



Brazil

Population¹: 191million

Per capita beer consumption²: 65.4 liters

Major languages: Portuguese

Ambev in Brazil key facts & figures*

Trading Name	Companhia de Bebidas das Americas - Ambev
Volume of product sold in 2010	84.5 million hectoliters (Beer) 29.3 million hectoliters (Soft drinks)
Market position	Number 1 in the market (Beer)
Market share	70.1% (Beer) 17.7% (Soft drinks)
Beverage plants	Ambev's plants are located in the following Cities/States: Anápolis/GO, Aquiraz/CE, Brasília/DF, Goiania/GO, Teresina/PI, Cuiabá/MT, Manaus/AM, São Luis/MA, Cabo/PE, Itapissuma/PE, Viamão/RS, Camaçari/BA, João Pessoa/PB, Natal/RN, Rio de Janeiro/RJ, Piraí/RJ Juatuba/MG, Contagem/MG, Sete Lagoas/MG, Jaguariúna/SP, Guarulhos/SP, Jacaré/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.
Number of Employees	Approximately 29,000 employees
Number of Global Management Trainees	22

Brands

Global Brands	Budweiser, Stella Artois
Multi-country Brands	Leffe, Hoegaarden
Local Brands	Beer: Antarctica, Bohemia, Brahma, Skol Soft Drinks: Guaraná Antarctica, Pepsi ³

Recent Innovations

2011 Beer Innovation: Bohemia Pilsen 1L

2011 Soft drinks Innovation: Fusion Energy Drink, Guaraná Antarctica 1L, Citrus Antarctica, Lipton Mate, H2OH! Fruits

¹ IBGE – Censo 2010

² IBGE – Censo 2010

³ Brewed under license or bottled under exclusive bottling agreement

*Source: Anheuser-Busch InBev 2010 data
Updated: June 2011

2010 Soft drinks Innovation: Guaraná Antarctica Açai
2010 Beer Innovation: Skol 360°, Stella Artois Special Edition

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.

Guaraná Antarctica is exported to USA, Japan and Portugal.

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 which later became Anheuser-Busch InBev after the combination of Anheuser-Busch and InBev in 2008.

Market Consumption & Population Trends

Trends in per capita consumption: 51.4 liters per capita in 2000; 51.7 liters per capita in 2005; 65.4 liters per capita in 2010.

Trends in population growth: 167.86 million in 2000; 180.22 million in 2005; 191 million in 2010.

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 2009 Corporate Social Responsibility Report. Responsible drinking initiatives include the distribution of 80,000 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.

In 2010, Ambev consolidated the 'Gente de Resposta' platform, a project with several fronts to combat alcohol abuse and the sale of alcoholic beverages to minors. One initiative is the 'Jovens de Resposta Program', a partnership with NGOs in the cities of Sao Paulo, Rio de Janeiro and Salvador, with the goal of preventing the misuse of alcohol by young people from vulnerable communities and inhibit the use by children under 18 years old.

Environmental measures include recognized best practices in sustainable water use, the use of renewable energy and sub-products. The company also supports Recicloteca, one of Latin America's largest centers of information on recycling, and promotes internal and external campaigns to engage employees and the community in recycling. Social projects include the *Maues Project* to support the economic, social, cultural and environmental development of the Amazon region.

In 2010, Ambev launched the 'CYAN Movement - *Who sees water sees its value,*' a project to raise awareness and mobilization of society for sustainable water use. The Cyan Movement has several

**Source: Anheuser-Busch InBev 2010 data
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initiatives such as 'Projeto Bacias' - which aims to improve conditions and management of water resources in watersheds that supply the 34 plants of Ambev in Brazil - and the CYAN Bank - a system that gives discounts on online purchases for those who save water.

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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