



Beer & A Better World

Global Citizenship Report 2008-2009

Ten to Track

Anheuser-Busch InBev has experienced tremendous growth in recent years as we have acquired many of the world's best-known brewing companies and beverage brands. One of the great benefits of such growth is the opportunity for each company to learn from its sister companies. We share best practices in areas ranging from managing inventory to streamlining distribution to improving procurement procedures.

We also learn from each other in the area of corporate citizenship. As a result, we are implementing innovative Better World initiatives in our three areas of concentration — responsible drinking, environment, and community — throughout Anheuser-Busch InBev.

While we've included social responsibility efforts from 10 of our key countries in this report, we are committed to helping ensure a Better World wherever we do business.



Cervecería y Maltería Quilmes

Location: Argentina

Striving for a Better World

At Cervecería y Maltería Quilmes, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. Anheuser-Busch is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; **for future generations and the environment** in which we live; and above all for **our consumers, who** we hope will always enjoy our products responsibly and be as proud to choose them as we are to create them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and discourage abusive drinking, including drink/drunk driving and underage drinking.
- **Environment:** We are committed to using a sustainable approach to the use of key natural resources.

Key Performance Indicators

Cervecería y Maltería Quilmes is committed to continuous performance measurement.

To assist in the presentation and content of our social responsibility data, we consulted the Global Reporting Initiative's (GRI) Sustainability Reporting Guidelines. Content owners in each area were then responsible for collecting and verifying key performance indicator (KPI) data and information used in this report.

Environmental KPIs and targets are fully integrated into our company's Voyager Plant Optimization (VPO) global management system, which is designed to bring greater efficiency to our brewery operations and generate cost savings, while at the same time improving quality and ensuring safety. VPO also guarantees that environmental



Key Brands:

- Quilmes
- Brahma
- Stella Artois

management is done in accordance with our Environmental Policy and Strategy and the ISO 14001 norms.

This table shows a series of KPIs relating to our Better World initiatives. We have set challenging targets for our environmental performance and, this year, we will be setting new targets for 2013 to continue to drive our performance.

Community

A key objective for Cervecería y Maltería Quilmes is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through

our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.

- From 2007 to 2009, we invested nearly \$384.5 million in production technology, in strengthening our commercial network, in environmental efforts and in human resources.
- From 2007 to 2009 Cervecería y Maltería Quilmes paid nearly \$830.3 million in taxes.

Environment	2008	2009	2010 Target	Notes
Material recycling and by-products use (percent recycling and reuse)	—	94%	94%	Applies only for beer production facilities
Energy use (Gigajoules/hectoliter)	0.10580	0.10873	0.09684	Gigajoules of energy used for all company production activities per hectoliter of beer (and soft drinks, if applicable) produced
Water use (hectoliters/hectoliter)				
All Production	4.39	4.22	4.20	Hectoliters of water used for all company production activities per hectolitre of beer (and soft drinks, if applicable) produced
Beer & Soft Drink Production Only			3.52	Hectoliters of water used per hectoliter of beer (and soft drinks, if applicable) produced
Wastewater (hectoliters/hectoliter)	—	3.22	2.52	Hectoliters of wastewater discharged for all company production activities per hectoliter of beer (and soft drinks, if applicable) produced
Greenhouse gas emissions (kilograms of carbon dioxide/hectoliter)	—	196.13kg/HLN	116.9	Kilograms of carbon dioxide emissions for all company production activities per hectoliter of beer (and soft drinks) produced

Economic Benefit	2008	2009	Notes
Volume produced (million hectolitres)	19.15	18.67	(1 hectoliter = 100 litres)
Number of employees	5,102	4,995	
Employee satisfaction	78%	87%	Positive response to the question: "Do you feel proud of your job?"
Fatalities	1	0	Number of employee fatalities; Number of contractor fatalities

Giving Back

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element of a sustainable approach to our business.

- In 2008 and 2009, Cervecería y Maltería Quilmes invested a total of \$280,000 in such programs as:
 - Scholarships and support for students of “polimodal” (the last three years of high school).
 - Payment of fees to professionals and specialists for projects such as family vegetable gardens and university courses.
 - Support for hospitals, health care units and day care centers.
 - Donations of books, learning materials, furniture and equipment for schools at all levels.

Winning with Integrity

In 2008, Cervecería y Maltería Quilmes also reinforced our global company’s Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool for our senior employees. The “Winning with Integrity” training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

At Cervecería y Maltería Quilmes, we saw a 43 percent decrease in our lost-time injuries, a 22 percent decline in total accidents from 2007 to 2009, and a reduction in lost workdays of 69 percent. In January 2008, sadly, we had a fatal accident involving a packaging machine at our Monte Grande plant. The fatality prompted us to further improve safety conditions for packaging machines at all our facilities.

Our work force is 89 percent male and 11 percent female.



We support projects and events that invest in our communities. Just one example of this is our sponsorship of family vegetable gardens.

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element of a sustainable approach to our business.



The “We ID” and “We don’t sell alcohol to minors” are some of the materials of the “+18=Responsible Sales” Campaign. This campaign is intended to raise awareness at retail outlets of the responsibility not to sell alcohol to those under the age of 18.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That’s why at Cervecería y Maltería Quilmes, we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging abuse.

In 2008, we developed and promoted responsible drinking programs in several key markets, focusing on drink/drunken driving, high-risk drinking and underage drinking. Key programs included:

Responsible Drinking — Program Highlights 2008 and First Half 2009

Vivamos Responsablemente

- Talks for Parents/Guide for Parents
 - Relationship between parents and teenage children
 - www.vivamosresponsablemente.com
- Talks for Teenage Children
 - Promotion of positive values/ Underage drinking
 - www.vivamosresponsablemente.com

Designated Driver

- A program to help prevent drunk driving

“If you drink, don’t drive”

- A campaign to help prevent drunk driving

“Taxi”

- A campaign to help prevent drunk driving

“+18=Responsible Sales” and “We ID”

- Point-of-sale and educational materials for use at retail outlets to help prevent sales to minors and underage drinking

Quilmes Code

- Self-regulation commercial communication code

Breathalyzer donations

- To help prevent drunk driving

Responsible Sponsorship

- Quilmes Rock, Andes Vivo — Gira Norte — Promoting responsible consumption and preventing drunk driving

Outdoor ads / Static ads in stadiums

- Advertising to help prevent drunk driving

AWARDS

- 2008 Eikon Prize: “Vivamos Responsablemente”
- 2009 Eikon Prize: “Vivamos Responsablemente: a prevention and awareness platform in recreational spaces other than classrooms”
- 2009 “Best Practice in Youth Policies and Programs in Latin America and the Caribbean” from the Center for the Implementation of Public Policies Promoting Equity and Growth (CIPPEC) “Construyendo ciudadanía: acceso a la salud y a los derechos en la adolescencia” (Building Citizenship: Access to health and rights in adolescence).

“In 2009, we developed and promoted responsible drinking programs in several key markets, focusing on drink/drunken driving, high-risk drinking and underage drinking.”



Vivamos Responsablemente Web site. Vivamos Responsablemente is an educational program of Cervecería y Maltería Quilmes targeted at adolescents in the last year of high school. The purpose of this program is to create an opportunity for dialogue and debate and to promote healthy values among young people. The ultimate goal is to prevent abusive patterns.

Environmental Performance

At Cervecería y Maltería Quilmes, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize that we have a role to play in addressing shared challenges such as climate change.

2012 Environmental Targets

In 2009, we set new targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012.

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

At Cervecería y Maltería Quilmes, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live.



Above: "If you drink, don't drive" campaign — Outdoor ads

Right: **Responsible Sponsorship.** We staff responsible drinking booths at most massive events sponsored by the company's brands, to hand out materials about the risks associated with alcohol abuse.



In the past two years, we reduced our water usage 15 percent, going from 4.97 hectoliters of water per hectoliter of production at the end of 2007 to 4.22 hectoliters per hectoliter of production at the end of 2009.

Improving Environmental Performance

Cervecería y Maltería Quilmes is making significant contributions to helping achieve these goals.

- In 2009, we recycled 94 percent of our solid waste and brewing by-products at our beer production facilities.
- In the past two years, we reduced our water usage 15 percent, going from 4.97 hectoliters of water per hectoliter of production at the end of 2007 to 4.22 hectoliters per hectoliter of production at the end of 2009.
- Cervecería y Maltería Quilmes has reduced energy consumption per hectoliter by 19 percent over the past 10 years (6 percent over the past six years) and water consumption per hectoliter by 42 percent over the past 10 years (12 percent over the last six years).
- Ten years ago, we recovered only 0.1 kg/hl of our CO₂ emissions. Today we recover 0.6 kg/hl, six times more, which has a direct impact on CO₂ emissions; almost 80 percent of this recovery is used to produce soft drinks.
- 15.4 percent of the fuel used to power our plants is generated by renewable energy.
- Revenues from recycling of by-products equaled \$4.43 million.

InBev Belgium

Location: Belgium

Striving for a Better World

At InBev Belgium, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. InBev Belgium is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all **for our consumers, who** we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to create them.

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Community

A key objective for InBev Belgium is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing our operations and commercial investments. We are Belgium's first brewer and one of its most important employers in the Fast Moving Commercial Goods (FMCG) industry. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.

In the last few years, significant investments included:

- More than €500 million capital expenditure investments in our production and distribution facilities, including a €60 million investment plan for three Belgian breweries in 2007-2008: Leuven, Hoegaarden and Jupille. The bulk of this investment was made in 2008. This major investment plan in these three breweries was based on growing sales volumes of our beer brands, especially through exports. Belgian brands such as Stella Artois, Leffe and Hoegaarden have been faring especially well in the United States because of the distribution agreement entered into with Anheuser-Busch at the end of 2006. Also, Jupiler is firmly



established as the No. 1 beer in Belgium and is the fastest-growing lager in the Dutch market.

