe, this is being done at Zone level.
5. a toolkit was created for the national corporate affairs and human resources colleagues to help them implement the Minimum Standards for Responsible Drinking into local behavioral codes and employment contracts and to help them put together an internal responsible drinking awareness campaign based on these codes.
6. we have incorporated the information on responsible drinking for our employees into our internal Zythology website, which will be launched mid-April.
7. a 12min video was developed at various AB InBev and customer locations showing eight relevant settings in which employees are potentially faced with choices around alcohol consumption in the workplace or with situations in which having consumed alcohol could pose safety threats. This video will be used internally to show that it is important to know "where to draw the line" to avoid safety risks or loss of productivity
8. at Western European Zone level, three scenarios were developed for interactive and facilitated group discussions depending on the level of exposure to alcohol of an employee group.
9. In Bulgaria, a new responsible drinking policy was created, taking the minimum standards into account. In Czech Republic the existing internal policy was not changed but was joined by a new communication: 'Principles of Responsible Consumption'. In Romania, the existing local policies were adapted to meet the minimum standards. The same will be done in Hungary in 2009.
10. in the Western European Zone, a Zone-level responsible drinking policy was adopted at the end of 2008. It will be reflected - by end June 2009 - in all national employment contracts and company policies in the Zone.
11. all countries have already seen increased internal communications around the importance of responsible drinking. This will increase in 2009, as the roll-out of the local (adapted) policies continues.

OBJECTIVES (CF. SECTIONS 4-5 OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHA AND TO WHICH EXTENT HAVE THE OBJECTIVES SET OUT IN THE ORIGINAL COMMITMENT FORM BEEN REPORTING PERIOD? (MAX. 500 WORDS):

Seeing as this commitment is still very much in progress, we can only report that we are 'on course' to achieving the objectives set out in the original commitment. Achievements to date are very much 'progress' achievements, such as:

1. we have ascertained that employees do find responsible drinking important AND that there is some progress to be made in terms of their awareness of what is

responsible drinking. They do feel that it is the duty of the company to provide this kind of information.

2. we have ascertained that whether or not employees are aware of the local responsible drinking policy varies greatly from market to market

3. we have ascertained that many of our employees have a fairly low level of knowledge of the local external responsible drinking campaigns we are involved in or fund.

4. we have created minimum standards to be implemented at national level, to give both employer and employees certainty about duties and rights

5. we are starting to put into place tools that will help us raise the level of messaging about the importance of responsible drinking.

6. most markets have not waited for the tools to start messaging about the importance of responsible drinking: in Belgium, a BOB evening was organized; in Romania, an external responsible drinking program was executed with help of our sales people; in Czech Republic and Bulgaria these kinds of internal initiatives have increased and will continue to do so.

RELEVANCE (I.E. HOW DID THE COMMITMENT DURING THE REPORTING PERIOD CONTRIBUTE TO ACHIEVING THE AIMS OF THE FORUM - CF. SECTION 3 OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER (250 WORDS)):

This AB InBev commitment is to be viewed as a commitment addressing two focal points of EU Policy: preventing alcohol-related harm among adults and reduce the negative impact on the workforce; and inform educate and raise awareness of the impact of harmful and hazardous alcohol consumption. It concerns a very targeted group of people: our own employees. It consists of two phases and both will take some time: first we want to ensure that everybody who works in and for our breweries understands the importance of making responsible choices when drinking. In the long term, we are convinced that these 'educated' employees can – exactly because they work for a brewery – give a very convincing message to the outside world, to the communities they live and operate in.

We have during the reporting period ascertained that there is amongst our employees an incomplete awareness and knowledge around irresponsible drinking patterns.

We have also ascertained that there is a 'patchwork' of approaches locally and no global minimum standards; this is something we have corrected: we now have minimum standards that are being implemented into local policies. We have made a good start in giving this topic a lot more focus in our different businesses.

