



Serbia

Population: 75 million (Population Census) ¹
Per capita beer consumption: 72 liters (Internal data) ²
Major languages: Serbian

Anheuser-Busch InBev in Serbia key facts & figures*

Trading Name	Apatin
Volume of product sold in 2008	3.0 million hectoliters
Market position	Number 1 in the market
Market share	54.3% market share
Beverage plants	One plant - north of Serbia (200km from Belgrade)
Number of Employees	Approximately 950 employees
Number of Global Management Trainees	4

Brands

Global Brands	Beck's, Stella Artois
Local Brands	Apatinsko Pivo, Jelen Pivo, Löwenbraü
Brand exports around the world	Jelen Pivo to Bosnia and Montenegro

Brief history of Anheuser-Busch InBev in Serbia

2006 marked the 250th anniversary of the Apatinska Pivara Apatin brewery in Serbia. The brewery became part of Anheuser-Busch InBev in December 2003.

Local claims and awards

1999-2008	Monde Selection Gold Medals for Jelen Pivo
2008	Six Gold Medals and Big Trophie for product quality at the Novi Sad Agricultural Fair (Jelen Pivo)
2008	The Best from Vojvodina (Jelen Pivo)

¹ Refers to Population Census and National Statistic institute (Serbia without Kosovo).

² Refers to internal and Berewery Association data .



2008

The Best from Serbia (Jelen Pivo)

Corporate citizenship

The company continuously promotes educational campaigns regarding responsible drinking: "When I Drink-I Don't Drive!" and environmental initiatives: "You Too can Recycle!".

Also, as an active member of society, in 2008 Apatinska Pivara helped fund the construction of Apatinska House, a pavilion in Pancevo, in order to accommodate blind or partially blind people lacking adequate accommodation.

Market facts & figures

Other market players

Market analysis and growth outlook

Carlsberg is number 2 in the market with an 25% market share. Competitive brands include Lav, Tuborg and Holsten.³

Trends in per capita consumption: 75.3 liters per capita in 2004; 81.3 liters per capita in 2006; 75.6 liters in 2007; forecast app. 80.0 liters per capita in 2010.⁴

Trends in population growth: 7.5 million in 2002; forecast 7.36 million in 2008; forecast 7,28 in 2012.⁵ The beer market in Serbia has experienced around 4.1% decrease in the last year (2008/2007). Per capita consumption is expected to be around 70.0- 75.0 l between 2008 and 2010.

Anheuser-Busch InBev management

Zone President

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

Country Manager

Ilija Setka

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www.jelenpivo.com

www.jelenfootball.com

³ Refers to internal and Brewery Association data.

⁴ Refers to Population Census and National Statistic institute (Serbia without Kosovo) and internal / Brewery Association.

⁵ Refers to Population Census and National Statistic institute (Serbia without Kosovo).