



Best Beer Company Bringing People Together For a Better World

Carol Clark
Vice President, Beer & Better World

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Content



- Who is AB InBev?
- What is Better World?
- Why Better World is Important?
- Better World Pillars
 - Responsible Drinking
 - Environment
 - Community
- Results

AB InBev at a glance

- * **Leading global brewer**
- * **Top-five consumer products company**
- * **EBITDA of 17.2 billion USD in 2013**
- * **Revenue of 43.2 billion USD in 2013**

- * **Global HQ: Leuven, Belgium**
- * **Operations in 25 countries**
- * **Sales in 100+ countries**
- * **150,000 employees worldwide**

- * **Ticker**
Euronext: ABI
NYSE: BUD

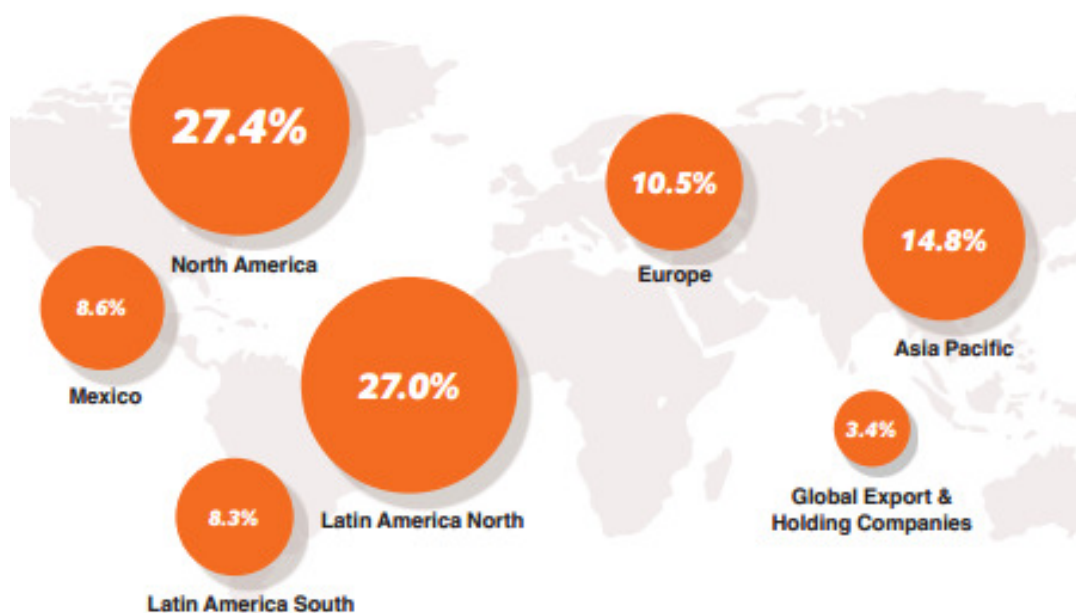


A truly global company

Operations across six geographical Zones



2013 Volume Contribution by Region*



* Using 2013 reference base.



Revenue (million USD)



2013	43 195
2012	39 758
2011	39 046
2010	36 297
2009	36 758

We are a top 5 consumer products company



Source: 2013 company filings/reports, AB InBev estimates

AB InBev by the numbers

18 \$1B BRANDS



100 MILLION+
SOCIAL MEDIA
FANS

PROVIDE SUPPORT
TO MORE THAN

25,000

BARLEY
GROWERS
WORLDWIDE



6

OF THE
BrandZ® TOP
10 MOST
VALUABLE
BEER BRANDS

1.



2.



4.



5.



6.



10.



NEARLY **170,000**
HOURS OF COMMUNITY
SERVICE IN 2013

COMPLIANCE HELPLINE
AVAILABLE IN
15 LANGUAGES
TO REPORT ETHICS
AND HUMAN RIGHTS
VIOLATIONS

ZERO
PRODUCT SAFETY
RECALLS IN 2013

\$2.5 MILLION
IN SAVINGS
FROM 5.4%
WATER USE
REDUCTION
IN 2013

1.9M HOURS
OF EMPLOYEE TRAINING

134,000 APPLICANTS TO THE
GLOBAL MANAGEMENT
TRAINEE PROGRAM

IMPLEMENTED
SOCIAL COMPLIANCE
SELF-ASSESSMENTS



WITH **1,250**
SUPPLIERS

63.6% VOLUME AND
52.5% REVENUE FROM
DEVELOPING MARKETS



AB InBev Dream



Best Beer Company
Bringing People Together
For a Better World

Better World = Social Responsibility and covers three main areas:



Responsible Drinking



Environment



**People &
Community**

Six geographic zones around the world implement Better World actions taking into account individual zone and market needs

Better World is important...



- Our stakeholders care about responsible drinking, reducing environmental impacts and supporting communities.
- Proactively managing these issues is also good business:
 - It helps us attract, retain and engage great people.
 - It influences the choices consumers make around our brands.
 - It helps reduce direct and indirect costs and risks to our business.



