



Russia

Population¹: 142.26 million
Per capita beer consumption¹: 73.6 liters
Major languages: Russian

Anheuser-Busch InBev in Russia key facts & figures*

Trading Name	SUN InBev Russia
Volume of product sold in 2009	16.5 million hectoliters
Market position	Number 2
Market share	15.8%
Beverage plants	Klin, Omsk, Saransk, Volzhskiy, Ivanovo, Perm, Kursk, Novocheboksarsk, St-Petersburg, and Angarsk.
Number of Full time employees	Approximately 8,800 employees
Number of Global Management Trainees	2

Brands

Main Brands: Global Brands	Stella Artois, Brahma, Löwenbräu, Beck's
Multi-country Brands	Hoegaarden, Leffe
Main Brands: Local Brands	Klinskoye, Sibirskaya Korona, Bagbier, Pikur, T. Tolstiak, Zolotaya Angara

Recent Innovations

BagBier Golden: Local regional brand launched in Omsk: light beer in transparent PET.
 Sibirskaya Korona Evolution: new bottle for Sibirskaya Korona

Brand exports around the world

Mainly to Kazakhstan, Belarus and other CIS countries.

¹Information sourced from Plato Logic unless otherwise stated.

*Source: Anheuser-Busch InBev.

Updated: July 2010



Brief history of Anheuser-Busch InBev in Russia

The company was founded in 1999 after two important players in the Russian and Ukrainian beer markets, Interbrew and SUN Brewing, united their brewing facilities in these countries. Currently SUN InBev Russia owns 10 breweries in Russia. SUN InBev Russia is the second largest brewing company in Russia.

Market Consumption & Population Trends¹

Trends in per capita consumption: 33.5 litres per capita in 2000 60 liters per capita in 2005; forecast 70.1 liters per capita in 2010.

Trends in population growth: 145.62 million in 2000; 145.14 million in 2005; forecast 141.55 million in 2010.

Corporate citizenship

Environment and Corporate Responsibility initiatives

In 2009 SUN InBev joined in the celebration of the United Nations-sponsored World Environment Day. In celebration of World Environment Day, employees took part in special events in several Russian cities that are home to SUN InBev breweries.

Community

"We will live here"

Long-term community program, "We will live here" encourages employees and other members of the community to take actions to improve their local communities and environment.

Industrial Tourism

The complex project aimed to attain better sales results and improve our brands' reputation started in 2009 at all SUN InBev sites. More than 3,000 thousand visitors among whom were consumers, employees, regulators, retailers and distributors, learned a lot about brewing technology and received answers to questions they had about our business and products.

Responsible drinking

"Are You 18? Prove It!"

SUN InBev, together with other major beer companies, joined the industry-wide national responsible drinking campaign initiated by the Beer Union of Russia. The project was designed to stop beer sales to underage drinkers.

"Don't Drink and Drive"

In 2009, SUN InBev launched a partnership with the road police regional departments to help to prevent drink driving in Moscow, Kursk, Volgograd, Omsk regions.

¹Information sourced from Plato Logic unless otherwise stated.
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Anheuser-Busch InBev management

Zone President

Russia is in Anheuser-Busch InBev's Central & Eastern Europe Zone, led by Zone President, Francisco Sá.

Country Manager

Tunç Cerrahoğlu

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