



Dominican Republic

Population¹: 9.55 million
Per capita beer consumption¹: 38.8 liters
Major languages: Spanish

Anheuser-Busch InBev in the Dominican Republic key facts & figures*

Trading Name	Embodom C. por A.
Volume of product sold in 2009	1.5. hectoliters (Beer and Soft Drinks)
Market position	Number 2 in the market (Beer) Number 2 in the market (Soft drinks)
Market share	13.6% (Beer) 31.6% (Soft drinks)
Beverage plants	Hato Nuevo (Beer) and San Martín (Soft drinks)
Number of Employees	Approximately 1,600
Number of Global Management Trainees	5

Brands

Global Brands	Budweiser, Stella
Local Brands	Beer: Brahma Light, Brahma, Brahma Ice, Quilmes Soft Drinks: Pepsi ² , 7Up ² , Red Rock, H2O!

Brief history of Anheuser-Busch InBev in the Dominican Republic

AmBev acquired operations in the Dominican Republic in 2004, commercializing soft drinks. In August 2005, AmBev launched Brahma, its first beer in the Dominican Republic. Within the following two years, Quilmes was also introduced and started to be produced locally.

In July 2007, Brahma Light was launched and in the following year, Ambev launched Brahma Ice later in October 2008.

¹Information sourced from Plato Logic unless otherwise stated.

² Brewed under license and bottled under exclusive bottling agreement.

*Source: Anheuser-Busch InBev.

Updated: July 2010



Market Consumptions & Population Trends¹

Trends in per capita consumption: 41.7 liters per capita in 2000; 45.3 liters per capita in 2005; forecast 38.8 liters per capita in 2009.

Trends in population growth: 8.5 million in 2000¹; 9.16 million in 2005; forecast 9.65 million in 2010.

Corporate citizenship

Environment and Corporate Responsibility initiatives

Recycling training at a school nearby the brewery (HN School, Manogwayabo). Hato Nuevo Brewery has been recognized and awarded for "Regional Cleaner Production" in the category of environmental management system, as well receiving special mention in the category materials – large company. The award was awarded by the Central American Commission on Environment and Development (CCAD).

Anheuser-Busch InBev management

Zone President

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

Country Manager

Eduardo Loges is the Comercial Director of the country.

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Updated: July 2010