- Nearly €50 million of investments for innovations, including the launch of seven new beers since 2006.

Giving Back

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element of a sustainable approach to our business. In 2008 and 2009, InBev Belgium made contributions to a variety of national and local cultural activities ranging from sport events, such as the Grote Prijs Jef Scherens cycling event in Leuven; musical ensembles such as the Hoegaarden Voices; and social programs like Balanske, supporting parents with disabled children. A complete overview of organizations and events we supported in 2008 and 2009 may be found at the end of the InBev Belgium report.

Winning with Integrity

In 2008 and 2009, InBev Belgium also reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool for our senior employees. The "Winning with Integrity" training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

During the last two years, our safety performance within InBev Belgium improved drastically: in 2009 compared with 2007 we managed to reduce the number of lost-time injuries by 70 percent; the corresponding number of lost-time days dropped 64 percent. This progress was made possible thanks to the daily efforts of every employee, as well as an increased awareness of safety on all levels. All this was driven by our Voyager Plant Optimization (VPO) management system, whereby rigorous incident reporting, proper risk assessment, thorough investigations, and solid action plans are the key drivers.

Our basic safety tools and our annual safety day are well-established among our employees. Safety, however, is a constant effort, and we invested more in safety during 2008 and 2009. For example, we instituted the use of floor markings, signals and barriers to ensure that our employees and moving vehicles were kept at a safe distance. At our breweries in Leuven and Hoegaarden, palletizers and depalletizers are now managed more closely to prevent injuries. Also, we improved the storage of sensitive products at our Jupille and Hoegaarden breweries.

At InBev Belgium we recognize the value of education and the need for well-trained personnel. Training courses focus on general education, helping people to perform better with technical or function-specific skills in their jobs. In 2009, we organized 279 different training courses. Last year, 1,775 individual employees invested nearly 30,000 hours in these courses.



Key Brands:

- Jupiler
- Stella Artois
- Leffe
- Hoegaarden
- Belle-Vue

InBev Belgium is stepping up its efforts to increase awareness on the dangers of underage drinking through its Respect16 campaign.

Our work force is predominantly male, due to the high number of male production workers that make up more than half of all InBev Belgium employees. In our white-collar work force, males also make up a higher percentage than women. Of all newly employed white collar workers in 2008, however, about 30 percent were female.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at InBev Belgium, we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging abuse.

In 2008 and 2009, we developed and promoted responsible drinking programs, focusing on drink/drank driving, high-risk drinking and underage drinking. Key programs included:

Responsible Drinking — Program Highlights

Respect16

InBev Belgium is very conscious of the current social debate on alcohol consumption, focusing particularly on the dangers of underage drinking. As a brewer, we are against underage drinking. It is part of a negative drinking culture, and it is in our immediate interest to promote and support a positive drinking culture. InBev Belgium is stepping up its efforts to increase awareness on the dangers of underage drinking through its **Respect16** campaign.

Respect16 was created by InBev Belgium in 2008 and was adopted by the Union of Belgian Brewers in 2009. The campaign also was expanded through collaboration with major festivals and with the cities of Liège and Brugge. The main objectives of the project are to raise awareness and increase enforcement of the legal drinking age with the on-trade channel and to increase

public support for the need for respecting 16 as the minimum drinking age. To this extend InBev Belgium consulted with experts and reached out to stakeholders while developing the program.

InBev Belgium uses its own distribution channels and public media to promote the idea of not providing alcohol beverages to individuals under the age of 16 for both on- and off-premise accounts. We want adults to help young people make a responsible choice. Some of the details of the Respect16 campaign are as follows:

- Has the objective of **creating a dialogue** around the importance of respecting a legal drinking age.
- Is a **platform to communicate** with retailers who might provide beer to individuals who are under 16.
- Has been developed under the **guidance of experts**, taking into account research on underage drinking and influencers of young people.
- Is a communications campaign using a **dedicated Web site** for in-depth information. The program features a **set of tools** to help on- and off-trade personnel, as well as parents and other adults, who may be faced with underage teens attempting to obtain alcohol. The program helps adults say “no” in a friendly, constructive and good-spirited way.
- **Not a promotional** campaign for our products but a way to promote responsible drinking and protect our business and brands.
- Incorporates best practices from responsible drinking initiatives implemented in other markets across the company.

Key message: ‘*Geen bier serveren onder de 16, een kwestie van Respect.*’

‘*Ne pas servir de la bière au moins de 16 ans, c’est du Respect.*’

‘*Do not serve beer to under 16s. That’s Respect.*’





Through our BOB program, we promote the use of designated drivers and help raise awareness against driving drunk. The program has been replicated in 16 other European countries with the support of the European Commission.

BOB

InBev Belgium believes that consuming alcohol is not compatible with potentially dangerous activities such as driving. As early as 1995, we launched a designated driver initiative, the BOB campaign, in association with the Belgian Institute for Road Safety (BIVV/IBSR). Today, the initiative is a partnership between the BIVV/IBSR; Assuralia, the Belgian federation of insurance companies; and the Union of Belgian Brewers, which includes InBev Belgium. A key message of the BOB campaign is the need to always have a designated driver. The BOB campaign was an instant hit, changing people's attitudes toward drinking and driving. It has been replicated in 16 other European countries with support from the European Commission.

As responsible brewers, we want to ensure that our beer commercials are directed only to those above the legal drinking age and are carried out in a socially responsible manner. InBev Belgium has an internal code for commercial communications, and we also adhere to the Arnoldus Covenant, a voluntary agreement by Belgian brewers and other alcohol beverage manufacturers to practice responsible marketing and advertising.

Commercial communications play a fundamental role in the success of a free market economy. They facilitate competition and allow for new products to be introduced to consumers. InBev Belgium believes that beer can be part of a balanced and healthy lifestyle, but we acknowledge the potential for misuse and that not everyone should consume alcohol. The key points of our internal code for commercial communications are:

- We market and promote our beer in a manner that is consistent with responsible consumption.
- InBev Belgium's beer marketing is directed to individuals of legal drinking age.
- InBev Belgium staff in charge of sponsored promotional events will be encouraged to promote alternative transportation for participants who need help to return home safely. We will not make claims that our beers can prevent, treat or cure medical conditions, nor will we market or advertise on the basis that consumption of our products provides certain health benefits.
- We will not use high-alcohol strength as a positive quality for our brands.
- Our commercial communications will not imply that consuming beer is a requirement for social acceptance or professional, educational or financial success.

Most importantly, all forms of commercial communication involving InBev Belgium beer brands will be legal, honest and truthful and will not be unethical or otherwise offend or impugn human dignity.

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Drawing up a code is only the first step. InBev Belgium requires all marketing, communications, legal and trade marketing employees, as well as our agencies, to follow a training course in our commercial communications code at least once a year. In 2009, all marketing and corporate affairs employees also completed new Web-based training.

Environmental Performance

At InBev Belgium, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize we have a role to play in addressing shared challenges such as climate change.

2012 Environmental Targets

In 2009, we set new targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our global companywide targets are:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

Improving Environmental Performance

InBev Belgium's two biggest breweries are pioneers in environmental performance.

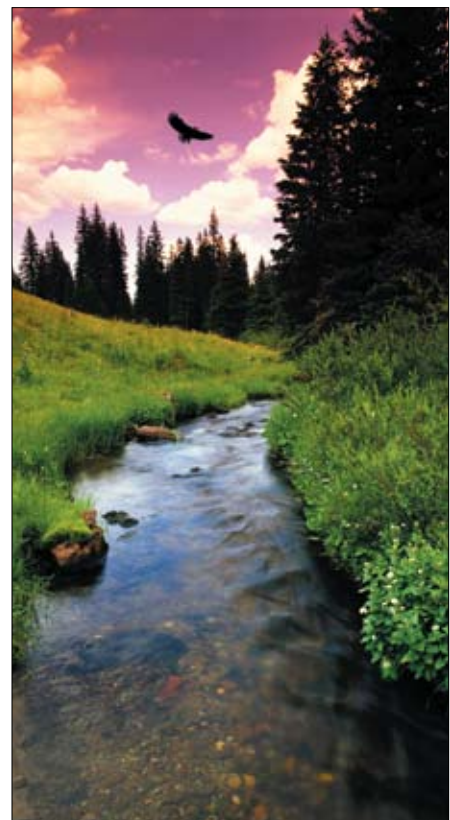
By-products and Waste

The Leuven brewery reuses or recycles more than 99 percent of its waste and by-products. In Jupille this number is even higher, with a reuse/recycle rate of 99.5 percent.

In 2009, all our breweries in Belgium combined produced 153.800 tons of spent grains and 4290 tons of yeast. These products are then sold to be used in the production of livestock fodder.

At our Jupiler brewery in Jupille, on an annual basis, we:

- Recycle 700 tons of glass.
- Use 600 tons of mud to enrich agricultural land.
- Grind down five tons of plastic caps to produce plastic pallets.
- Recycle 60 tons of used labels into stationery.
- Recycle 30 tons of crates, 25 tons of cardboard and two tons of plastic packaging.



Our efforts don't stop there. We recycle all our electronic equipment with an external vendor, and we return our printer cartridges for recycling.

The Jupiler brewery works with most of its suppliers to take back waste products. Employees and business partners are made aware of recycling and waste-sorting. We encourage employees and business partners to print fewer documents, and we ask them to use double-sided copying. Plastic bottles are recycled through a public service normally available only to private consumers.

