



Czech Republic

Population: 10.25 million (statistic 2007)

Per capita beer consumption: 161.4 liters (statistic 2007)

Major languages: Czech

Anheuser-Busch InBev in the Czech Republic key facts & figures*

Trading Name	Pivovary Staropramen a.s.
Volume of product sold in 2008	2.6 million hectoliters
Market position	Number 2 in the market
Market share	15.6%
Beverage plants	Staropramen and Ostravar
Number of Full time employees	approximately 800 employees
Number of Global Management Trainees	2

Brands

Global Brands	Stella Artois
Multi-country Brands	Staropramen, Hoegaarden, Leffe
Local Brands	Branik, Ostravar, Velvet, Vratislav, Mestan

Recent Innovations and new products

Staropramen Chill

Staropramen Chill, a unique extension of Staropramen was launched in 2008. It is a lager beer tapped from a tap covered in ice specially designed and used exclusively for Staropramen Chill. The lager is tapped into a narrowly shaped glass allowing for optimal foam and aroma which should be served close to 0 degrees Celsius.

Staropramen Lager CoolKeg

In November 2008, Staropramen launched a new extension of a unique product: the self-cooling Staropramen Lager CoolKeg. The lager liquid is more suitable for winter consumption opportunities and therefore the liquid was changed from Svetly to Lager. CoolKeg is based on a unique, patented self-cooling technology developed by CoolSystem.

Staropramen Winter Multipack

During the 2008 Christmas season, Staropramen launched the Winter Multipack which contained four half-litre bottles of Staropramen Lager, four bottles of Granát beer and a special Staropramen beer glass.



Football Beer Ostravar Bazal

In March 2009, the Ostravar Brewery launched a semi-dark 'football lager' called Ostravar Bazal. Several thousand people including football fans of the popular football club FC Banik Ostrava, to whom the brand Ostravar has been a partner for five years, collaborated with the brewery to help with the launch. Its launch was much anticipated as consumers were asked to collaborate with the creation of the beer's logo and name, among other things. The beer has enjoyed successful sales.

Brand exports around the world

Staropramen is exported to more than 30 countries around the world.

Belgian Beer Café's

1 – in Prague.

Brief history of Anheuser-Busch InBev in the Czech Republic

The Staropramen Brewery dates back to 1869 when the construction of the brewery began on the banks of the Vltava River. By 1960, the brewery reached the milestone of producing 1 million hectoliters of beer per year. Pivovary Staropramen became a part of Anheuser-Busch InBev in 2000.

Market facts & figures¹

Other market players

Market analysis and growth outlook

PU Group (SABMiller), is number 1 in the market with a 48% market share. Major brands include Gambrinus which has a 25% share of the market, Radegast (7%) and Pilsner Urquell (6%).

Trends in per capita consumption: 160.6 liters per capita in 2000; 157.1 liters per capita in 2005; forecast 155 liters per capita in 2010. Trends in population growth: 10.28 million in 2000; 10.30 million in 2005; forecast 10.19 million in 2010.

The Czech Republic has the highest per capita consumption in the world but is expected to decline over the next few years. It is a very price sensitive market, however in recent years, there has been a boost to growth within premium sectors.

Corporate Citizenship

Environment and Corporate Responsibility initiatives

Community Day

As part of their long-term strategy, Pivovary Staropramen focuses on helping with improvement of the environment in Czech cities. In 2007, the company supported and helped fund an environmental project - Renewal of Old Orchard in Prague 5's Prokopské Valley. On an October afternoon, Staropramen's top management exchanged their mobile phones and computers for saws, shovels and spades to directly join the cause. They helped clear out old trees, dug holes and planted new fruit trees. The continuation of this project in 2008 was an even bigger hit among our employees with over 50 who participated. We will continue with this project in 2009.

Leave the Keys in your Pocket!

¹ Information sourced from Platologic unless otherwise stated.



In 2008, we developed and promoted our "Leave the Keys in your Pocket!" responsible drinking campaign. The objective was to further educate consumers on the negative effects of drink driving, as well as increasing awareness on the associated risks. The campaign consisted of several phases including an event where consumers were able to experience the effects of drink driving. The campaign continued in October and November, during which posters and postcards were distributed in 130 restaurants and bars in Prague, offering a safe alternative on how to get home safely if drinking. The posters and postcards contained the "Don't drive when you drink" message together with the telephone number of a partner company providing transport services and offering discounts to consumers. Additionally, internal communication was carried out to raise awareness among our employees, along with external communication to the press and a radio competition.

Alcohol Doesn't Belong Behind the Wheel

In June 2008, we partnered with the Czech Republic's Prague Administration Police on a traffic prevention event. The event had 3 purposes: first, to emphasize that drivers were permitted to consume non-alcoholic beverages only; second, to call attention to the danger of consuming alcohol before driving; and third, to increase awareness of the fact that driving under the influence of alcohol was a crime and that it was dangerous for both the driver and for other people on the road.

Anheuser-Busch InBev Management

Zone President

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

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