



## China

**Population<sup>1</sup>:** 1.3 billion  
**Per capita beer consumption<sup>1</sup>:** 32.1 liters  
**Major languages:** Mandarin Chinese

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### Anheuser-Busch InBev in China key facts & figures\*

<b>Trading Name</b>	Anheuser-Busch InBev China Co., Ltd.
<b>Volume of product sold in 2009</b>	48 million hectoliters
<b>Market share</b>	11.1%
<b>Beverage plants</b>	33
<b>Number of Employees</b>	Approximately 40,000 employees
<b>Number of Global Management Trainees</b>	42

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### Brands

**Key Brands** Budweiser, Harbin (i.e. Hapi), Sedrin

Budweiser is a sponsor of the Shanghai World Expo 2010. Harbin is the official beer in China of the 2010 FIFA World Cup South Africa™.

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### Brief history of Anheuser-Busch InBev in China

Anheuser-Busch InBev first entered China in 1984 by providing technology transfers to Zhujiang Brewery in Guangzhou. From 1998 onwards, Anheuser-Busch InBev acquired or formed partnerships with a number of leading Chinese brewers including Jinling, KK, Double Deer, Shiliang, Baisha, and Jinlongquan. In May 2006, Anheuser-Busch InBev doubled its business in China by acquiring 100% of the Fujian Sedrin Brewery.

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<sup>1</sup>Information sourced from Plato Logic unless otherwise stated.

\*Source: Anheuser-Busch InBev.

Updated: July 2010



## Local claims/awards

### Claims with Local Sign-off

- Ranked No. 1 among Food & Beverage companies in the 2009 World Top 500 Companies' Contribution in China, which was awarded by *Southern Weekend*.
- Ranked No. 29 on the 2009 World Top 500 Companies' Contribution List announced by *Southern Weekend*, leaping 58 spots higher compared to 2008 Ranking.
- Awarded as a CSR Leader in the First China Corporate Social Responsibility Annual Conference organized by Chengdu municipal government and Nanfang Daily Media Group.
- Ranked No. 1 as the Most Responsible Corporation on CSR Contributions among Food & Beverage industry in China (by xinhua.net).
- Received the Best Environmental Protection Award from the WTO Economic Tribune in 2008.
- The Harbin Brewery Group of Anheuser-Busch InBev China was recognized as Advanced Collective by Heilongjiang provincial government in recognition of its sponsorship and outstanding performance during the Winter Universiade sports event.
- The Company's Sedrin Brewery was honored as a National Environmentally Friendly Company by the Ministry of Environmental Protection.
- The Wuhan Brewery has been honored as an Advanced Collective in Environmental Protection in Wuhan during the Ten-Five Period by the Wuhan municipal government.

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## Market Consumption & Population Trends<sup>1</sup>

Trends in per capita consumption: 17.5 liters per capita in 2000; 23.2 liters per capita in 2005; forecast 34.6 liters per capita in 2010.

Trends in population growth: 1.2 billion in 2000; 1.3 billion in 2005; forecast 1.35 billion in 2010.

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## Corporate citizenship

### Environment and Corporate Responsibility initiatives

Anheuser-Busch InBev is committed to building an eco-friendly brewery in China and advocating for responsible drinking.

Anheuser-Busch InBev has reduced water use in its Chinese breweries from 12 liters per liter of beer, to 6 liters, and is working on further reductions.

In 2008 and 2009, Anheuser-Busch InBev China reduced water usage by 8.4 percent, enough to supply water annually to about 352,000 Chinese homes.

<sup>1</sup>Forecasted Information sourced from Plato Logic unless otherwise stated.

\*Source: Anheuser-Busch InBev.

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As for energy use, Anheuser-Busch InBev's companywide 2010 targets are to reduce energy use per hectoliter by 10 percent.

The ZhouShan Greenfield is the first brewery in China that does not use Kieselghur (a limited resource).

The efficiency of building more compact new breweries, has a positive impact on the use of land resources, in line with the type of investment encouraged by the Chinese Government.

In 2010, Anheuser-Busch InBev, in partnership with Road Traffic Safety Association of China (RTSAC) and China Brewing Industry Association (CBIA), jointly launched 2010 National Responsible Drinking campaign in Beijing, China, to promote Designated Driver endorsed by Budweiser brand.

China's first non-commercial TVC featuring Designated Driver was officially unveiled by AB InBev, RTSAC and CBIA, which also served as the first New Year greeting for the 188 million drivers along with their families and friends. Pop star Eason Chan was invited to become the first "Designated Driver" in China and received a recognition certificate from AB InBev China for his support. As the ambassador, Eason shared a behind-the-scene story about the TVC shooting, highly advocating the use of Designated Driver to avoid drink driving.

Furthermore, a series of integrated first-ever Responsible Drinking activities will be rolled out in key cities across the nation. AB InBev and its Budweiser beer brand will bring marketing resources and retail channels, employees, sales personnel and wholesalers' efforts together to further promote "Responsible Drinking" in 2010.

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## **Anheuser-Busch InBev management**

### **Zone President**

China is in Anheuser-Busch InBev's Asia Pacific Zone, led by Zone President, Miguel Patricio.

### **For further information contact**

Enya Guo  
Corporate Affairs Director  
Anheuser-Busch InBev China  
enya.guo@inbev.cn

[www.ab-inbev.cn](http://www.ab-inbev.cn)

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