

The enclosed information constitutes regulated information as defined in the Belgian Royal Decree of 14 November 2007 regarding the duties of issuers of financial instruments which have been admitted for trading on a regulated market.

## Disclosure Made According to the Requirements of the Law of 2 May 2007

Anheuser-Busch InBev SA/NV (Euronext: ABI) (NYSE: BUD) (MEXBOL: ANB) (JSE: ANH) ("AB InBev") discloses the notification of significant shareholding that it has received in accordance with the Belgian Law of 2 May 2007 on the disclosure of significant shareholdings in listed companies.

According to its obligation under article 14 of the Belgian Law of 2 May 2007 on the disclosure of significant shareholdings in listed companies, AB InBev publishes the content of the notification that it has received.

1. Date: Notification on 14 October 2016
2. Reason for the notification: Holding of voting securities upon first admission to trading
3. Notification by:

Altria Group, Inc.	6601 West Broad Street, Richmond VA 23230, USA
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4. Denominator on the date of notifications: 2,019,241,973 shares

5. Notified details:

	Previous notification # of voting rights	After the transaction			
		# of voting rights		% of voting rights	
Holders of voting rights		Linked to securities	Not linked to securities	Linked to securities	Not linked to securities
Altria Group, Inc.		185,115,417	0	9.17%	0.00%
	<b>TOTAL</b>	<b>185,115,417</b>	<b>0</b>	<b>9.17%</b>	<b>0.00%</b>

6. Date threshold crossed: 11 October 2016

7. *Threshold crossed*: 7.5 %

8. *Chain of controlled entities through which the shareholding is effectively owned*: Altria Group, Inc. is not a controlled undertaking.

9. *Additional information*: The shares owned by Altria Group, Inc. in AB InBev SA/NV belong to the following share classes:

- Restricted Shares: 185,115,417 (out of 325,999,817 existing Restricted Shares)
- Ordinary Shares: 0 (out of 1,693,242,156 existing Ordinary Shares)

Notifications of significant shareholdings to be made according to the Law of 2 May 2007 or AB InBev's bylaws, should be sent to [benoit.loore@ab-inbev.com](mailto:benoit.loore@ab-inbev.com).

This notification will be posted on [www.ab-inbev.com](http://www.ab-inbev.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 400 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®, Chernigivske®, Cristal®, Harbin®, Jupiler®, Klinskoye®, Michelob Ultra®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, Sibirskaia Korona® 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 200,000 employees based in more than 50 countries worldwide. In 2015, on a combined pro forma basis, AB InBev realized 55.5 billion US dollar in revenues (excluding JVs and associates).

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### Contacts

#### Media

Marianne Amssoms

+1 212 573 9281

[marianne.amssoms@ab-inbev.com](mailto:marianne.amssoms@ab-inbev.com)

Karen Couck

+1 212 573 9283

[karen.couck@ab-inbev.com](mailto:karen.couck@ab-inbev.com)

Kathleen Van Boxelaer

+32 16 27 68 23

[kathleen.vanboxelaer@ab-inbev.com](mailto:kathleen.vanboxelaer@ab-inbev.com)

#### Investors

Graham Staley

+1 212 573 4365

[graham.staley@ab-inbev.com](mailto:graham.staley@ab-inbev.com)

Heiko Vulsieck

+32 16 27 68 88

[heiko.vulsieck@ab-inbev.com](mailto:heiko.vulsieck@ab-inbev.com)

Lauren Abbott

+1 212 573 9287

[lauren.abbott@ab-inbev.com](mailto:lauren.abbott@ab-inbev.com)