



China

Population¹: 1.3 billion
Per capita beer consumption¹: 32.1 liters
Major languages: Mandarin Chinese

Anheuser-Busch InBev in China key facts & figures*

Trading Name	Anheuser-Busch InBev China Co., Ltd.
Volume of product sold in 2010	50.1 million hectoliters
Market share	11.1%
Beverage plants	35
Number of Employees	Approximately 36,000 employees
Number of Global Management Trainees	84

Brands

Global Brands	Budweiser, Stella Artois, Beck's
Multi-Country Brands	Hoegaarden, Leffe
Local Brands	Harbin (i.e. Hapi), Sedrin, Jinling, Tangshan, KK, Double Deer, Jin Long Quan

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, the company acquired or formed partnerships with a number of leading Chinese brewers including Jinling, KK, Double Deer, Shiliang, Baisha, and Jinlongquan. In May 2006, the company doubled its business in China by acquiring 100% of the Fujian Sedrin Brewery. With the combination of Anheuser-Busch and InBev in 2008, the combined company's position was enhanced through its complementary footprints.

¹ Source PlatoLogic

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

Local claims/awards

Claims with Local Sign-off

- Ranked No. 1 among Food & Beverage companies in the 2010 World Top 500 Companies' Contribution in China, which was awarded by Southern Weekend.
 - Ranked No. 27 on the 2009 World Top 500 Companies' Contribution List announced by Southern Weekend
 - Ranked as "Best Employer" in the 2009 and 2010 Chinese Talent Development Best Companies Award
 - 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).
 - Won Special Reward of "2009 Multinational Corporations in China Contribution" (by China Enterprise News)
 - won the 2010 Corporate Social Responsibility Award & 2010 China CSR Communication Award (by CAEFI, CCF)
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Market Consumption & Population Trends¹

Trends in per capita consumption: 17.5 liters per capita in 2000; 23.2 liters per capita in 2005; 32.1 liters per capita in 2010.

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

Corporate citizenship*

Environment and Corporate Responsibility initiatives

Environment

AB InBev China has successfully implemented its Voyager Plant Optimization (VPO) program in all breweries in China and has achieved average water use of 4.7 hectoliters per hectoliter of production in 2010, a 20.7% decrease compared to 2009.

Ningbo brewery adopted environmental management best practices from other high-performing breweries, and is on track to achieve the 2012 water usage target one year ahead of schedule by implementing cost-efficient innovations such as narrowing bottle-washing nozzle diameters and reusing reclaimed water to flush boilers.

Community

In 2010, AB InBev China donated RMB6.5 million to support community initiatives. This includes disaster relief for a magnitude 6.9 earthquake originated in Yushu, Qinghai Province which claimed many lives and destroyed thousands of wood-earth buildings, the first AB InBev Hope School in Jinping, Yunnan Province, and 150 Water Cellars, bringing relief to the drought-hit Kunming, Yunnan Province. As a responsible corporate citizen, AB InBev China continuously supports the Find Water



for China campaign in partnership with Southern Weekend and China Foundation for Desertification Control in 2009 and 2010.

Responsible Drinking

China's first designated driver ad

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

China's first tv ad 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.

Shortly after the national kick off in Beijing, the campaign was rolled out to other key cities in China in 2010, including Shanghai, Guangzhou, Foshan, Xiamen, Nanjing, Kunming, Harbin and Hangzhou.

Global Be(er) Responsible Day in China

As part of China's initiatives for AB InBev's Global Be(er) Responsible Day, Carlos Brito, AB InBev's CEO and Miguel Patricio, Zone President of AB InBev's APAC Zone participated in the celebration for Harbin Beer's 110th Anniversary. Hundreds of AB InBev employees gathered at the Harbin Brewery and formed the Chinese characters for the "Designate a Driver" logo. Brito, Miguel and other senior leaders unveiled the huge logo featuring Designated Driver message.

"I Do" Campaign

In 2011, following the successful launch of Budweiser's 2010 "Designated Driver" campaign, AB InBev China launched an expanded Budweiser "I Do" campaign across China, focusing on promoting and advocating the "No Drunk-driving" message. For this campaign, the first ever JINGLE, titled "I Do", to promote responsible drinking was composed and sang by Yu Quan, a famous Chinese pop duo.

Management

Zone President

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

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