Our Better World areas of focus



Best Beer Company
Bringing People Together
For a Better World



**Responsible
Drinking**

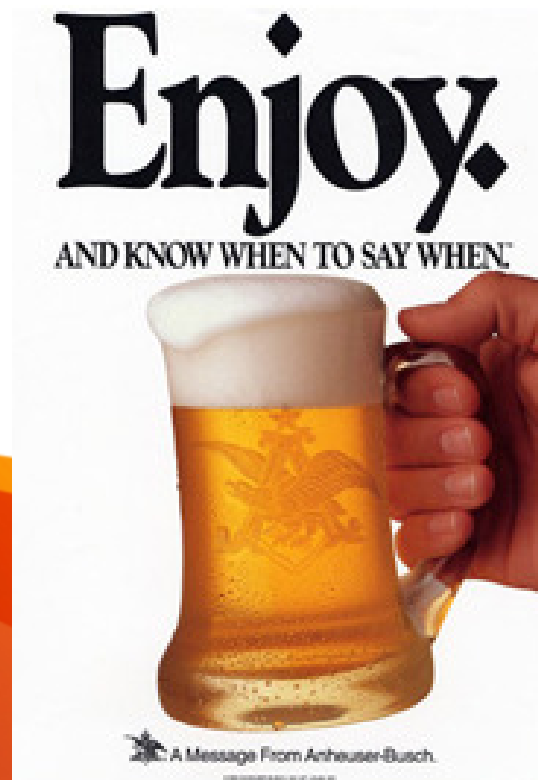


Environment



Community

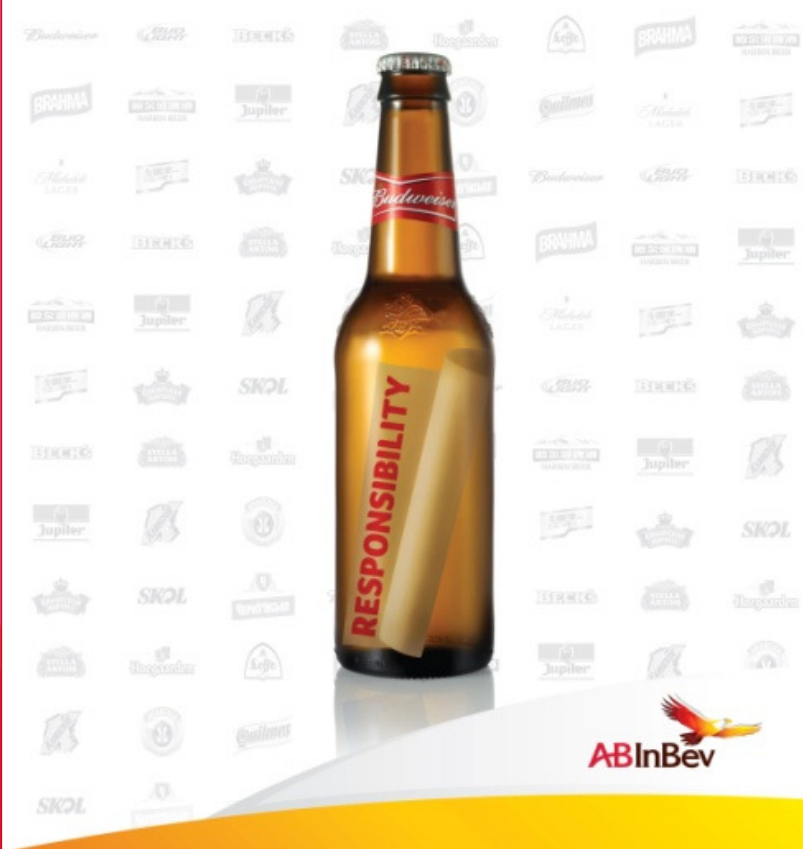
A Legacy of Responsibility





Responsible Drinking Focus Areas

- Encouraging responsible drinking
- Preventing drunk driving
- Preventing underage drinking



Our message in every bottle.

Responsibility means different things to different people. To a parent, it's talking to your kids about underage drinking. To a group of friends, it's choosing a designated driver. To a bartender, it's checking IDs. And to 114,000 Anheuser-Busch InBev colleagues around the world, it's doing everything we can – with every beer we brew – to ensure that our products are enjoyed responsibly.

To learn more, visit www.ab-inbev.com.

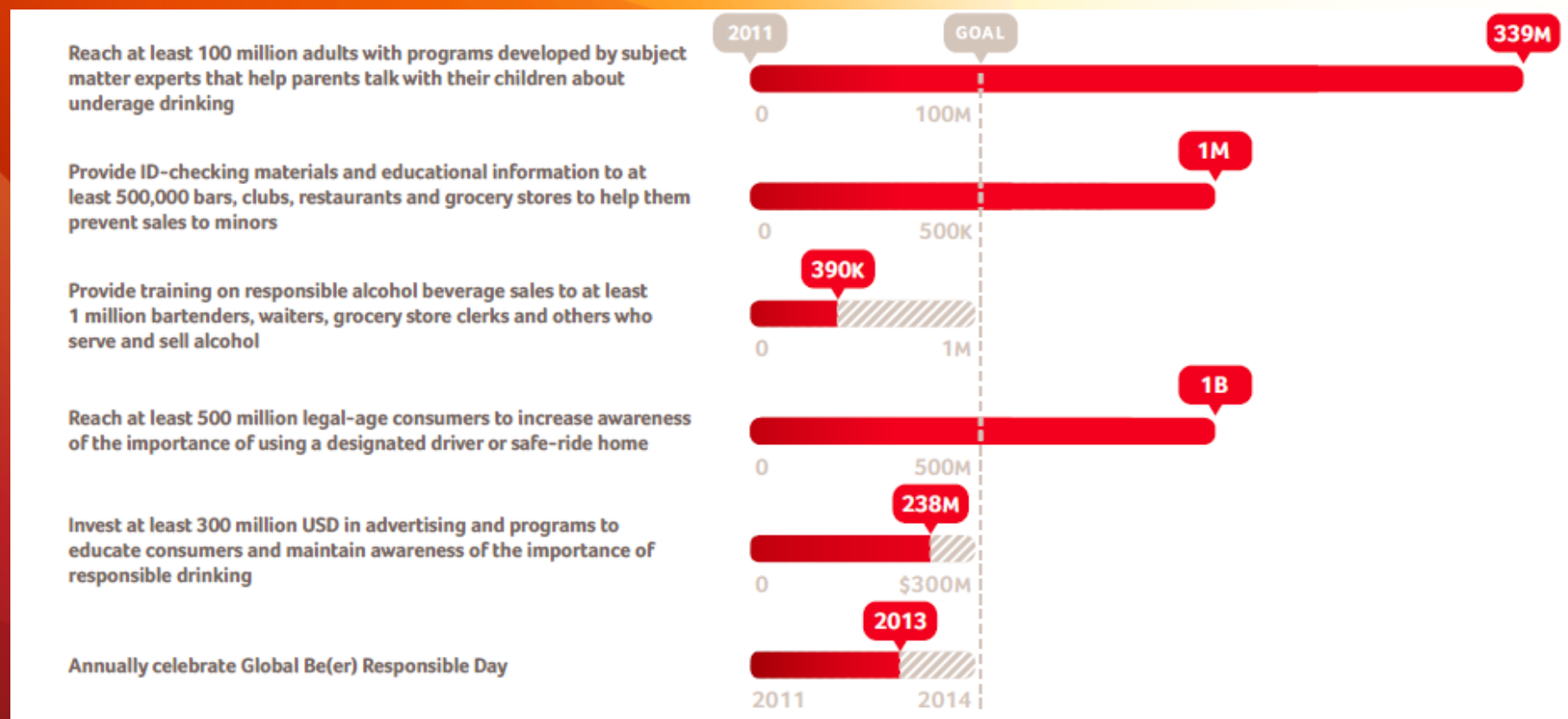


Scan with a mobile QR reader for more information.



