



Croatia

Population: 4.46 million (plato 2007)
Per capita beer consumption: 81.5 liters (plato 2007)
Major languages: Croatian

Anheuser-Busch InBev in Croatia key facts & figures*

Trading Name	Zagrebacka Pivovara
Volume of product sold in 2008	1.5 million hectoliters (Domestic market)
Market position	Number 1 in the market
Market share	39.7%
Beverage plants	Zagreb (VPO Qualified)
Plants operating VPO	Zagreb is qualified
Number of Full time employees	Approximately 500 employees
Number of Global Management Trainees	3

Brands

Global Brands	Beck's and Stella Artois
Multi-country Brands	Leffe, Hoegaarden
Local Brands	Ozujsko
Recent Innovations	Ozujsko Freshh
Belgian Beer Café's	2 – Zagreb, Rijeka

Brief history of Anheuser-Busch InBev in Croatia

Anheuser-Busch InBev acquired Zagrebacka in 1994.

Local claims/awards

Monde Selection 2006 – Gold Medal – Ozujsko
 Cropack 2007 – Packaging Award – Ozujsko

*Full year Pro-forma 2008 for Anheuser-Busch InBev
 Updated: March 2009



Corporate citizenship

Zagrebačka pivovara, is a leading local beer company and recognizes its responsibility, commitment and has a goal to be a leader in encouraging responsible and moderate drinking. The issue of drink driving was the main topic of our responsible drinking campaign, and Croatia's first, called 'When you drink, don't drive', launched in the summer of 2008. The title of the campaign clearly communicates Zagrebacka pivovara zero-tolerance for drink driving.

The Campaign consisted of billboards placed by the roads across Croatia, launch of a web site, campaign logo placed on all marketing campaigns of Zagrebačka pivovara, round table with speakers from Ministry of Internal Affairs, Croatian Autoclub, Croatian Institute for Public Health, Croatian Institute for Social Research, and we spoke on our research results and issues related to alcohol consumption habits in Croatia, as a part of our responsible drinking campaign.

The focus of our 2009 campaign, 'Think over' will be related to alcohol consumption and the youth population.

We also aim to make a positive impact on our community through our program, 'Brewery, my neighbour'. Zagrebačka pivovara launched the program in 2004 with the goal to develop partnerships with local communities by participating in improving of quality of life of people that live and work in our neighbourhood.

Employees of Zagrebačka pivovara supported this year's European mobility week by cleaning the environment & planting plants. This years theme of European mobility week was "Clean air for everyone" and therefore activities were directed on cleaning & arranging green areas in order to improve the quality of life in the cities.

Both projects present a long term contribution to Anheuser-Busch InBev's dream in becoming the Best Beer Company in a Better World.

Market facts & figures¹

Other market players

Market analysis and growth outlook

Karlovacka (Heineken) is number 2 in the market with a 22.7% market share in 2008. Their brands include Karlovacko Amstel and Heineken.

Trends in per capita consumption: 82.9 liters per capita in 2000; 79.6 liter per capita in 2005; forecast 83 liters per capita in 2010.

Trends in population growth: 4.56 million in 2000; 4.45 million in 2005; forecast 4.48 million in 2010.

Croatia is currently mature competitive market. Domestic lager brands are the most popular segment of the market, with imports currently accounting for app. 10% of sales. The outlook is for moderate growth across the beer market as a whole, driven by Per capita gains

¹ Information sourced from Platologic unless otherwise stated.



Anheuser-Busch InBev management

Zone President

Croatia is in Anheuser-Busch InBev's Central & Eastern Europe Zone, led by Zone President, Francisco Sá.

Country Manager

Sergey Yeskov.

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