



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. On a pro-forma basis for 2007, the combined company would have generated revenues of 26.4 billion euro. With a vision to become *The Best Beer Company in a Better World*, the company has a strong, balanced portfolio, holding the number one or number two position in over 20 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 about 120 000 people in over 30 countries worldwide. Our beers are enjoyed by consumers all over the world as the company works through six operational zones: North America, Latin America North, Latin America South, Western Europe, Central & Eastern Europe, and Asia Pacific.

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



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

In addition, the company owns a 50 percent share in Grupo Modelo, Mexico's leading brewer and owner of the global Corona brand, and a 27 percent share in China brewer Tsingtao, whose namesake beer brand is the country's best-selling premium beer.



A Brief History of Anheuser-Busch InBev

Anheuser-Busch InBev's dedication to heritage and quality is rooted in the brewing traditions that originate from the Den Hoorn brewery in Leuven, dating back to 1366 and the pioneering spirit of the Anheuser & Co brewery, established in 1860 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.

In November 2008, the historic, industry-transforming combination between Anheuser-Busch and InBev was completed to form what is today, the leading global brewer and one of the top five consumer products companies in the world - Anheuser-Busch InBev.

For more information visit: www.ab-inbev.com