

E-Newsletter

Feature stories:

InBev Initiates Global Compact Network: Belgium

On Track with First Quarter Financial Results

Canada Adds New Responsible Drinking Campaign

European Brewers Target Responsible Consumption

InBev's Premium Brands Recognized with "Superior Taste Award"

Stay Tuned: Citizenship Update

InBev Initiates Global Compact Network: Belgium



In collaboration with the United Nations, InBev launched the **UN Global Compact Network** for Belgium in June 2006. The event brought together over 35 representatives from the European Union, UN, government, business and nongovernmental organizations at the historic Belgian Brewers' House in Brussels to generate a dialogue on the role Belgian business can play in moving towards the **UN Millennium Goals**. A member since 2004, InBev discussed how companies can incorporate the principles of the Global Compact into their business strategy, culture and day-to-day operations.

Michel Lastchenko, Belgium Director of the Strategic Unit at the Ministry for Development and Cooperation, was joined by Lila Karbassi, UN Global Compact Network coordinator, and François Georges, head of international corporate affairs, EDF, at the event.

Ms. Karbassi congratulated InBev on its initiative in spearheading the launch of the Global Compact Network for Belgium, saying "The leadership and activities of Belgian companies will determine the way forward for the Compact in Belgium. The first steps have been made thanks to the initiative taken by InBev. Country networks catalyze the initiative's global mission into local action, and we look forward to working further with the Belgian network."

Proposed by UN Secretary General Kofi Annan in 1999, the Global Compact is a network of 2,755 companies, labor organizations, civil society organizations, academics and cities committed to supporting principles of human rights, labor standards, environmental protection and anti-corruption. Through the power of collective action, the Global Compact seeks to promote corporate citizenship so that business can play an active role in contributing to the realization of the UN's vision of a more sustainable and equitable global economy.

To learn more about the UN Global Compact, please visit www.unglobalcompact.org or to learn more about InBev's contribution to the Global Compact principles, visit our citizenship report at www.inbev.com/citizenship.



On Track with First Quarter Financial Results

InBev's first quarter financial results for 2006 show that InBev is off to a strong start and well-paced to achieve this year's fiscal goals. Some highlights include:

- Balanced organic volume growth
- Revenue management further driving top line growth
- Cost and expense control remaining top priority
- Margin expansion

InBev's geographical reach and the consistent implementation of its long-term strategy continues to pay off. Latin America delivered another very sound quarter, based on good top-line growth and cost control. In China, InBev completed the acquisition of Fujian Sedrin Brewery well ahead of schedule.

"We continue to show progress against our target of moving from Biggest to Best. There are still challenges ahead, and the performance across the Zones might vary for specific reasons, but 1Q06 results once again indicate that operationally, we are on the right track," said Carlos Brito, InBev's CEO.

Peter Harf assumed the role of Chairman of the Board in May 2006, succeeding Pierre Jean Everaert. Dirk Moen, who has over 25 years experience with the company, was appointed Zone President for Asia Pacific.

To learn more about InBev's Q2 2006 financials, please visit [the news section](#).

Canada Adds New Responsible Drinking Campaign

At InBev, we believe that encouraging consumers to use our products in an appropriate manner is essential for being a successful, responsible company. To strengthen this message, InBev's **Labatt** brand will deliver a new advertising campaign aimed at educating adults on the importance of responsible use. The message will be delivered by children and directly target parents, as well as other adults.

The campaign, titled "Make a Plan", uses a three-pronged approach that provides practical tips on the responsible use of our products, including: getting home safely; being a good host; and having a designated driver.

For more than two decades, InBev's Labatt brand has led the industry in the arena of responsible use. Labatt was the first Canadian brewery to launch a moderation program and the first to introduce a «near-zero» alcohol beer. Additionally, Labatt was the first to partner with Canadian law enforcement agencies, student groups and national TV networks to spread the moderation message, and the first to enlist major sports and entertainment figures in the fight against alcohol abuse in Canada. Its "Know Where to Draw the Line" responsible use campaign is one of the longest running and widely recognized in the country.

To learn about other InBev's programs and campaigns, [click here](#).

European Brewers Target Responsible Consumption

At the recent general assembly meeting of the Brewers of Europe in Stavanger, Norway, representatives from the European brewers associations joined CEOs of major European brewers to discuss key challenges facing the industry. The meeting focused on ways that the brewing sector can collectively advocate for responsible enjoyment of its products through the development of new educational campaigns and initiatives.

According to [the Brewers of Europe](#), several national brewers associations have already gathered an impressive list of programs designed to educate and promote responsible use of alcohol among consumers. These new approaches to responsible use campaigns allow countries or regions to adapt them in accordance to their respective cultural, legal and historical needs.

As a major global brewer, InBev is in full support of the Brewers of Europe's commitment to address harm resulting from alcohol misuse. InBev has already launched key initiatives in this area, including its own [Commercial Communications Code](#), self-regulation mechanisms in the different markets where it operates, and active harm reduction programs.

To learn more about InBev's responsible use initiatives, [click here](#) or to learn more about the Brewers of Europe, [click here](#).



InBev's Premium Brands Recognized with "Superior Taste Award"

In May 2006, [the International Taste & Quality Institute \(iTQi\)](#) recognized InBev's premium beers by awarding the "Superior Taste Award" for exceptional products to [Leffe Blonde](#)[®] and [Leffe 9](#)[®] and [Noroc](#)[®] – an InBev brand from Romania. [Siberian Crown Classicheskoe](#)[®] from SUN Interbrew Russia was also praised with the Superior Taste Award for good tasting products.

The iTQi is an independent organization dedicated to judging and rewarding food and beverages, based on smell, taste, texture and presence, with juries composed of top European chefs, beverages experts and sommeliers. In total, over 400 products from the food and beverages sector were tested, of which 287 were rewarded.

InBev's Leffe brands, which took home two "Superior Taste Awards," are known for being full-bodied and top-fermented, with deep, complex flavors. Leffe recently joined Stella Artois, Beck's and Brahma as one of InBev's four global flagship brands. The beer was first brewed in 1240 and is still produced today by craftsmen who rely on hundreds of years of brewing competence to create premium beer.

To learn more about InBev's brands, visit our website [here](#). To learn more about how to select the right beer for your specific taste, please access the InBev Beer Advisor, located on the InBev homepage [here](#).

Stay Tuned: Citizenship Update

As part of our commitment to keeping stakeholders informed of InBev's business practices, we will be releasing the InBev 2006 Global Citizenship Report in August 2006. The Report provides an updated account of InBev's economic, environmental and social performance. This year's report will build on the foundation established in last year's inaugural report and provide additional information on our environmental footprint, our people and community, and economic performance and corporate governance.

To learn more about corporate citizenship at InBev, please visit our Global Citizenship Report at www.inbev.com/citizenship.

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Our E-Newsletter

InBev is dedicated to ensuring transparency with all of our stakeholders.

Our quarterly E-Newsletter serves as a way to keep you informed on InBev. These updates provide stories and links to new information about InBev and the issues we find important.

If you have any feedback to our approach, content, or if you have any questions, please feel free to contact us at feedback.citizenship@inbev.com.