

AB InBev Launches 100+ Accelerator To Fund and Support Local Entrepreneurs Solving Global Sustainability Challenges

The world's leading brewer announces 10 inaugural challenges

August 2, 2018: Anheuser-Busch InBev invites academics, entrepreneurs, scientists and technologists to apply to the 100+ Accelerator with the aim of mobilizing the world's brightest minds to solve some of the most pressing global sustainability issues.

AB InBev is looking for partners who can deliver breakthrough advancements in a range of areas including water stewardship, farmer productivity, product upcycling, responsible sourcing and green logistics. Startups can apply with their solutions to 10 key challenges that we have developed with input from internal stakeholders and third party experts around the world. Successful applicants will receive mentorship, funding and access to new networks.

"It's incumbent on global businesses to play a bigger role in creating a better world for all," said **Tony Milikin, AB InBev's Chief Sustainability & Procurement Officer**. "At AB InBev we have a long-term vision to build a company to last for the next 100+ years, which relies on driving sustainability across our business. Our approach is rooted in the communities where we live and work, and we are well positioned to support entrepreneurs who are tackling local challenges. Through the 100+ Accelerator, innovators will benefit from our resources, experience and global reach to speed their progress and scale."

Selected winners will be announced in September 2018 and invited to be part of the 100+ Accelerator, which will kick-off in New York city in October and run through March 2019 . The program will culminate in a Global Demo Day in Leuven, Belgium where startups have the opportunity to pitch for further funding from 100+ as well as from external investors.

Maisie Devine, Global Director of AB InBev's 100+ Accelerator, commented "Today's global sustainability challenges provide us with some of the greatest opportunities for development and innovation. We want to empower driven and committed entrepreneurs who are solving problems in their own communities. The 100+ Accelerator will draw on our company's entrepreneurial spirit and our constant drive to deliver faster, better results."

The 100+ Accelerator will begin with a pilot sprint for each chosen startup to validate product-market fit, followed by a structured curriculum focused on integrating with a large corporate partner and best practices for scaling. The Accelerator will draw on insights and experience from ZX Ventures, AB InBev's global incubator. This is the beginning of a longstanding program that will run annually.

The launch of the 100+ Accelerator builds on AB InBev's recently announced 2025 Sustainability Goals. A successful brewer requires natural ingredients, a healthy natural environment and thriving communities. At AB InBev we are committed to improving lives in the communities we are part of and playing a positive role within them.

For more information about the program visit the 100+ Accelerator website [www.100accelerator.com].

100+ Accelerator – Request for Startups:

1. Every Single Drop [www.100accelerator.com/everysingledrop]

The UN describes water scarcity as one of the “main problems to be faced by many societies and the world in the 21st century.” How can we address watershed conservation, improve water access, and reduce water wastage?

2. Smart Agriculture [www.100accelerator.com/smartagriculture]

Agriculture science is rapidly advancing and significantly impacting crop yields, crop survivability and, as a result, economies around the globe, yet many growers don't have access to that technology. How do we bridge the gap between advancement and access - how can we prevent crops from disease and pests, how can we use technology to ensure zero waste occurs in the sorting of malt barley?

3. Close The Loop [www.100accelerator.com/closethe-loop]

The future will depend on a circular economy in order to create long-term, sustainable value for everyone. What greener alternatives exist for packaging, how can we make sure that collection and recycling of waste is more efficient in developing economies?

4. The Future of Brewing [www.100accelerator.com/thefutureofbrewing]

We believe the future of brewing will be transformed by new technology and innovation. How can we use technology at the various stages of the brewing process to increase efficiency and reduce waste?

5. Carbon Action [www.100accelerator.com/carbonaction]

The companies must be more proactive in reducing their greenhouse gas emissions. What are the cutting-edge renewable energy solutions for farms, how can technology be used to monitor energy and increase efficiency and what new solutions are there for removing carbon from the atmosphere?

6. Safer & Greener Logistics [www.100accelerator.com/saferegreenerlogistics]

The transportation sector is one of the largest contributors of greenhouse gas emissions, primarily from burning fossil fuels. How can smart, safe, fuel-efficient logistics transform the supply chain footprint?

7. Responsible Sourcing [www.100accelerator.com/responsiblesourcing]

Without exception, adhering to high ethical standards is the right thing to do and provides for a better, safer world. How can we increase transparency of complex supply chains, and what scalable solutions could enhance responsible sourcing practices?

8. Empowering Small Business [www.100accelerator.com/empoweringsmallbusiness]

Every year, AB InBev works with millions of small business owners across our supply chain. How can we effectively disseminate knowledge and transfer technology throughout our supply chain? How can we promote economic productivity through digital training and financial inclusion?

9. Waste To Wellbeing [www.100accelerator.com/wastetowellbeing]

The current food supply and how we consume globally is not sustainable. Can the millions of tons of grain and yeast co-product be repurposed and used to help feed those who need it?

10. All Hands [www.100accelerator.com/allhands]

We are 200,000 employees strong and ready to make a difference. How can AB InBev improve its working environment to make it more focused on recycling, conserving water and travelling more efficiently?

Applications close on September 14, 2018 at midnight PST. For more information on the program or to apply, go to www.100accelerator.com

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About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Our Dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Our diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck's®, Castle®, Castle Lite®, Hoegaarden® and Leffe®; and local champions such as Aguila®, Antarctica®, Bud Light®, Brahma®, Cass®, Cristal®, Harbin®, Jupiler®, Michelob Ultra®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 180,000 employees based in nearly 50 countries worldwide. For 2017, AB InBev's reported revenue was 56.4 billion USD (excluding JVs and associates).

Legal Disclaimer

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The forward-looking statements should be read in conjunction with the other cautionary statements that are included elsewhere, including AB InBev’s most recent Form 20-F and other reports furnished on Form 6-K, and any other documents that AB InBev has made public. Any forward-looking statements made in this communication are qualified in their entirety by these cautionary statements and there can be no assurance that the actual results or developments anticipated by AB InBev will be realized or, even if substantially realized, that they will have the expected consequences to, or effects on, AB InBev or its business or operations. Except as required by law, AB InBev undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.