Packaging

At our brewery in Jupille, 97 percent of all production consists of reusable types of packaging, such as bottles and kegs. On average, the brewery washes 3 million bottles a day. Each bottle is used 35 times, and each bottle lasts for seven years.

Numerous studies demonstrate the ecological superiority of reusable bottles when used within a 250-kilometer radius and when reused more than 20 times. Bottle recycling helps households reduce their waste production, and it creates local jobs in production, distribution and stock management.

Water Use

Wastewater management is another important part of our environmental efforts. Our objectives are to reduce the amount of wastewater by reducing overall water consumption and to optimize wastewater quality.

The Leuven brewery has reduced water usage by 18 percent since 2003. This decrease can be attributed in part to investments made in automated, more cost-effective cleaning systems — most notably a system called Cleaning in Place — and to water consumption being checked weekly as a key performance indicator. Water also is being reused in several processes, and studies are made to expand the

reuse of effluent water for steam production and cooling. Water audits and specific motivational campaigns also seek to reduce the waste of water.

To optimize wastewater quality, our brewery in Leuven invested in a new anaerobic water-purification station in 2003. We also constantly search for cleaning products that are low in phosphorus, and we are monitoring draining parameters.

Our Jupille brewery is located in a water-protection zone. Some of the site's water is supplied by three springs, and some comes directly from a water reservoir in Eupen. The brewery initiated a project focused on three objectives — optimizing the efficiency of water usage, improving the quality of residual water and protecting the purity of spring water.

We have achieved a decrease of 20 percent in water usage since 1993. To achieve the second and third objectives, we built a water purification plant in 2008 with a capacity to treat wastewater for a city of 260,000 people. For comparison, the nearby city of Liège, the fifth-largest city in Belgium, has about 193,000 inhabitants.

Energy Use

Another important part of InBev Belgium's environmental performance is our reduction of energy use and emissions. Nationwide, the implementation of the company's Voyager Plant Optimization (VPO) program has helped reduce energy consumption in our plants. We carefully monitor energy use, and we have instituted systems that help create higher efficiencies for our production lines. VPO also reduces waste during production. We conduct regular energy audits, and we employ devices such as timers to reduce energy used for illumination in transit areas.

Our objectives are to reduce the amount of wastewater by reducing overall water consumption and to optimize wastewater quality.

Our Leuven brewery has lowered energy consumption by 25 percent and carbon dioxide emissions by 28 percent since 2003. These improvements came about for several reasons. For example, the implementation of the VPO program and regular energy audits has dramatically reduced energy consumption and carbon dioxide emissions. Our local water purification installation produces some power, and the anaerobic purification technology consumes less energy than alternate technologies. Furthermore, improvements to the brewery's steam turbine have made energy production more efficient.

Dust and other pollutants and emissions have decreased along with carbon dioxide emissions. Since 2003, the brewery uses only natural gas to generate power. Our malt-grinding plant recently has been fitted with a dust suction filter.

Because the Leuven brewery is located near the town center, we are concerned about noise and odor from our brewery. Silencers have been installed on critical installations such as steam vents and ventilation systems. Odor-reducing technology is being used in the water purification plant.

The Jupille brewery also has made considerable strides toward energy consumption and emission control. Energy use has decreased by 16.7 percent since 2005 and by 21.9 percent during the past three years. We also managed to lower annual carbon dioxide emissions by 22 percent since 2005, a reduction of 5,083 metric tons. These improvements can be attributed to several improvements at the brewery. For example, we modified our steam plant to use biogas, and our water purification installation uses less energy because we installed an anaerobic treatment system.



Employees taking part in the 'We Bike to Work' program.

World Environment Day

As a user of natural resources, InBev Belgium takes environmental matters seriously. In 2009, we supported the United Nations World Environment Day participating in programs such as "WE Bike To Work." We also sponsored a contest in which employees were asked to come up with their own creative, eco-friendly initiatives. The initiative 'Energierondgang' (Energy Tour) was selected as the best initiative.



'WE Bike To Work': an ecological alternative for commuting

On June 5, 2009, all employees were asked to leave their cars at home and come to work by bicycle or another ecological alternative such as public transportation or carpooling. About 115 employees in our headquarters took part in the program. Participants were rewarded with a breakfast and were given the opportunity to get their bikes checked by Velo, a cycling equipment

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manufacturer, and have them engraved by the police. In all, employees traveled 4,865 kilometers less by car, thereby reducing their carbon dioxide emissions by 730 kilograms. We wanted this initiative to raise environmental awareness among our employees because we, as a brewing company, are dependent on the wise use of natural resources.

‘Energierondgang’: how simple initiatives have a profound impact

In the weeks leading up to World Environment Day, employees in the Supply division were challenged to develop creative ideas for ecological practices. An independent jury chose ‘Energierondgang’ (Energy Tour), an idea from

Robrecht Plomp of the Hoegaarden brewery, as the best contest entry. This simple idea creates an eco-friendly attitude among employees. With visual indicators and a checklist, employees fight wasteful energy use. The visual indicators inform employees when a device is not being used during production and can be shut down.

Weekly meetings take place between maintenance teams and people on the production floor to identify and implement continuous process improvements. The breweries of Belle-Vue and Leuven will incorporate such meetings into their management practices.

List of sponsored events and organizations in 2008 and 2009

- Afrika Filmfestival
- Alumni Orkest
- ASRO KU Leuven congres
- Balanske (ouders met gehandicapte kinderen)
- Barmannrace (Ijsbreker, Axis)
- Beachvolley 4-daagse
- Beeldende kunsten (Molens v. Orshoven)
- Beleuvenissen
- Benefiet Daïnkies — jva+ steven
- Benefiet Woningbrand Wilese
- Benefietavond Zuster Devos — KBC
- Bluesfestival Bluesbeek
- Braakland Zhebuilding “LIED”
- Bremt 40 T-shirts Mario VandenBempt
- Buurtfeest Leren Ondernemen Valkerijgang
- Café Allee — Salons Georges
- C.C. De Wildeman
- Chamber’s Trophy
- Chiro Karoo Bierbeek
- Concert USO (3)
- (Universitair Symfonisch Orkest)
- Cycling Center Herstbrugge
- Danscentrum Aike Raes
- Davidsfonds
- Dawsu gevechtssporten (Rik Dekeyser)
- DCLA Stadscorrida-Kampioensch. — Meeting Mon e.a.
- Doode Bemde
- Dream Team zaalvoetbalclub
- Eerste Maatjes
- Eerste oesters — Martelarenplein
- Eurominiementornooi
- FC CAF 99 Heverlee Elisabethade
- Geschenkverpakkingen, tombola’s
- GP Jef Scherens-Stella Artois
- Handelaarsverbond ideaal wonen
- Handelen in Leuven
- Hapje Tapje
- Harmonie Hoegaarden
- Harpa
- Havenfeesten Vaartkom
- Heverleese Wielerclub (Marc Veheyen) Hoegaarden Voices
- Horeca Leuven (Horecagids)
- Internationale Folklorefeesten (Pasen)
- ISB Vlaams Instituut Sportbeheer — Sportplaza congres
- Kamer van Koophandel en Nijverheid
- Karnavalstoet orde van de Pietermannen
- Kesselse Feesten
- Kon. Biljartbond (Wilfried Verhulst)
- Koninklijke Harmonie Volharding (Joris Fonteyn)
- Koninklijk Instituut Doven & Blinden
- Koninklijke Harmonie St Hilarius
- Kring Kessel-Lo —
- KU Leuven EVRM Colloquium (H.Vandenbergh)
- KU Leuven Ecm lezing G. Van Roey
- KU Leuven LCE conferentie 1 juni
- KU Leuven Congres Facial Radiology (Prof Jacobs)
- KU Leuven Forensic Odontology (Prof G. Willems)
- KU Leuven Economica Oud-Studenten
- KU Leuven Pax Congres (Prof Koninckx-Penninckx)
- KU Leuven - Sagalassos
- KU Leuven Social Justice & Human rights (Prof. Parmentier)
- KU Leuven tentoonstelling collages Universiteitsbib
- KU Leuven Colloquium TALN (Piet Mertens)
- KU Leuven — USO
- KU Leuven Zomercursus Joos Florquin
- Kulturama
- Kunst op het Water
- Kwisavond Kessel-Lo E. Bruggemans
- Lahaye (Hoppefeesten)
- Landbouwcomice - Leuven kermis
- Landelijke Gilde Vlierbeek (Heksentocht+Vl. Feesten)
- L.C.H. (Hugo Delestinne)
- Lemmensinstituut
- Leuvenement
- Leuvenement VZW (ex VVV Stad Leuven)
- Leuven Oldtimerclub
- Leuven INC. Lidgeld
- Leuven Euro-Folies (vzw Nos coniungit amicitia)
- Lions Club
- LOKO (Leuven Overkoepelende Kringraad Organisatie)
- Lottocup Miel Puttemans Challenge
- LVS
- Marktrock (tickets)
- Meerdaalse Jonge Crosser
- Meyboomplanting
- Muziekcentrum Het Depot (2500 SA M.Remans)
- Nacht van de Ondernemers
- Nieuwjaarsreceptie LOC
- Nieuwjaarsreceptie inwoners Leuven stadhuis
- Nieuwjaarsreceptie Arbeidsrechtbank Leuven
- Nieuwjaarsreceptie CD&V
- Nieuwjaarsreceptie Kamer van Koophandel & VKW
- Nieuwjaarsreceptie Spa L.Tobback
- Night of the Proms
- Noormannen straatfeest
- Officiële stadsinfogids Leuven
- OHL boarding
- OHL 2 (J.Goes)
- Project 3000 beeldende kunst
- Rode Kruis Prelude
- Ronde van Vlaams-Brabant
- Rotary
- SBB — survival
- Seizoensbrochure Cultureel Centrum Leuven
- Sint-Angela basisschool
- Skippies Ropeskipping
- Studentengids 2009–2010 (Alfaset)
- Student Trophy Sportraad
- Studenten Welkom Leuven 2009
- Terbank MPC
- Theaterproject Dario-Folies
- Toeristische gids Leuven
- Toneel Meldert-Hoegaarden
- Trefpunt Vlierbeek (concerten)
- Triathlon Leuven
- Tuinen van Hoegaarden
- VBJ Wielrennen
- Verbond der Jaartallen (werking, Abrahamdag,...)
- Vlaanderen zingt — Oude markt
- VMA
- Volley Groot Leuven
- Volley Haasrode Leuven
- Vriendenkring der Wielerclubs H&H
- WBV Vlaams-Brabant
- Wereldfeest
- Wielerclub De Meerdaalsputters
- Wielerseizoen — publiciteit op radiowagen (Rep.Express)
- Wielerwedstrijd 10e Vl. Bra.Pijl Internationale Juniors UCI
- Wielerwedstrijden Bierbeek Drukkerij Mellaerts
- Wijkclub Emile Vandervelde (L.Tobback)
- Windekind
- WitbierarrangementWSC De Lindense Wielerclub
- ZVC TABOR (Staf Nieuwling)