Responsible Drinking Global Goals

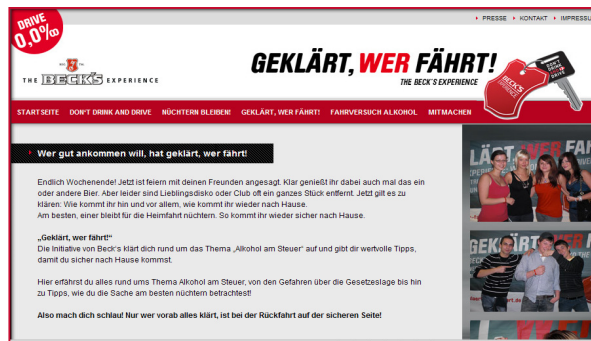
2011-2013 progress, Goals to be met by end of 2014



Drunk-Driving Prevention



- Promotion of designated drivers and safe rides
- Retail execution
- Partnerships: retailers, government agencies, law enforcement, community groups
- Advertising campaigns: TV, print, digital, radio, outdoor
 - Message from key country brand



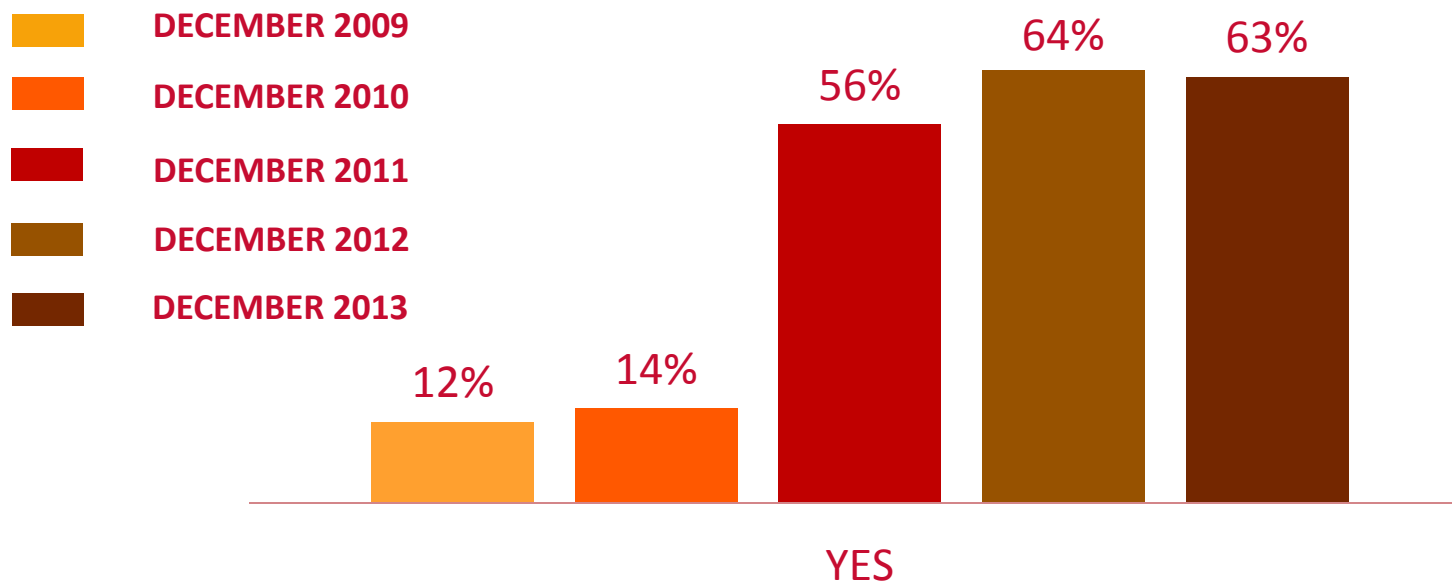




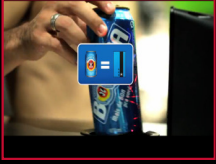
Awareness of Designated Driver Concept in China



Q.1 Have you ever heard of the idea of a Designated Driver?



