



Brazil

Population: 185.30 million (plato 2007)
Per capita beer consumption: 56.8 liters (2007)
Major languages: Portuguese

AmBev in Brazil key facts & figures*

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|---------------------------------------|---|
| Trading Name | Cia de Bebidas das Americas-AmBev |
| Volume of product sold in 2008 | 70.0 million hectoliters (Beer) 25.1 million hectoliters (Soft drinks) |
| Market position | Number 1 in the market (Beer) Number 2 in the market (Soft drinks) |
| Market share¹ | 67.5% (Beer) 18.0% (Soft drinks) |

Beverage plants

AmBev's plants are located in the following cities/States: Anápolis/GO, Brasília/DF, Goiania/GO, Teresina/PI, Cuiabá/MT, Manaus/AM, São Luis/MA, Cabo/PE, Viamão/RS, Camaçari/BA, João Pessoa/PB, Natal/RN, Aquiraz/CE, Rio de Janeiro/RJ, Pirai/RJ Juatuba/MG, Contagem/MG, Jaguariúna/SP, Guarulhos/SP, Jacareí/SP, Agudos/SP, Jundiai/SP, Estância/SE, Sapucaia do Sul/RS, Curitiba/PR, Lages/SC, Almirante Tamandaré/PR, Maltaria Navegantes – Porto Alegre/RS, Arosuco Aromas – Manaus/AM, Arosuco Rolhas – Manaus/AM, Vidros – Rio de Janeiro/RJ.

| | |
|---|--------------------------------|
| Plants operating VPO | All plants |
| Number of Employees | Approximately 23.000 employees |
| Number of Global Management Trainees | 19 |

Brands

| | |
|-----------------------------|--|
| Global Brands | Stella Artois and Budweiser |
| Multi-country Brands | Leffe, Hoegaarden, Quilmes, Nortenã, Patricia |
| Local Brands | Beer: Antarctica, Bohemia, Skol, Brahma Soft Drinks: Guaraná Antarctica, Pepsi ² |
| Recent Innovations | 2009 Soft drinks Innovation: H2OH! Passion Fruit 2008 Beer Innovation: Antarctica 473 ml can, Bohemia Oaken, Brahma 1 L, Brahma 120-years old special edition, Skol 1 L, Skol |

¹ Domestic own beer market share, based on 3rd party retail audit.

² Brewed under license or bottled under exclusive bottling agreement.



630 ml bottle, Skol Beats 269 ml can, Skol termosensible label, Stella Artois 985 ml bottle

2008 Soft drinks Innovation: Gatorade Kids, Gatorade Gold, Guarah, Pepsi Twist 3

2007 Beer Innovation: Bohemia Swiss, Brahma Fresh, Skol 18 can pack, Skol 24 can pack

2007 Soft drinks Innovation: Guaraná Antarctica Ice, Pepsi Max, H2OH! Tangerine, Gatorade Açai, Gatorade Cool Red

Brand exports around the world

Skol ranks as one of the world's largest beers.

Brahma is a strong local brand and is also available in more than 30 countries including 20 outside Latin America.

Brief history of AmBev in Brazil

Our Brazilian roots stretch back to 1885, when the first Antarctica plant was built in the Agua Branca district in São Paulo. AmBev was created in 1999 through the merger of the Brahma and Antarctica breweries which joined together to grow and expand their frontiers of operation. In 2004 AmBev combined with Interbrew to create InBev (currently Anheuser-Busch InBev).

Local claims/awards

Claims with local sign-off

2008 AWARDS

Great Place to Work – Organized by Época magazine, it grants an award to the best companies in managing people programs.

Melhores Empresas para se Trabalhar – The classification, provided by the magazines Você S/A and Exame, highlights the 500 biggest companies in the country, besides the biggest and best companies in each of the most representative national economic segments.

Empresas mais Admiradas – The company was recognized in the categories Brewery Industry for its work in social responsibility, ethic and commitment with human resources areas. The ranking, organized by the magazine Carta Capital, is based on a research made with the main businessman of the best companies in the country.

