

China - Introduction

Carlos Brito, CEO



China - the country

- **World's second largest economy**
- **Largest beer market in the world, by volume**
- **Growing per capita beer consumption**
- **Premiumization trend**

China - our journey

- **Operating in China for more than 30 years**
- **Interbrew and InBev**
 - Zhujiang technology transfers 1984
 - Sedrin 2006
- **Anheuser-Busch**
 - Budweiser launched in 1995
 - Harbin 2004
- **AB InBev**
 - Asia Breweries 2013
 - Ginsber 2014

China - our business today

- **Strong portfolio of brands with a focus on Core+ and above**
- **Market share growing**
- **Profitability improving from increasing scale and operational efficiencies**
- **Engaged team with big dreams**

The best is yet to come