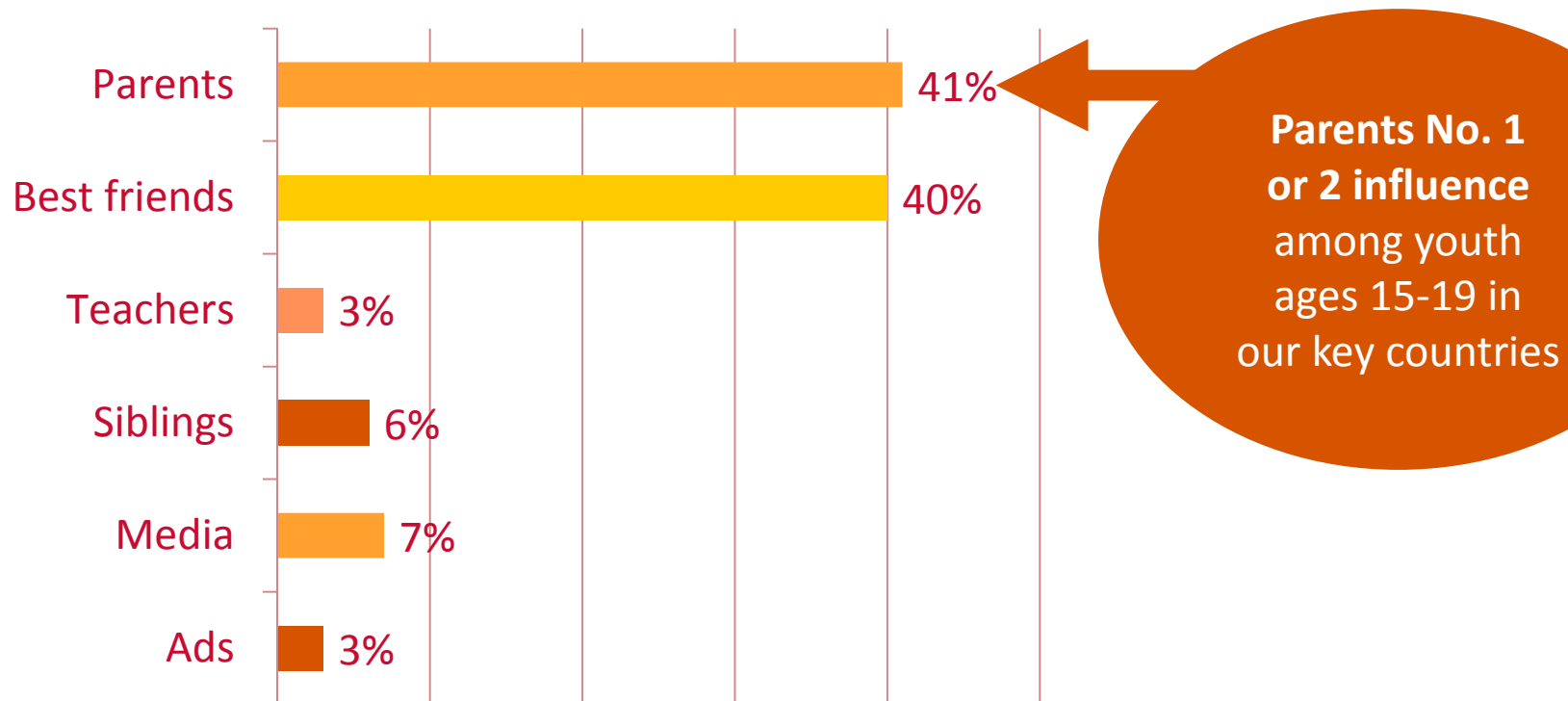
Source: GfK Roper conducted the China Designated Driver Survey by CATI telephone from November 14-29, 2009, December 15-29, 2010 and December 10-23, 2011. Each sample included a total of approximately 1000 adults aged LDA (18) to 64 (2009=999; 2010=1043; 2011=1005). In 2009, four urban cities of Beijing, Shanghai, Guangzhou and Wuhan were sampled (250 each). In 2010 & 2011, the four urban cities of Chengdu, Nanjing, Foshan and Wenzhou were added to the original four (at 125 each). Q1. Have you ever heard of the idea of a Designated Driver?



Parent Power in Addressing Underage Drinking



Among six things that might affect their decisions about drinking, 41 percent of youth (ages 15-19) identified their **parents as the leading influence**.



Source: GfK Roper Reports Worldwide, June 2010. Survey of 30,000+, age 15-19*Media includes TV, radio, magazines, and Internet
In 2009 the respondents could only choose one answer option for this question.
QB03. Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not

From Classrooms to Social Media...

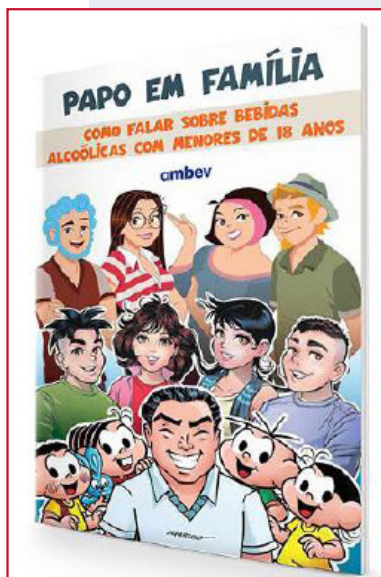


A worldwide program...