AmBev

Location: Brazil



Striving for a Better World

At AmBev, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. AmBev is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all for **our consumers, who** we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to create them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support;
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and discourage abusive drinking, including drink/drunk driving and underage drinking;
- **Environment:** We are committed to using a sustainable approach to the use of key natural resources.

Community

A key objective for Anheuser-Busch is to create value for shareholders and stakeholders, our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.



Key Brands:

- Skol
- Brahma
- Bohemia

Giving Back

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element of a sustainable approach to our business.

In 2008, our community support included: the Foundation Goal of Letter that supports projects of learning, culture and citizenship with children, adolescents and young people of São Paulo and Rio De Janeiro; the program Sport Club Citizen, developed for the Christian Association of Moços (ACM) of Porto Alegre and for the Institute Dunga de Desenvolvimento of the Citizen, to promote good citizenship by means of the collective sport; the ONG Ecomarapendi and, in partner with it, we created the Recicloteca, center of information on recycling for Latin America.

As another example, in November 2008, about 400 employees of our Center of Direct Distribution of Salvador collected food and donations for the institutions House of the Light, Orphanage My Vó Flower and Social Aid Child. This employee mobilization resulted in the collection of 1.6 tons of non-perishable foods.

Winning with Integrity

In 2008 and 2009, AmBev also reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool

for our senior employees. The "Winning with Integrity" training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

In 2009, we saw a nearly 23 percent decrease in our lost-time injuries from the previous year.

At AmBev, our full-time, salaried work force in 2008 was 90 percent male and 10 percent female.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at AmBev, we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging abuse.

Since 2000, we have used advertising as a means of spreading messages of responsible consumption. Since 2006, we have included messages such as "Enjoy with moderation" or "If you drink, do not drive," on all advertisements for our beer brands.



AmBev employees helped beautify the community.

In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize we have a role to play in addressing shared challenges such as climate change.

In 2008, we introduced Motorista Da Rodada or “Driver of the Round” with our Skol brand through a new TV commercial where the “friend of the round” refrains from drinking Skol so he can get companions home safely after a night of fun.

At Skol Beats 2008, which attracted some 16,000 people in São Paulo, the use of public transport was encouraged by providing a free round-trip subway ticket along with the event ticket. The public was also offered van service, free buses and easy access to taxis.

On the Feast of the Saideira Boteco Bohemia competition in 2008 in São Paulo, Brasília, Porto Alegre and Curitiba, AmBev provided vouchers for taxi service so the public could return safely home. About 3,200 people took advantage of this service.

In 2008 and 2009, we also continued to extend our campaign Bar de Responsa, which promotes the responsible sales of our beers to those 18 and older. Directed to the owners of bars, this campaign distributes posters and informative material reminding them of the law on responsible sales.

Environmental Performance

At AmBev, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize we have a role to play in addressing shared challenges such as climate change.

2012 Environmental Targets

In 2009, we set targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our global companywide targets are to:

- Increase our waste and byproduct recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

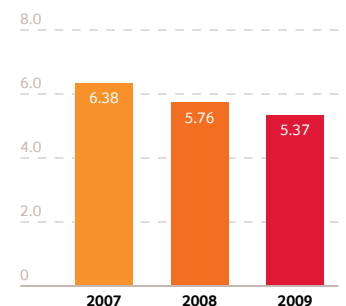
Improving Environmental Performance

AmBev is making significant contributions to helping the global company achieving these goals.

- In 2009, we recycled 98.2 percent of our waste and brewing byproducts.
- We reduced our water usage by 5.4 percent in 2009, which saved 2.4 billion liters of water

CO₂ Emissions (Scope 1 and 2)

Kg CO₂ per hectoliter





sufficient to supply a population of 450.000 people for a month.

- We cut CO₂ emissions per hectoliter of production by 40 percent in the past five years, including a reduction of 6.7 percent from 2008 to 2009.
- We reduced the organic load of our wastewater by 18.6 percent in the past five years.
- About 27 percent of the energy we use in the Latin America North zone comes from renewable fuels.

World Environment Day

A total of 31 beverage plants, four malting plants, three verticalized plants and three distribution centers — together with Anheuser-Busch InBev, Latin American North (LAN) Partners, non-governmental organizations, environmental agencies, municipalities and communities joined forces in Brazil for the World Environment Day Campaign.

Of these participants, 29 beverage plants, three malting plants and three verticalized plants got an early start on water use reduction efforts. They promoted a campaign for World Water Day, beginning March 22 and finishing at the end of June.

During the month of June, AmBev employees worked together on reducing water use, carbon dioxide emissions and energy consumption; increasing recycling efforts; and implementing a number of biodiversity projects such as planting trees and preserving fauna.

Several examples of World Environment Day activities follow:

Navegantes Malting Plant

The World Environment Day campaign involved more than 450 people, with participation of nongovernmental organizations, malt producer cooperatives and more than 100 municipalities from the Brazilian states of Rio Grande do Sul, Santa Catarina and Parana.

The objectives were:

- 1) Fostering a better world.
- 2) Minimizing the use of natural resources.
- 3) Bringing in a “cleaner” product.
- 4) Educating our people.

Achievements of this campaign included:

Tree-seedling donations

The plant donated tree seedlings to barley farmers so they could create green belts, which help protect agricultural land and undeveloped land. Green belts help increase biodiversity, reduce carbon dioxide levels and impede wind erosion.

Synergistic Development of Corn with Barley

The plant helped implement sustainable agriculture through appropriate management practices that encourage environmental synergies with corn and barley. This effort encouraged crop rotation to reduce the possibility of harmful diseases and pests in cereal crops. As a result, farmers can use smaller amounts of pesticides

AmBev's employees partnered with local barley farmers to help create green belts, protecting agricultural and undeveloped land.



Schools collected recyclable bottles and cans as part of an AmBev-sponsored World Environment Day initiative.

and fertilizers. This leads to lower production costs, better land use and a maximization of the use of machinery and labor. Farmers also can use the maize straw resulting from corn production to reduce land erosion.

Promoting School Vegetables Garden

The plant supported construction of a greenhouse to create a school garden that will teach and feed 250 children in the city of Panel, Santa Catarina (population 3,000).

Other environmental achievements of the Navegantes Malting Plant

- In June 2009, we achieved new records in reducing our consumption of water, energy and fuel.
- We distributed seedlings throughout the area, which helped improve biodiversity.
- We collected enough oil and batteries to prevent the contamination of about 30,450 cubic meters of water.
- We collected 80 kilograms of recyclable materials on the streets of the region.

Cebrasa Brewery

Cebrasa's World Environment Day campaign sought to increase cooperation on environmental projects among the brewery, Anhanguera University, the community and local farmers. The region faces problems of deforestation along the local river, Ribeirão das Antas. This causes erosion, which at times causes interruption of water flow to the brewery.

Research is being conducted to understand the native vegetation along the Ribeirão das Antas, and a map of endangered species is being developed in partnership with the biology faculty of Anhanguera University. This work will help prepare and implement a plan for rehabilitating degraded forest areas.

The plant also helped build a nature trail with assistance from the community. School children regularly visit the site for environmental education activities. Employees have free access to the trail and the activities.

Other Environmental Achievements of the Cebrasa Brewery

- Planting seedlings along the Ribeirão das Antas, which borders the factory, to reduce erosion.
- Planting native seedlings on the premises of the brewery.
- Continuous production of seedlings in the brewery nursery.
- Donation of seedlings for numerous events.
- Participation in the Symposium on Environmental Education sponsored by Anhanguera University.

Sapucaia Brewery

This brewery's World Environment Day campaign involved recycling, partner schools and the City Hall of Sapucaia do Sul. The plant promoted a contest between schools to see which school could collect the most recyclable plastic bottles and aluminum cans. A total of 12 schools and



Employees planted seedlings at the Cebrasa brewery as part of World Environment Day.



7,916 students took part in the contest. They gathered 1,397 metric tons of bottles and cans.

Other activities during the campaign included:

- The donation of seedlings of native fruit trees (acerola, araçá e pitanga) to employees with the objective of biodiversity preservation and climate change awareness.
- An effort to discourage food waste among employees. During lunch time, all employees who didn't waste food won tickets to exchange for an environmentally-friendly "green" bag.

