

AB InBev Investor Seminar

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Michel Doukeris, Zone President Asia Pacific

Good morning!

I'm Michel Doukeris, President of ABI's APAC (Asia-Pacific) Zone. I have enjoyed living and working here in Asia for the past 6 years.

Welcome to China!

Or in Chinese: *huan ying lai dao zhong guo*

I'll open our conference explaining to you why we decided to host this event in APAC, specifically in China.

Please allow me to show you a view of our zone – Asia Pacific.

We are in 8 countries and territories. Last year, we sold 82.5 million hectoliters of beer. Our revenue was 5 billion US dollars. We generated 1.1 billion dollars in EBITDA. We are 29,000 ABI people in Asia Pacific.

We run 55 breweries. And we are incredibly proud of our brands the brands that you will see in the upcoming days.

We break our APAC zone down into 3 business units --- China, South Korea and ISEA. ISEA is India and SE Asia, and includes India, Vietnam, Cambodia and Laos. Please allow me to show a video that features some of the diversity And excitement that we are generating here in Asia Pacific.

As you can see in the video, Asia is an incredibly diverse and fascinating place. And not only that – have a look at this map. Imagine you draw a circle around where we stand today – a circle with a 1,000 mile radius out of Guangzhou. You will find that there are more people living inside this circle than outside of it. Think about that fact as we speak in the coming days.

So, without further introduction, let me welcome you. Welcome to China. And welcome to Guangzhou, where ABI's journey in Asia began. Where that journey will end is still to be continued.