...using Facebook, video, blogs



...engaging in social media partnerships



Our Better World areas of focus



Best Beer Company
Bringing People Together
For a Better World



Responsible Drinking

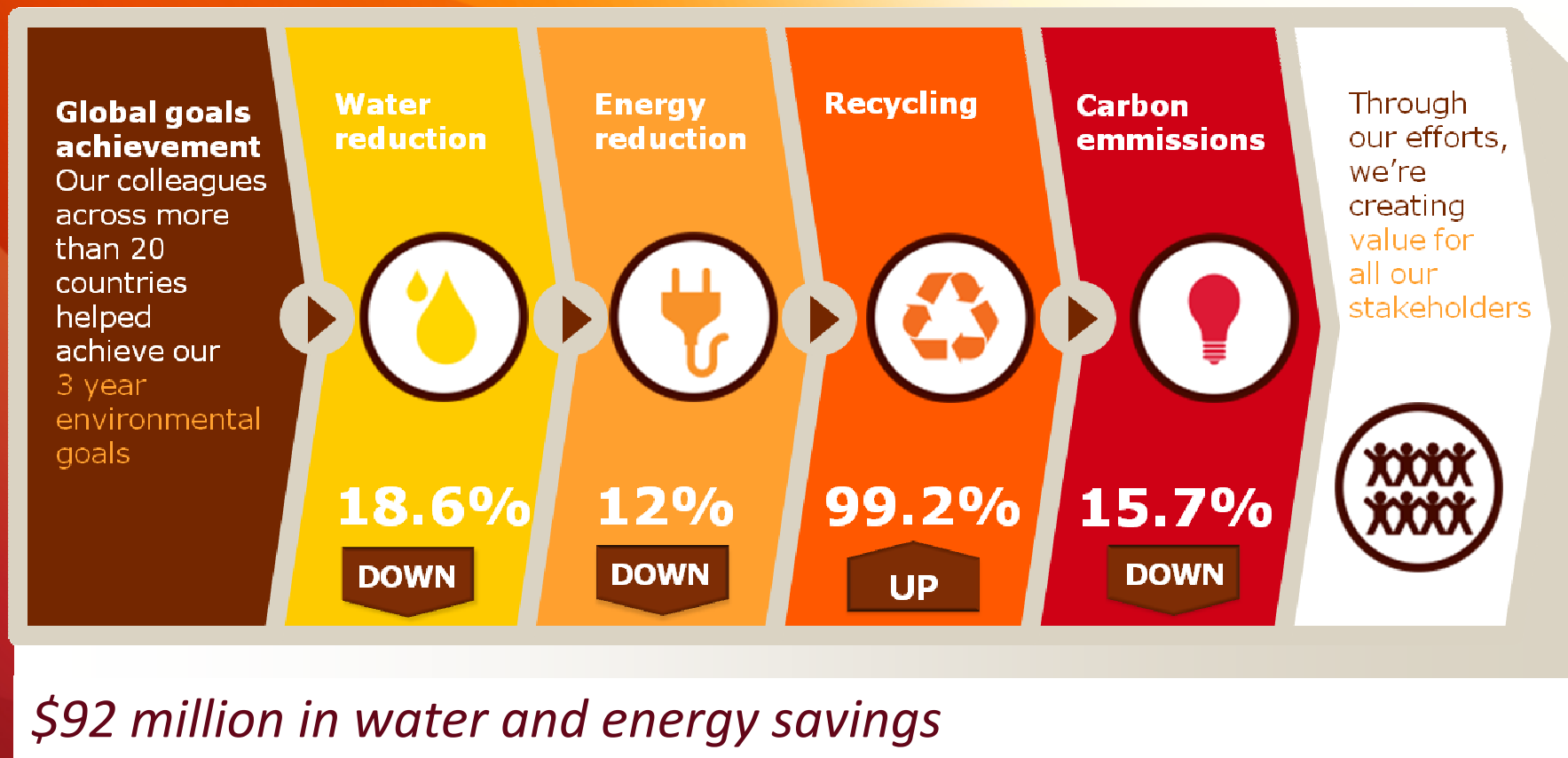


Environment



Community

Global Environmental Goals 2009-2012



2017 Environmental Goals Video

2017 Environmental Goals



ENVIRONMENT*

2013 PROGRESS / GOALS TO BE MET BY END OF 2017

Reduce water risks and improve water management in 100 percent of our key barley-growing regions, in partnership with local stakeholders

Engage in watershed protection measures at 100 percent of our facilities located in key areas in Argentina, Bolivia, Brazil, China, Mexico, Peru and the United States, in partnership with local stakeholders

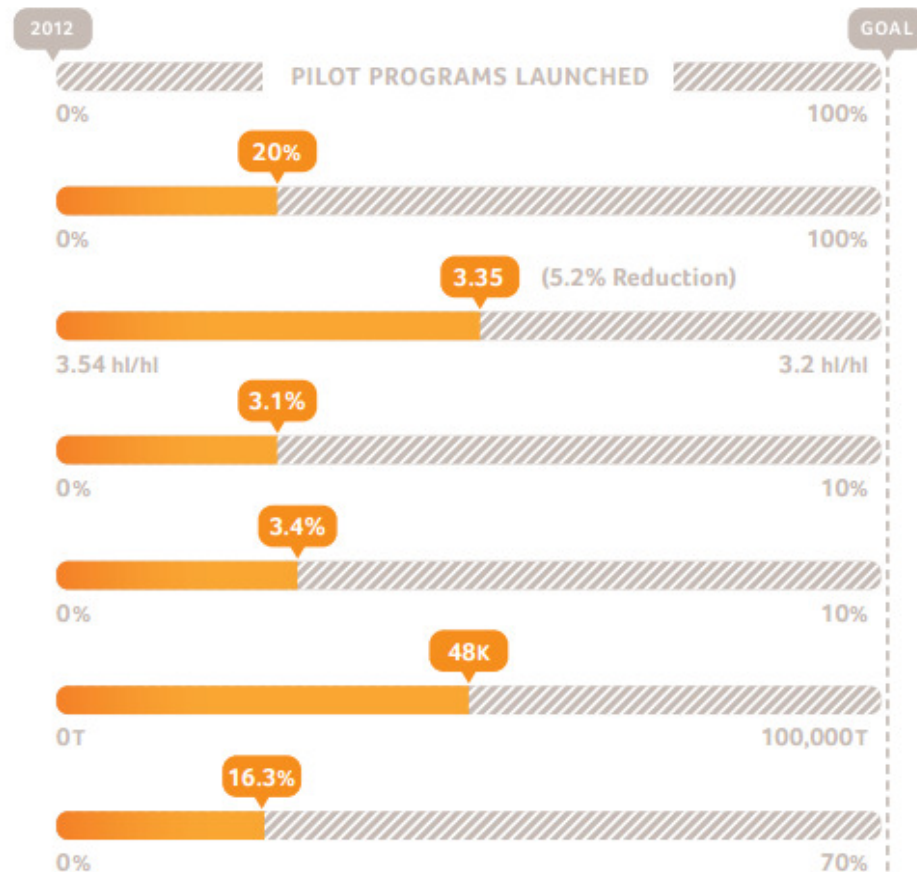
Reduce global water usage to a leading-edge 3.2 hectoliters of water per hectoliter of production

Reduce global greenhouse gas emissions per hectoliter of production by 10 percent, including a 15 percent reduction per hectoliter in China

Reduce global energy usage per hectoliter of production by 10 percent

Reduce packaging materials by 100,000 tons

Reach a 70 percent global average of eco-friendly cooler purchases annually



NEW GOAL

reduce greenhouse gas emissions in logistics operations

by 15% per hectoliter sold from our 2013 baseline

Environmental Technical Advisors

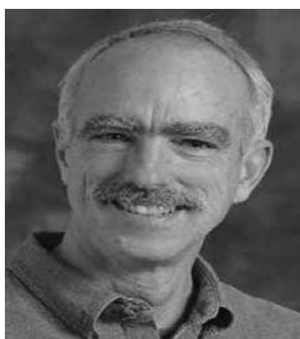


Engaging external advisors on strategy and execution of Goals 1 and 2 to invest in long-term partnerships and obtain fast and reliable insights.