Awards and Special Recognition

Guarulhos Brewery - Environmental Award — Encouraging Biodiversity at the Guarulhos Brewery (São Paulo, Brazil)

The Guarulhos brewery received the "Environmental Seal," an environmental award granted by the city of São Paulo in recognition of the brewery's efforts to track and preserve wild animals in the Atlantic Forest. The brewery is located near the 8-million-square-meter forest. The animal-preservation program was developed in partnership with the municipality's Department of Environment. The program catalogs wild animals and rehabilitates certain species in nurseries built inside the plant with the objective of returning them to the forest. In February 2009, the plant also was approved as an "Area of Preservation and Tracking Wild Animals" by IBAMA, the Brazilian Institute of



Environment and Renewable Natural Resources, the National Environmental Agency.

Jaguariuna Water Action Prize

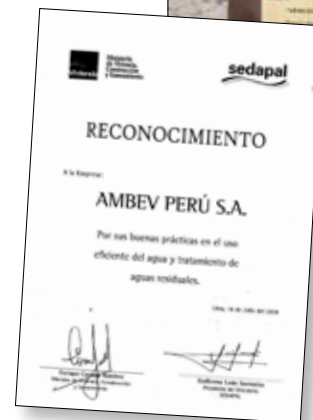
The Jaguariuna brewery implemented a project to recover water from some steps of the production process. Its project, "Sustainable Water Use," received an award in the Water Reuse category from the Intermunicipal Basin Consortium of Piracicaba, Capivari and Jundiaí rivers. The project also was recognized with an award from Federação das Indústrias do Estado de São Paulo for Water Conservation and Reuse. The project began at the end of 2007 and resulted in a 13.9 percent reduction in the water consumption index in the first half of 2008 compared with the same period in 2007. This amount equaled about 600,000 cubic meters of water, enough to supply water for one month to the town's 36,000 inhabitants.

Curitiba Plant

In 2008, the Curitiba Plant developed a recovery system for rain water to be used. Through 2009, the project recovered 14,300 cubic meters of rain water each year — enough to supply water to a population of 3,000 for a month. The collected non-potable rain water was treated and used for projects such as refrigerating towers and external cleaning.

Above left: AmBev supported the development of a school vegetable garden in the city of Panel, Santa Catarina in Brazil.

Above right: As part of World Environment Day, the Sapucaia brewery promoted a contest between local schools to see which could collect the most recyclable beverage containers. A total of 12 schools and nearly 8,000 students took part in the contest.



Labatt Breweries of Canada

Location: Canada

Striving for a Better World

At Labatt, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. Labatt is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations** and **the environment** in which we live; and for **our consumers, who** we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to produce them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and we also are committed to engaging with consumers to promote responsible drinking.
- **Environment:** We are committed to a sustainable approach in our use of key natural resources.



Community

A key objective for Labatt is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.

In 2008 and 2009, Labatt invested more than \$6.2 million CDN in projects designed to improve safety and environmental performance.

Environmental projects included:

- The London, Ontario, brewery reduced total electrical consumption by 7.33 percent in the first half of 2009, thereby saving nearly \$60,000 CDN a year. Half of that savings came from a project to install energy-efficient lighting.
- A project at the Montreal, Quebec, brewery that recovers heat from the wort boiling process and reuses it.
- An upgraded system designed to treat effluent pH at the Hamilton, Ontario, brewery.

Safety-related projects included:

- A national project to improve palletizer and depalletizer safety systems.
- Installation of improved gas detection systems in the Montreal brewery and

ventilation systems in the Edmonton, Alberta, and Hamilton, Ontario, breweries.

- A chip hoist at the brewery in St. John's, Newfoundland, designed to reduce manual chip-handling.

Additional economic benefits generated by Labatt included:

- More than \$481 million CDN in federal, provincial and excise taxes in 2009.
- More than \$237 million CDN annually in wages in 2009, employing about 3,000 people and generating approximately 82,000 indirect jobs across Canada.
- More than \$1.04 billion CDN spent on goods and services in 2009.

Giving Back

In addition to investing in our facilities, we also contribute to our communities, recognizing that giving back is a key element of a sustainable approach to our business.

- In the past two years, Labatt invested more than \$25.1 million CDN in the Canadian communities in which we operate through sponsorships and charitable donations. As part of our philanthropic efforts, the company also encourages employee volunteerism and recognizes employee community involvement through initiatives such as the Labatt Employee Matching Gift Program.

Winning with Integrity

In 2008 and 2009, Labatt also reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool



Key Brands:

National Domestic Brands

- Budweiser
- Bud Light
- Alexander Keith's
- Labatt Blue

Regional Domestic Brands

- Kokanee
- Lakeport

International Premium Brands

- Stella Artois
- Leffe
- Stella Artois
- Beck's
- L g re
- Hoegaarden
- Bud Light Lime

Labatt's vision is to be the Canadian leader in the fight against drinking and driving and the country's pre-eminent voice of moderation.



for our senior employees. The “Winning with Integrity” training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information. In addition, we implemented an online system for tracking employee compliance and acceptance of the code.

One Team, One Dream

We recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to support our cause as a responsible corporate citizen.

At Labatt, we saw a 35 percent reduction in our total injuries in 2009 over 2008. The main drivers have been increased safety awareness among all staff and greater supervisory adherence to weekly environmental and safety checks.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at Labatt, we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging misuse.

Playing a Pioneering Role

Labatt's vision is to be the Canadian leader in the fight against drinking and driving and the country's pre-eminent voice of moderation. We have been an industry leader for more than two decades in encouraging consumers, especially young adults, to enjoy our beers responsibly and moderately. We plan to continue building upon the successful programs we have in place.

Labatt was the first Canadian brewery to launch a moderation program and the first to introduce a “near-zero” alcohol beer. Our approach to promoting responsible enjoyment always has been a collaborative one. Labatt's partnerships across the country with local law enforcement agencies, urban transit commissions and organizations such as the Canadian Red Cross and The Canadian Avalanche Association have enabled the company to develop campaigns that promote consumer safety and responsible drinking behavior.

Labatt formed the first partnership with law enforcement agencies, student groups and national TV networks to spread moderation messages as part of our widely recognized *Know Where to Draw the Line* campaign. Through partnerships with major urban transportation systems, Labatt has helped people get home safely with *Ride Free on New Year's* programs.

In regions such as Atlantic and Western Canada, Labatt has collaborated with local partners to develop educational programs and brochures

Promoting ways to get home safely after a night out is the focus of the national *Make a Plan* campaign. The program reminds parents to plan ahead before heading out and focuses on using a designated driver or finding an alternate way home if they are unfit to drive.



that promote responsible use of alcohol in and around water, as well as in the backcountry. We also have a comprehensive server education program. Alcohol licensees are trained at Labatt facilities to learn how to prevent overconsumption as well as drinking and driving.

Since the mid 1980s, public awareness and concern have increased significantly for the most visible form of alcohol misuse — driving while impaired. This period, which spans more than two decades, coincides with increasingly focused and high-profile moderation and responsible enjoyment campaigns developed and implemented by Labatt. We believe these initiatives have contributed significantly to more mature public attitudes about drinking and driving.

Creating a New Focus: *Make a Plan* Campaign

Several startling statistics have made us realize that the issue of drunk driving remains a major concern. Research gave us the impetus for our *Make a Plan* campaign, that provides people with useful suggestions for planning ahead so they can enjoy themselves responsibly. It was a bold new strategy when we introduced it in 2007, and it remains so today. It gives people common-sense ideas that they can put to use to ensure they get home safely.

For young adults, Labatt developed and launched a cool, fun, interactive Web site (www.makeaplan.ca). It gives visitors a battery of helpful hints so they can have an enjoyable, spontaneous evening out and always have a safe way home.

After years of focusing on 19- to 24-year-olds, Labatt also decided to dedicate additional spending and resources to target parents. We purchased transit shelter advertising across the country to remind parents to plan ahead — if not for themselves, then for the sake of their children.

Focus group sessions confirmed that our audience was receptive to these messages, that they expect such messages from a brewer, that they think better of us for sponsoring them, and that it makes them think beforehand about how they should behave in risky situations. Research also confirmed that the advertising campaigns were being noticed.

As a testament to the success of Labatt's moderation efforts, we have seen a steady decline in the incidence of impaired driving over the past decade. Obviously, other factors have contributed to this decline, but we think it's fair to say that the Labatt moderation program has played a key role.



Ads from the popular *Know When to Draw the Line* campaign that promote the responsible consumption of alcohol and the use of designated drivers. The campaign uses humor through “over the top” scenarios to point out many life situations in which Canadians should draw the line.

New Campaign Targeting Young Adults

In 2009, we took our responsible enjoyment messaging directly to its targeted audience with a new online campaign aimed at 19- to 24-year-olds. The campaign recognizes that online social media outlets are replacing traditional advertising as the primary source of information for this age group.

Following that trend, Labatt has updated its long-running and successful *Know When to Draw the Line* campaign for the online generation. The campaign uses humor through “over the top” scenarios to point out many life situations in which Canadians should draw the line. A contest element to the campaign encourages broader awareness by inviting Canadians to post photos depicting their own examples of being outrageous and over-the-top on an “Everything in Moderation” Facebook page.

Environmental Performance

At Labatt, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize that we have a role to play in addressing shared challenges such as climate change.

The Facts of Environmental Performance

- In 2009, Labatt recycled more than 14,000 metric tons of glass, more than 189 metric tons of aluminum cans (which avoided the release of approximately 1,300 metric tons of carbon dioxide into the atmosphere), 25,000 metric tons of baled paper, and 28 metric tons of other metals.
- All Labatt packaging contains the maximum allowable amount of recycled content.
- Labatt recaptures more than 95 percent of all consumer packaging and associated materials.
- More than 98 percent of our beer bottles are returned and are reused 15 to 20 times.
- In 2002, Labatt used 8.87 hectoliters of water to produce 1 hectoliter of beer. In 2009, we have reduced our usage by approximately 45 percent to 4.89 hectoliters of water per hectoliter of beer.
- In 2009, about 145,000 metric tons of spent grains and yeast recycled from production processes were turned into highly nutritious livestock feed.