Prêmio FGV de Excelência Profissional – The award, coordinated by Fundação Getúlio Vargas, is given annually to 12 companies classified in the research "The 500 Largest Corporations in Brazil", in recognition for their competence and business efficiency.

Prêmio Época de Mudanças Climáticas – First edition of the award, provided by magazine Época, with the classification of the biggest companies in Brazil, showing how those companies see and deal with the Global Climate Change. AmBev was among the twenty first in the ranking.

Valor Carreira - As Melhores na Gestão de Pessoas – The research was coordinated by Hewitt and newspaper Valor Econômico and published by Valor Carreira magazine. The classification highlights the best companies in managing people effectively and those who distinguish itself by implementing practices to engage employees for supporting business strategy. AmBev was in the third position among the companies with more than 10 thousand employees.



4º Prêmio Fiesp de Conservação e Reúso da Água - Organized by Federação das Indústrias do Estado de São Paulo, the award is given to companies with the best practices in sustainable consumption of water. AmBev was in the second position in the ranking.

Prêmio Ação pela Água 2008 - Organized by Bacias dos Rios Capivari, Piracicaba and Jundiá Committee, the award was granted to AmBev for the project of sustainable use of water at the Jaguariúna subsidiary.

Market facts & figures³

Other market players

Market analysis and growth outlook

Primo Schincariol is the second largest brewer in Brazil with a market share of 12.5%. Their main brands are Nova Schin, Glacial, Baden Baden, Primus and Devassa. They are also active in the soft drink segment with Guaraná Schin, bottled waters, various fruit drinks and an energy recovery drink, the Skinka. Other players in the market include Kaiser, now owned by the Mexican group FEMSA which has 7.8% of market share, and Petropolis which has 9.3% of market share and produces a range of lagers under the brand names Itaipava, Crystal and Petra.

Trends in per capita consumption: 51.4 liters per capita in 2000; 51.7 liters per capita in 2005; forecast 60.0 liters per capita in 2010.

Trends in population growth: 167.86 million in 2000; 180.22 million in 2005; forecast 192.43 million in 2010.

With a sizable and growing population and forecast growth in per capita consumption, Brazil is a highly significant beer market. Beer makes up the largest volume of alcoholic drinks and is a fast-growing sector. Brazil is increasingly developing a superpremium segment, and domestic premium beers as well as import brands are helping to drive growth.

Corporate citizenship

Environment and Corporate Responsibility initiatives

AmBev has a wide range of environmental and social responsibility programs; the full details of which can be found in AmBev's 2008 Corporate Social Responsibility Report. Responsible drinking initiatives include the distribution of 60,000 breath analyzers in several states including São Paulo, Rio de Janeiro, Rio Grande do Sul, Bahia, Distrito Federal and Minas Gerais to support police efforts to combat drinking and driving; education campaigns to promote responsible consumption; and 'Ask for ID' initiatives to prevent underage consumption at retailers selling our beers.

Environmental measures include recognized best practices in sustainable consumption of water, the use of renewable energy and reuse of sub-products. The company also gives support for Recicloteca, one of Latin America's largest center of information on recycling, and promote campaigns to engage employees directly in recycling, by promoting internal initiatives and also with the community.

Social projects include the Maues Project to support the economic, social, cultural and environmental development of the Amazon region.

³ Information sourced from Platologic unless otherwise stated.



Other projects

The Antonio and Helena Zerrenner Foundation is a national benevolent institution that forms part of AmBev's controlling group. In 2006, the Foundation invested R\$ 83 million in benefits to the Company's employees and their dependents, benefitting more than 50,000 people in Brazil through health and education projects. AmBev also supports the private Gol de Letra Foundation, which has been recognized by UNESCO as a worldwide model for helping disadvantaged children.

Anheuser-Busch InBev management

Zone President

Brazil is in Anheuser-Busch InBev's Latin America North Zone, led by Zone President, João Castro Neves.

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