Stuart Orr

Head of Water Stewardship
World Wildlife Fund for Nature (WWF)



Hal Hamilton

Founder and Co-Director
Sustainable Food Lab



Howard Neibling

Associate Professor
Dept of Biological and
Agricultural Engineering
University of Idaho



Other Global Engagement



The CEO Water Mandate



Our Water Strategy

Focus on collective action and stakeholder engagement



Rigorous water risk assessment



In-plant water conservation



Agricultural Development



Community Watershed Protection



Water Risk Assessment



BASIC RISK ASSESSMENT

Online water risk tools (WRI Aqueduct, WWF/DEG Water Risk Filter, WBCSD Global Water Tool) to map risk levels of facilities

SECONDARY ASSESSMENT

Second level risk assessment for high risk plants to explore physical, regulatory and reputational issues

STAKEHOLDER MAPPING AND ACTION PLANS

Developing tailored action plans for high risk facilities.

**Relatively small risk given the size of our company:
about 10% of facilities rated as high risk**

- **INTEGRATION INTO EXISTING SYSTEMS, PROCESSES AND PLANS**
 - VPO Management System
 - Barley Growers Program
 - Seed research and varietal development
- **STAKEHOLDER MAPPING AT THE WATERSHED LEVEL**
- **BEST PRACTICE SHARING, QUARTERLY CALLS AND ANNUAL IN-PERSON WORKSHOP**

Water Conservation

Inside our walls



AB INBEV WATER USE YEAR-OVER-YEAR

	2009	2010	2011	2012	2013 ^(A)
Water Use Ratio (hl/hl)	4.30	4.04	3.71	3.54	3.35
Total Water Use (billion hl)	1.626	1.578	1.450	1.566*	1.461

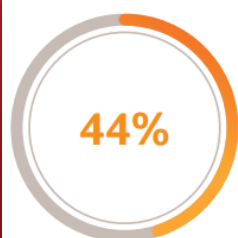
Total and per-hectoliter water use data encompass beverage facilities only.

* The increase in reported total water use is due to our 2013 combination with Grupo Modelo, which added seven breweries to our business and increased our production capacity. 2012 will represent the baseline year in subsequent reports.

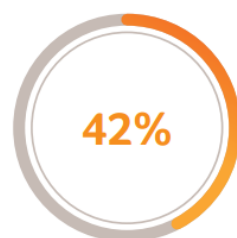
^(A) Assured metric

2013 AB INBEV WATER SOURCES

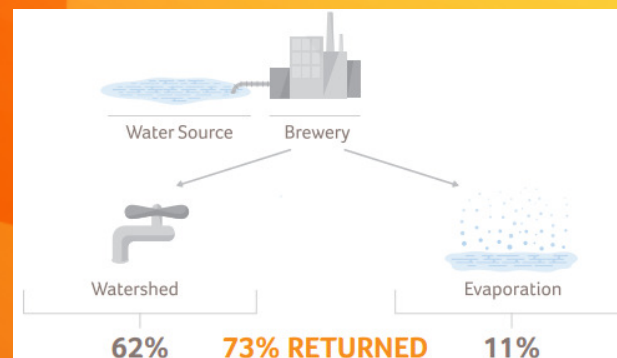
Municipal Sources



Ground Water



Surface Water



Agricultural Development

Becoming an industry leader in agricultural stewardship

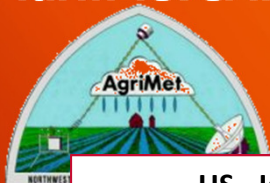


To improve water productivity and mitigate water risk in our China, Mexico and US key barley regions by 2017, we are quickly moving from pilot activities to scale and activating high impact initiatives that deliver unique value to our growers.

Device Technology	Information Technology	Agronomy and Breeding	Operational Efficiency	Water Infrastructure
Promoting physical technologies that increase water use efficiency	Harnessing data and information that improves resource use precision	Disseminating improved practices and varieties that enhance water productivity	Leveraging ABI systems to build stakeholder operating capacity	Supporting investments that strengthen landscape water infrastructure

Agricultural Development

Executing a portfolio of projects that deliver farm-level impact



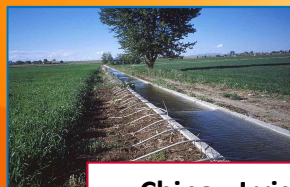
US - Idaho AgriMet

Partnering with local government to deliver big data to our barley growers, improving irrigation and fertility management in southern Idaho

Local Stakeholders: Caribou Soil District, USDA, US Interior Dept, University of Idaho

Key Deliverables:

- 6 climate stations
- AgriMet field trial and case study
- 25 participating growers
- 1000 educated about AgriMet



China - Irrigation Optimization

Improving irrigation practices in the Gansu province that reduce water use and improve drought management

Local Stakeholders: Gansu Academy of Agricultural Sciences, State Owned Huangyanghe Farm

Key Deliverables:

- Irrigation optimization trial
- Ganpi 6 drought tolerance report
- Ganpi 6 malt quality report
- 30 grower demonstration



Mexico - Conservation Agriculture

Enhancing soil health and moisture retention through the promotion of conservation agriculture in the Bajio and Altiplano

Local Stakeholders: Centros Impulsor, MasAgro, FIRA, SAGARPA

Key Deliverables:

- 900 field demonstration participants
- 2000 committed hectares for 2015
- 4 qualified trials in Bajio



Mexico - GreenSeeker

Improving nitrogen use efficiency to increase yields, grow profits and enhance water quality in the Bajio

Local Stakeholders: Centros Impulsor, MasAgro, FIRA, SAGARPA

Key Deliverables:

- Summer promotion program
- 14 grower and irrigation district demonstration trials
- Implementation of grower rewards system for giveaways



Russia - eLeaf

Utilizing weekly satellite imagery, climate station data and crop inspections for advanced crop management

Key Stakeholders: eLeaf, DIFCO

Key Deliverables:

- 10,000 Ha incorporated in pilot
- Correlation study of field inspections vs system outputs
- Practice recommendation package for off crop enhancements



Argentina - Syngenta Protocol

Barley protectant protocol and education program to increase profitability and reduce disease risk behind improved variety in Argentina

Key Stakeholder: Syngenta

Key Deliverables:

- Demonstrations of variety and protocol efficacy
- Weekly newsletter, climate impacts on crop protection
- 5,000 Ha adopting protocol

Agricultural Development

Capturing a conversation between our agronomists and barley growers to improve barley quality and farm level performance



Field - Barley

1 Field - Barley

1.0 For this field, which malt barley variety was sown?

Responses Observation Corrective Action

Additional Information

Variety:

Please Select

If "Other" please specify:

Area sown:

Amount

Units:

Seed Rate:

Amount

Search Block Response Filter

Section 1/5 Question 1/9 Guidance

Overall progress: 0% (0/31)

Farm

5 Farm

5.1 How concerned are you about the water quality on your farm?

Responses Observation

Additional Information

Water Quality:

Please Select

5 - I believe my water quality is extremely poor and I am very concerned

4 - I believe my water quality is poor and I am moderately concerned

3 - I believe my water quality is neither good nor bad and I am becoming concerned

2 - I believe my water quality is decently good and I am not concerned

1 - I believe my water quality is extremely good and I am not concerned

0 - I have no real sense for the quality level of my water

Search

Section 5/5 Question 2/11 Guidance

Overall progress: 0% (0/31)

Field Level – Production Practices to KPIs

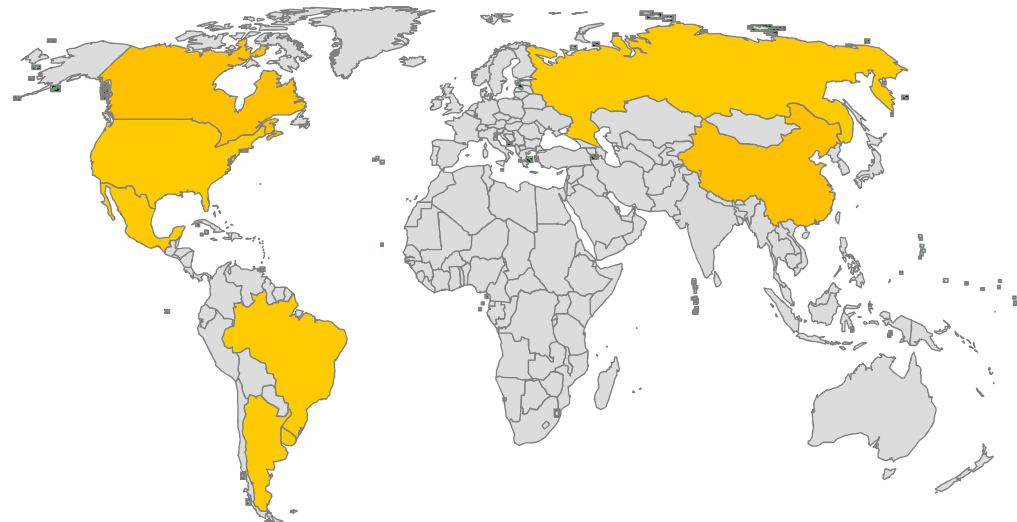
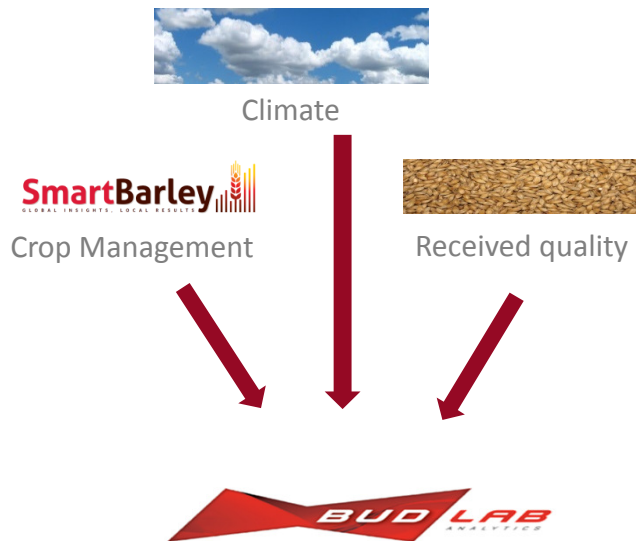
- Review of individual grower fields with barley
- Specific varieties, rotations and crop performance
- Capture inputs and management practices

Farm Level – Better World Indicators

- Assess concern regarding water and soil risks
- Ability to address and manage weather risk
- Economic contribution of producing barley for ABI

Agricultural Development

Using advanced analytics to improve barley quality and strengthen global supply



Utilizing Bud Lab in partnership with the University of Illinois to leverage global data sets to

- Identify correlations between climate, quality, varieties and crop management
- Predict crop failures before the market – reduce crop losses and lower replacement costs
- Direct origination program – move to the best conditions for high quality, reliability and cost

Watershed Protection

Collaborating with governments, communities and NGOs in Argentina, Bolivia, Brazil, China, Mexico, Peru and the United States to collectively engage in watershed protection measures



Watershed Protection

Working with local stakeholders to improve watershed health



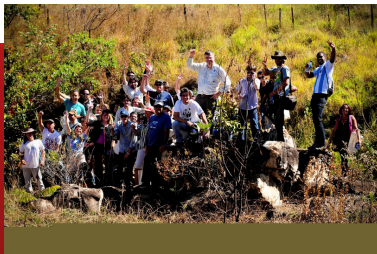
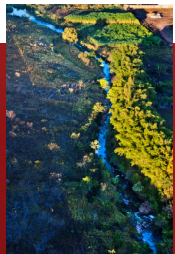
COCHABAMBA, BOLIVIA

In partnership with the local government, working with two local communities, competing for water access and administrative rights over Taquiña River, to improve the local water supply, donate treated water from our operations for agricultural purposes, and repair local infrastructure – all while continuing to reduce brewery water consumption.