We recognize the value and vulnerability of water because the purity of Canadian water is an essential hallmark of our products. The quality of the water we use in our brewing process is a critical factor in the quality of our product, and maintaining the availability of high-quality Canadian water is a major concern for us.

2012 Environmental Targets

In 2009, we set targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our global companywide targets are:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry-leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

Energy Challenge

Labatt is making significant contributions to achieving these goals. In one of the most ambitious efforts of its kind in company history, the company launched a comprehensive, six-week initiative to reduce energy consumption at every brewery in Canada. Efforts focused on:

- Identifying and correcting utilities leaks and misuse.
- Identifying and communicating effective process and lighting shutdown.
- Creating awareness of energy consumption and costs within employees' area of influence.
- Creating a sustainable mechanism for ongoing employee engagement in utilities reduction.

The project was extended two weeks as a result of widespread and overwhelmingly positive response. The results were impressive with a total year-over-year reduction in energy consumption of 8 percent and a reduction in water consumption of 17.8 percent. Each of the seven participating breweries exceeded the challenge target of implementing at least one corrective action for every two employees. Overall, employees identified more than 2,100 improvement ideas and implemented more than 1,350 corrective actions.

The Labatt Fresh Water Alliance

Canada is one of the few countries in the world privileged to have an abundant supply of fresh water available to its citizens, and Labatt has always regarded water as a touchstone of the country's environmental wealth. We recognize the value and vulnerability of water because the purity of Canadian water is an essential hallmark of our products. The quality of the water we use in our brewing process is a critical factor in the quality of our product, and maintaining the availability of high-quality Canadian water is a major concern for us.

In recognition of the importance of water to Canada, to Labatt and to our products, we launched the Labatt Fresh Water Alliance in 2008 with an initial program to support the Canadian Land Trust Alliance (CLTA). This trust is a non-governmental, nonprofit organization established to preserve land and water resources for the benefit of the public. Most land trusts are located within watersheds.

More than 800 people saw firsthand the impact that employee and public engagement in environmental programs can have.

We are working with the CLTA to develop a number of water-related programs that raise awareness and promote volunteerism among our employees and the community.

We believe that our approach can be summed up in one word — responsibility. With our exciting initiative with the CLTA, we continue to strive to make today's decisions with our eyes on the future.

Thames River Clean Up

The Thames is a major river in Ontario that runs through London, the birthplace of Labatt and the site of one of our major breweries. Labatt is a major sponsor of the annual Thames River Clean Up which targets more than 200 kms. of the river and tributaries.

On April 18, 2009 dozens of employees, family and friends from Labatt's London national office and hometown brewery highlighted the impact of personal involvement in a company-wide commitment to the 10th Annual Thames River Clean Up.

More than one metric ton of debris — including metal, old bicycles, tires and shopping carts — was removed from the shoreline of the Thames River behind the London plant. Approximately 50 volunteer employees and their friends and families returned the stretch of path behind the plant to its natural state and prepared it for everyone in the community to enjoy. The path is popular with London residents, who enjoy walking and riding along the Thames River throughout the year.

For six years, employee participation in the Thames River Clean Up has been a prominent example of the kind of environmentally beneficial work volunteers can accomplish.

World Environment Day — National Awareness — June 5, 2009

All of Labatt's World Environment Day (WED) activities reflected on the nationally driven

theme, *What Have You Done for Your Planet Lately — Share Your Story!* The objectives of the program were to:

- Boost awareness of WED and climate change.
- Promote Labatt's partnership with the Canadian Land Trust Alliance.
- Actively engage and involve employees and their families.
- Educate and inspire others through meaningful action.
- Recognize and celebrate employees' efforts toward creating a Better World.

To promote employee awareness and participation, Labatt showcased the company's environmental initiatives and launched an extensive internal communication effort, developing a series of stories to educate our employees across the country.

We also conducted three contests to encourage WED involvement by employees and their families. They included an art contest for children, a community initiative contest for parents, and a challenge for employees to reduce their carbon footprint on World Environment Day by using a more fuel-efficient way to get to work and back. In addition to encouraging involvement among our 3,000 employees, our WED efforts reinforced our company's commitment to the environment, to energy and water conservation as a major company priority.

Another ambitious project undertaken by Labatt employees for WED was the Better World Employee and Family Day at our Montreal brewery. The brewery opened its door for the first time in more than 10 years to all employees and their families for a brewery tour and an environmentally friendly barbecue. What made this employee family day unique was that it focused entirely on the brewery's environmental efforts and successes. Throughout the tour, people were provided with quick facts about how the brewery constantly looks for ways to reduce its carbon footprint and how the public can benefit from our



Employees signing in visitors at the Labatt brewery in Montreal as part of an event celebrating World Environment Day.

practices. More than 800 people saw firsthand the impact that employee and public engagement in environmental programs can have.

Community Awards

In recognition of both our commitment to environmental sustainability and our contributions to the well-being of our communities, Labatt has received a number of important awards. Here are a few prominent ones:

Montreal, Quebec, Brewery

- **Phénix de l'environnement** — Québec's most prestigious environmental awards program. The brewery submitted its winning entry in the Business Accomplishment category for its overall work in reducing energy and water consumption and for the management of its residual materials.
- **Ici on Recycle** — Labatt earned the highest recognition for this program managed by Recyc Québec. The program honors companies that recycle, reuse and reduce materials.
- **Réseau Électrique** — Labatt was inducted into the Hydro-Québec Energy Savers' Circle, which recognizes the exceptional performance of major customers that have cut their plants' electricity consumption by at least 5 percent or saved at least 50 gigawatt hours per year by taking part in Hydro-Québec's ENERGY WISE programs for major customers.

Our approach was innovative in that we were able to look beyond self-congratulation to the broader benefits of publicizing sound environmental practices among key influencers and the general public, and to associate Labatt's name with these practices.

Halifax, Nova Scotia, Brewery

Labatt's Oland Brewery in Halifax and its 255 employees and managers were awarded Nova Scotia's Mobius Environmental Award for Large Business of the Year in 2008 for their environmental improvement efforts.

The awards, named after the international recycling symbol — the Mobius Loop — recognize innovative Nova Scotians who have helped make the province a waste-reduction leader. Oland won the award for its leadership in waste-resource management, diverting materials from the waste stream, green procurement policies, waste diversion and the use of recycled content in products.

The brewery's efforts resulted in reduction of water use by 14 percent, electricity use by 7 percent, and oil use by 10 percent. In addition, employees reuse or recycle 97 percent of all materials used in the brewery.

London, Ontario, Brewery

The Corporate Icon Award is given annually by the London Chamber of Commerce to a company that represents business excellence in the community. Companies recognized by the award have helped improve the community's quality of life through corporate initiatives and continued community investment. Labatt was officially honored as the Corporate Icon of the Year at the 2009 Business Achievement Awards held at the London Convention Centre on March 25, 2009.

The award has been characterized as a "lifetime achievement award" for corporations. It is based on the following criteria:

- Contributions to the improved image or reputation of the community as a whole.
- A minimum 10-year physical presence in the community.
- Help in building the quality of life in the community through quality-of-life initiatives.
- Demonstrated commitment to London through investment and reinvestment in the community.

Our approach was innovative in that we were able to look beyond self-congratulation to the broader benefits of publicizing sound environmental practices among key influencers and the general public, and to associate Labatt's name with these practices.



Anheuser-Busch InBev China

Location: China

Striving for a Better World

At Anheuser-Busch InBev China, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. Anheuser-Busch InBev China is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all for **our consumers**, who we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to create them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and discourage abusive drinking, including drink/drunk driving and underage drinking.
- **Environment:** We are committed to using a sustainable approach to the use of key natural resources.



Key Brands:

Focus Brands:

- Budweiser
- Harbin
- Sedrin

Local Brands:

- KK
- Double
- Jinling
- Baisha

JV Brands:

- Zhujiang
- Double Deer
- Jin Long Quan



Anheuser-Busch InBev China employees in Wuhan and Jinzhou work to plant trees and beautify their communities.

Community

A key objective for Anheuser-Busch InBev China is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.

- In 2008 and 2009, Anheuser-Busch InBev China held nearly 4.32 billion RMB in capital investment in China. Significant investments included:
 - Installation of a new evaporator at the Hegang plant, which is greatly reducing water usage.
 - Upgrades to wastewater treatment plants at seven breweries in China to comply with new regulations governing beer wastewater treatment.
 - Installation of scrubbers on coal-fired boilers at the Harbin and Yanji breweries.
- In 2008 and 2009, Anheuser-Busch InBev China paid nearly 2.97 billion RMB in business and consumption taxes.
- In 2009, Anheuser-Busch InBev China employed 22,058 people full time.

Giving Back

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element of a sustainable approach to our business. Some examples of Anheuser-Busch InBev China's efforts in 2008 and 2009 in this area include the following:

- Sponsored the Harbin Beer Cup English-Speaking Contest, which provides incentives for students in secondary schools and universities to improve their English skills.
- Participated as a sponsor of the Hope Project, which provides financial assistance to students who play hockey. Athletes are assisted with sports equipment, training and scholarships.
- Sponsored the Harbin Production Safety Awareness Program, which provides advice and information for creating a safer working environment.
- Sponsoring Harbin International Beer Festival to help promote Harbin as a tourist destination.

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element of a sustainable approach to our business.