We are also in the process of developing a best-practice model in terms of finding out from our employees how we can best sell the responsible drinking message to them (pilot project in Western European zone)

INPUT INDICATORS (RESOURCES ALLOCATED TO THE COMMITMENT ("WHAT WAS DONE TO PUT THE COMMITMENT INTO PRACTICE?") - CF. SECTION 5A OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER (250 WORDS)):

the below is an estimation of the work that has gone into the commitment, a more

detailed account can be found in our full interim report which is available at http://www.ab-inbev/go/responsible_brewer/responsible_drinking under 'EU Alcohol & Health Forum'

- preparation and execution of employee survey around responsible drinking: min 90 hours
- preparation of minimum standards responsible drinking & toolkit for implementation : min 120 hours
- preparation of local (Zone) policies or adaption of local policies re responsible drinking: min 304 hours
- internal meetings about importance of responsible drinking: min 60 hours
- preparation of video for internal use to help employees know "where to draw the line"
- preparation (WE Zone) of three scenarios interactive and facilitated group discussions
- creation of responsible drinking information and tools through zythology website: min 87 hours

OUTPUT INDICATORS (MEASURE FROM A QUANTITATIVE POINT OF VIEW THE RESULTS CREATED THROUGH INPUTS ("WHAT WAS ACHIEVED WITH THE RESOURCES ALLOCATED TO THE COMMITMENT") - CF. SEC MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER) (MAX. 250 WORDS):

the below is an estimation of the number of people reached, a more detailed account can be found in our full interim report which is available at http://www.ab-inbev/go/responsible_brewer/responsible_drinking under 'EU Alcohol & Health Forum'

- employee survey around responsible drinking: 2232 people
- senior engagement on responsible drinking policy: min 13 people
- internal meetings about importance of responsible drinking: min 1900 people

OUTCOME AND IMPACT INDICATORS (HOW SUCCESSFUL HAS THE COMMITMENT BEEN DURING THE RELATION TO THE ORIGINAL OBJECTIVES - CF. SECTION 6 OF THE MONITORING COMMITMENT IN ANI CHARTER. THESE INDICATIONS GO BEYOND THE MINIMUM AGREED REQUIREMENTS TO MONITOR A CO EXPECTED THAT THIS TYPE OF EVALUATION WILL NOT BE CARRIED OUT FOR ALL COMMITMENTS.) (A

Short term:

Seeing as this commitment is still very much in progress, we can only report that we are 'on course' to achieving the objectives set out in the original commitment. We may have incurred some delay, which was due to longer than expected negotiations with local trade unions sometimes, this is something to be taken into account in the further roll-out of this commitment. Even though a lot of the activities still have to take place and we are still finalizing some tools, we can already see a heightened level of activity around responsible drinking internally. We will be able to assess the outcome when we do a follow-up survey around responsible drinking with our employees in 2009.

Medium term:

Long term:

Other:

EVALUATION DETAILS (TOOLS AND METHODS USED, INTERNAL OR EXTERNAL EVALUATORS...)(MAX. 250 WORDS)
(*MANDATORY ONLY FOR FINAL REPORT):

electronic employee survey

OTHER COMMENTS RELATED TO MONITORING THE COMMITMENT (THIS SECTION IS TO BE USED TO AD INFORMATION WHICH CAN BE USEFUL IN TERMS OF UNDERSTANDING ISSUES RELATING TO THE MONI COMMITMENT, SUCH AS, ANY MAJOR OBSTACLES THAT HAVE BEEN ENCOUNTERED, SOURCES OF DAT BASIC DETAILS OF THE COMMITMENT HAVE BEEN CHANGED, THIS FIELD IS TO BE USED TO EXPLAIN WERE CHANGED.) (MAX. 300 WORDS):

DISSEMINATION (HOW WERE THE RESULTS OF THE COMMITMENT DISSEMINATED?) (MAX. 250 WORDS) FOR FINAL REPORT):

REFERENCES TO FURTHER INFORMATION RELATING TO THE MONITORING OF THE COMMITMENT:

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