JAGUARIÚNA, BRAZIL

Building on the CYAN project, a broad-based initiative we launched in 2010 to create awareness and promote social mobilization for water conservation, we are partnering with the Jaguariúna Municipality, The Nature Conservancy (TNC) and The Brazilian Agricultural Research Corporation to recover and conserve the water basin that supplies water to the greater São Paulo.



World Environment Day



- United Nations led event on June 5
 - 6th year of support in 2014
- Great engagement internally with employees and externally with key stakeholders
 - 67,000 employees
 - 2,900 partners
- Increasing connection with brands and social media
- Increasing adoption of 360 degree approach



Our Better World areas of focus

Best Beer Company
Bringing People Together
For a Better World



Responsible Drinking



Environment



Community

Our Community



- * **4.1 billion USD in wages and salaries**
- * **3.8 billion USD in capital expenditures**
- * **13 billion USD paid in excise and income taxes**
- * **More than 46,700 employees volunteered in their communities**



Making a Difference



* **United States**
Disaster Relief
Habitat for Humanity

* **Canada**
Disaster Relief

* **Belgium**
Disaster Relief

* **Uruguay & Paraguay**
Un Techo para mi Pais
(A Roof for My Country)

* **Russia & Ukraine**
“Spring cleaning”
in the streets of our
brewery cities

* **China**
Hope Schools

* **Mexico**
Escuela Modelo
training teachers in
Mexico

* **Argentina**
Futuro Posible



Employee Engagement



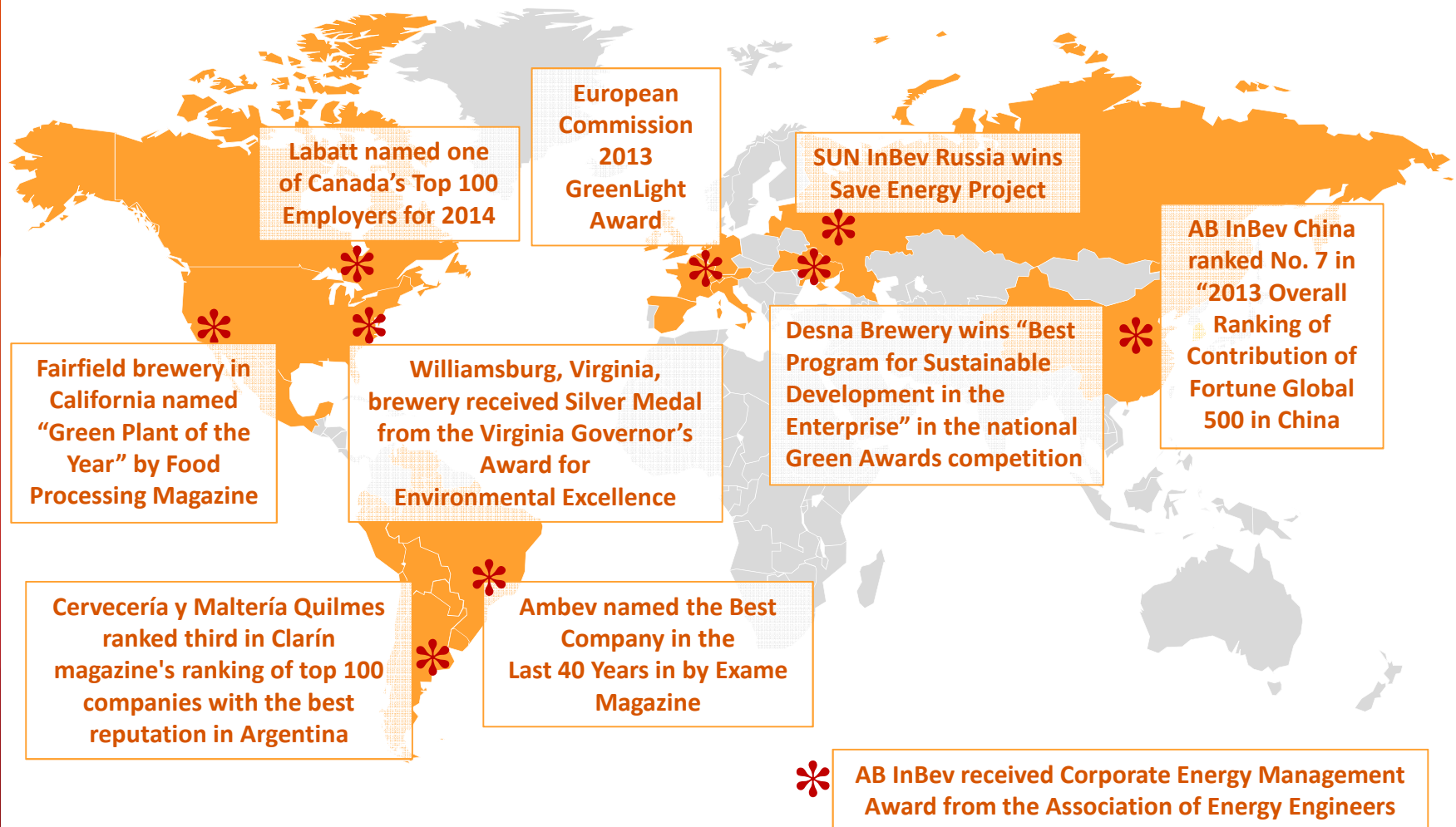
- Tracking the motivation of employees through a global employee engagement survey to collect information on issues such as communication, workplace safety, career development, senior leadership, etc.
- The latest opinion survey from December 2013 shows an **employee engagement index of 80%** based on responses from nearly 98,000 employees composed of 44,412 white-collar and 53,566 blue-collar employees including our newest zone, Mexico .

86%

EMPLOYEES BELIEVE
THAT THE COMPANY
ACTS IN A SOCIALLY
RESPONSIBLE WAY



Global Recognition



It's Our World, too...



- We're parents.
- We drive the same highways.
- We want to protect the environment.
- We *are* part of the solution.



**"We are not aliens...
we live here."** - Carlos Brito