The Anheuser-Busch InBev China Harbin Civic Fund was established in 2004 and is dedicated to the promotion of long-term economic development for Harbin and surrounding areas. Education, vocational training and health care also gained great support from the fund. The company made an initial donation of 64.9 million RMB.

When a disastrous snowstorm occurred in 2008, Anheuser-Busch InBev China, in association with the Red Cross Society of Hunan Province, co-sponsored a charity program titled *Sedrin Beer: Sincere Donation and Harmonious Achievement*. The program supported the reconstruction of disaster-stricken areas in Hunan by donating 300,000 RMB. In addition, Sedrin Beer, an Anheuser-Busch InBev China brand, launched a program to donate to a charity bazaar. Anheuser-Busch InBev China donated 100 RMB to stricken areas for each bottle of Sedrin beer sold. In this way, the company demonstrated its concern and desire for the reconstruction of disaster areas. Anheuser-Busch InBev China also responded quickly when a severe earthquake struck Sichuan. For the very first time, the company's charitable donations, including products, totaled a record 15 million RMB.

In 2009, Anheuser-Busch InBev China and the Harbin brand gave its full support to Find Water for China, a program sponsored by Nanfang Weekend and organized by the China Foundation for Desertification Control. The program drew attention to the challenges faced by China's water resources due to pollution and supply shortages.

Winning with Integrity

In 2008 and 2009, Anheuser-Busch InBev China also reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool for our senior employees. The Winning with Integrity training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

We saw an 80 percent decrease in lost-time accidents in 2009 when compared with 2007.



In addition to the global management trainee program, the company also launched a partnership in 2009 with the China Europe International Business School (CEIBS), giving students scholarship money and placement assistance.

At Anheuser-Busch InBev China, our work force is 65 percent male and 35 percent female.

We have made a significant investment in training and talent development and we work hard to select the best people with the right skills to do the job and the right fit with our culture and values. We want to select people who, given the appropriate training, on-the-job coaching and professional experiences, will become better than those they will succeed. We work to promote employees from within the company whenever possible.

Through our global management trainee program, we train more than 100 young graduates worldwide, including more than 30 from China each year to prepare for advancement within our company. During the past four years, we have hired 17 MBA graduates for positions in China.

We also conduct training for senior leaders to help them understand how to manage change in a corporate culture. We offer programs to support new managers and to help employees make the transition from managers to leaders. By the end of 2009, more than 2,000 China-based employees had received training in leadership and culture, diversity, community service, management systems and other topics through the Anheuser-Busch InBev APAC University.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at Anheuser-Busch InBev China, we have long acknowledged the seriousness of abusive drinking and, as a good corporate citizen, have worked to encourage responsible drinking with our peers in the beer industry through the Beer Branch of China Brewery Industry Association.

In 2008, we partnered with the Shanghai Traffic Police Bureau to launch a national program to engage the public in thinking about responsible drinking and how to avoid drunk driving. The *Don't Drink and Drive* program was received warmly by the public. A total of 5,325 practical tips on avoiding drunk driving were generated, with the 10 best tips selected to appear in the campaign. Anheuser-Busch InBev China actively shared and promoted these 10 tips in a number of different ways. Through a partnership with the Traffic Police 100,000 traffic safety leaflets were distributed to the public. In addition, the company held a press conference and partnered with the media to take the campaign to print and Internet. A total of 2 million individuals were reached by the campaign and the initiative's Web site recorded 23 million page views (www.sohu.com). In November 2009, through our "Day in the Trade," our employees provided calendars to the community and retailers that featured the Top 10 tips to help promote responsible drinking and discourage drunk driving.



Through its partnership with the Shanghai Traffic Police Bureau, Anheuser-Busch InBev China launched a program to engage the public about drinking responsibly and not driving drunk. The Campaign featured ads and a Web site that drew more than 23 million page views.



Anheuser-Busch InBev China promotes responsible drinking, including raising awareness on the issue of drunk driving, through fun, interactive demonstrations.



Awards and Recognition

Anheuser-Busch InBev China has been recognized by a wide variety of groups for our efforts to be a responsible corporate citizen. Here are some examples:

- Anheuser-Busch InBev China was awarded as a CSR Leader in the First China Corporate Social Responsibility Annual Conference co-organized by Chengdu municipal government and Nanfang Daily Media Group.
- Anheuser-Busch InBev China ranked Number 29 on 2009 World Top 500 Companies' Contribution in China List announced by *Southern Weekend*, rocketing 58 places higher compared to 2008. Furthermore, we ranked as Number 1 among the Food & Beverage segment.
- Anheuser-Busch InBev won a special award of "2009 Multinational Corporations in China Contribution" announced by *China Enterprise News*.
- The company received the Best Environmental Protection Award from the WTO Economic Tribune in 2008.
- The Harbin Brewery Group of Anheuser-Busch InBev China was recognized as Advanced Collective by Heilongjiang provincial government in recognition of its sponsorship and outstanding performance during the Winter Universiade sports event.

- The company's Sedrin brewery was honored as a National Environmentally Friendly Company by Ministry of Environmental Protection.
- The Jinlongquan Brewery qualified for three certifications — the GB/T19001-2000 quality management certification, the GB/T14001-1996 environmental management certification, and the CNAB-SI52: 2004 food security management certification — making it one of the few breweries in the nation with these three management system certificates.
- The Wuhan Brewery has been honored as an Advanced Collective in Environmental Protection in Wuhan during the Ten-Five Period by Wuhan municipal government.

Environmental Performance

At Anheuser-Busch InBev China, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize that we have a role to play in addressing shared challenges such as climate change.

Sponsored by the Chengdu municipal government, Anheuser-Busch InBev China received an award at the first China Corporate Social Responsibility Annual Conference.



Frank Wang, Anheuser-Busch InBev Vice President Legal and Corporate Affairs, speaks at the first China Corporate Social Responsibility Annual conference.

2012 Environmental Targets

In 2009, we set targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our global companywide targets are:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

Improving Environmental Performance

At Anheuser-Busch InBev China, when we compare our 2009 performance with 2007, we have:

- Reduced our water usage by 8.4 percent. About 39.3 million tons of water has been saved at all our Chinese plants in those two years, enough to supply water annually to about 352,000 Chinese homes.
- Reduced our use of electricity by more than 6.3 percent. We saved about 32.5 million kilowatt hours of electricity at all our Chinese plants in those two years — enough to supply electricity to about 70,000 Chinese homes for one year. By lowering our use of electricity, we also lowered carbon dioxide and sulfur dioxide emissions by about 32,450 tons and 976 tons, respectively.
- Reduced our heat consumption per hectoliter by 13.8 percent. This avoids burning about 80,000 tons of coal in the past two years, thus reducing carbon dioxide emissions by 142,500 tons and sulfur dioxide emissions by 3,000 tons.
- Improved our carbon dioxide recycling and plus the emission reduction indirectly from energy conservation in all our plants, about 201,000 tons was reduced in the past two years. Each gallon of gasoline burned by a car produces about 14 pounds of carbon dioxide, so a car averaging 20 miles a gallon would travel more than 640 million miles to produce this much carbon dioxide.

Adding the figures above, Anheuser-Busch InBev China reduced carbon dioxide emissions during the period by about 375,950 tons and reduced sulfur dioxide emissions by about 3,976 tons after treated by the existing sulphur and particulate facilities.

Energy-saving Projects

- In the Putian and Wuhan breweries, the biogas produced in the plants' Bio-Energy Recovery Systems (BERS) is used for heat production and to dry spent grain. In 2008, about 6,500 tons of coal was saved, which makes up roughly 11 to 15 percent of the brewery's coal consumption each year.
- More than 10 breweries took part in Energy Day, a global energy conservation action near the end of 2008 and in March 2009. This initiative goes beyond energy awareness education. The plants actually shut down for one or two days to implement energy-saving actions, such as maintenance work on heat exchangers and fixing leaks to eliminate energy loss and inefficiencies. 2.5 million RMB in the first half year of 2009 has been saved through these efforts.
- As part of Energy Day, the Putian 2 brewery found and eliminated leak points in compressors, water and steam equipment, pasteurizers and other equipment. The plant reduced carbon dioxide emissions by about 355 tons a year based on improvements made through this effort.
- The Nanchang brewery, through its Energy Day initiatives, modified its reclaimed water pipe and cleaned its heat exchangers. This led to a coal savings of about 225 tons, which in turn reduced carbon dioxide emissions about 560 tons and sulfur dioxide emissions about 12 tons.

At Anheuser-Busch InBev China, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live.



- At the Wuhan brewery, an employee named Wang Chenguo invented an ash-cleaning tool for boilers that helps save about 50 tons of coal a year.

Water Usage and Waste Management

All Chinese breweries are conducting a coordinated program on water usage and energy conservation management. The Anheuser-Busch InBev global Supply team provided a checklist of actions, such as good operation practices (GOPs) for water, heat, electricity, solid waste, etc., that could be given as a guide to operators and first-line employees to conduct this activity. The results included:

- At the Hegang brewery, a new evaporator now recycles water and greatly reduces water use. About 13,500 tons of water are being saved annually.
- At the Songjiang brewery, a reverse-osmosis system is being used for multimedia and sand-filter cleaning. Treated water is being recycled as cooling water for equipment. Through these efforts, water use fell about 13 percent in 2008 compared with 2007.
- At the Nanchang brewery, plant employees developed many water-saving ideas and put them into service, as well as incorporating actions from our Voyager Plant Optimization (VPO) system into daily operations. This included such actions as reclaiming the cleaning water from the water treatment plant for use in landscaping and sanitation; reforming the pipeline of the pasteurizer so the overflow water from the tank is sent to pre-washing

empty bottles; and renewing the stream traps to reclaim the recycling water. Through all employees' working together, water usage declined 14 percent based on 2008, saving about 280 M thousands tons of water in 2009.

- At the Yinpu brewery, the plant has made good progress in water-savings, using the waste water of the rinsing operation system as rinsing water of the multi-media filter tank, combining multi-evaporative condensers, and installing valves and piping to recycle all the water used to prevent freezing during the winter season. Correspondingly, about 26,790 tons of water has been saved in 2009. And what is more important is that by reforming the evaporative condenser, 247,200 kwh electricity was saved in 2009.
- At the China Zhoushan Plant, which is located on an island, in 2009, employees began several water conservation efforts. Employees reclaimed rinse water from the water treatment system and spray water from packaging operations for use as backwashing water for wastewater treatment filter systems. This reclaimed water is also used in other operations, such as sulfur dioxide removal in the boiler scrubbers and toilet flushing. These actions and others reduced water use by 14 percent per hectoliter of beer in 2009.
- In 2009, the Wuhan plant made significant water reductions in the brewhouse by optimizing several rinsing processes while maintaining strict quality standards. In total 34 billion liters of brewing water a year will be saved, amounting to about RMB 131,617 per year.



Employees at the Wuhan and Yinpu breweries teamed up with local governments to help clean and protect rivers from pollution.

Environmental Performance

- Seven breweries have upgraded their existing wastewater treatment plant to comply with China's new beer wastewater standard. Anheuser-Busch InBev China has invested more than 6 million RMB as part of a comprehensive compliance plan. In 2008 and 2009, about 1,700 tons of chemical oxygen demand (COD) load was reduced for discharge out of plants.
- In 2008 and 2009, Harbin, Putian, Putian II and Yanji breweries installed new sulfur dioxide removal scrubbers on their coal-fired boilers. By removing sulfur dioxide, this prevents about 2,011 tons of particulates and 830 tons of sulfur dioxide emissions to the atmosphere in the past two years.
- All Anheuser-Busch InBev China breweries collect and recycle spent grain, waste yeast, broken glass, cardboard, fiber bags and other materials, etc, the recycling ratio approached 95 percent in order to avoid landfills.
- Most of the breweries recycle and sell waste labels from returned bottles.
- The bottle recycling rate for Anheuser-Busch InBev China plants approaches 98 percent.

Employee Involvement

Employees at each of our Chinese breweries are actively engaged in their communities and are working on environmental projects that help promote conservation and sustainability efforts. On World Environment Day in June 2009, about 12,700 employees from 29 plants took part. In all, 59 different environmental improvement projects were undertaken. Seven plants were recognized with awards in their communities.

Brewery Implementation of Best Practices

- At the Harbin brewery, workers modified an evaporator system and part of a cooler pipeline after observing best practices from other plants. The power savings from these initiatives totaled about 362,330 kilowatt hours and reduced carbon dioxide emissions by about 360 tons in 2008.
- The Nanchang brewery added a new carbon dioxide collection system. As a result, about 300 tons of carbon dioxide was kept from being emitted into the atmosphere during the first half of 2009. The Wuhan, Shiliang and Jiamusi breweries all use this technology.

- The Foshan Brewery has adopted eco-friendly technology to promote clean production. It saves resources and energy, and incorporates environmental protection measures into the standardized management of the enterprise's daily routines. For treating industrial waste, the brewery has invested 12 million RMB to build an advanced sewage treatment system, to ensure standard discharge after treatment. Furthermore, boiler fume purification equipment has been installed in the plant, with the efficiency for fume and dust reduction reaching 95 percent, and the efficiency for sulfur dioxide removal nearly 90 percent. The brewery also adopts repeated use of treated waste water, which is expected to save 400,000 tons of water each year. Meanwhile, the application of condensation water recycling technology effectively saves energy by raising the recycling ratio to more than 90 percent. The new brewery also invests in carbon dioxide low purity recycling equipment, in order to ensure maximum recycling and re-usage of carbon dioxide generated during the beer fermentation process, which greatly reduces the waste of resources.



Employees from the Wuhan brewery planted trees in the city.

Governmental Awards

In 2008, Anheuser-Busch InBev China breweries received 15 safety awards and eight environmental awards from the Chinese government. These include:

- The Harbin brewery in 2008 was named the provincial Ecotype Industry Model Enterprise by the Henglongjiang Provincial Environmental Protection Bureau.
- The Hailun Brewery, Hegang Brewery and Mudanjiang Brewery was recognized in 2008 as the Environmental Protection Model Enterprise by the city's Environmental Protection Committee.
- In 2008, the Wenzhou/Jinhua brewery was recognized as a Green Environmental Enterprise by the local Environmental Protection Committee. That same year, the plant's safety record was honored by the municipal government.

InBev Deutschland

Location: Germany, Austria, Switzerland

Striving for a Better World

At InBev Deutschland, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. InBev Deutschland is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all for our **consumers, who** we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to create them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and discourage abusive drinking, including drink/drunk driving and underage drinking.
- **Environment:** We are committed to using a sustainable approach to the use of key natural resources.



Key Brands:

- Beck's
- Franziskaner
- Kaiser Brewery



Above: The Geklart, wer Fahrt program encourages designated drivers to have a zero blood alcohol level. Drivers who have not consumed any alcohol are eligible for prizes.

Left: Sponsored by the Beck's brand, the Geklart, wer Fahrt program rapidly gained awareness and credibility.

Community

A key objective for InBev Deutschland is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. We are improving our production facilities, modernizing logistics and commercial investments, creating jobs, as well as paying taxes and excise duties. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.

- In 2008 and 2009, we made significant investments in logistics at our breweries in Bremen, Wernigerode and Issum.

Winning with Integrity

In 2008 and 2009, InBev Deutschland also reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based reporting tool, as well as a web-based training tool to our senior employees. The 'Winning with Integrity' training includes guidance on how to apply company ethics and values to the job; conflicts of interest and how to identify them; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

Our work force is composed of 83.6 percent males and 16.4 percent female employees.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at InBev Deutschland, we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging abuse.

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, with a primary focus around: drink/drank driving, high-risk drinking and underage drinking. Key programs included:

Responsible Drinking — Program Highlights

Geklart, wer fährt:

Encouraging young drivers to commit to a 0.0% drink-driving-limit.

- Partnering with leading dance clubs all over Germany and the German Automobile Clubs (ADAC).



Individuals who participated in the Geklart, wer Fahrt program and did not drink any alcohol before driving their party home, received prizes.



A Geklart, wer Fahrt event promoting a zero blood alcohol limit for designated drivers.



Above: InBev Deutschland helps raise awareness of the dangers consequences of drink-driving by partnering with the German Automobile Clubs. The partnership shows young drivers the impact of alcohol on their driving ability.

Left: A driver showing that he has not consumed any alcohol by using a breathalyzer. The Geklaert, wer Fahrt program encourages designated drivers to consume no alcohol before driving their party home.

- Building awareness of the dangers of drinking and driving and emphasizing the driver's responsibility.
 - Providing rewards for young drivers upon their arrival at the dance club.
 - Incentivizing young drivers with the possibility to win ADAC driver's safety training when committing to 0.0% blood-alcohol levels.
 - Supporting the creation of driver's nights by dance clubs.
- Initiative took place in Autumn 2008 and 2009.
- For more information: www.geklaert-wer-fahrt.de.

Drink-Drive Awareness:

Raising awareness of the consequences of drink-driving.

- Partnering with the German Automobile Clubs (ADAC) to sensitize young drivers to the problems related to drinking and driving.
- Supporting a program that permits young drivers to experience first hand the impact of alcohol on their driving abilities.
 - Allowing participants to do twice the same circuit — once when they are sober and a second time after they have drunk alcohol.
- More information: <http://www.adac-ortsclubs.de/verkehr/verkehrssicherheitsprojekte/77-fahrversuche-alkohol>.

Implementing a credible self-regulatory system:

Voluntary pre control of commercial communications.

- Central Authority (ZAW) checks if our commercial measures are in compliance with:
 - Legal requirements
 - AB InBev Code of Commercial Communications
 - ZAW self regulation
- Every commercial communication measure needs to pass the ZAW's copy advice before being published.
 - Legal requirements
 - AB InBev Code of Commercial Communications



Sponsored by the Beck's brand, the Geklaert, wer Fahrt program rapidly gained awareness and credibility.

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, with a primary focus around: drink/drunk driving, high-risk drinking and underage drinking.

Environmental Performance

At InBev Deutschland, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize we have a role to play in addressing shared challenges such as climate change.

2012 Environmental Targets

In 2009, we set targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our 2012 global companywide targets are:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry leading 3.5 hl/hl.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

Improving Environmental Performance

InBev Deutschland is making significant contributions to achieving these goals.

- In 2009, InBev Deutschland recycled 99.2 percent of our waste and brewing by-products.
- In 2009, our water usage was 3.98 hectoliters per hectoliter of production.
- In 2009, InBev Deutschland reduced energy consumption per hectoliter of production by 2 percent.

At InBev Deutschland, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts in order to be better stewards of the world in which we live.

Wernigerode Brewery Biomass:

Amount of Biogas in 2009 [m ³]:	366,000
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Amount of electrical Energy produced out of Biogas in 2009 [MJ]:	2,683,390
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Net Recycling Revenues (spent yeast, spent grains, recycled glass, plastics etc.) in 2009: [€]

Bremen:	1,069,792
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Hannover:	113,085
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Issum:	508,850
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München:	564,883
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Wernigerode:	842,000
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Brewery Environmental Projects:

- Bremen: Employees in all departments are looking every week for ways to prevent energy leakages.
- Issum: Installed fin segment curtains between areas of packaging and storage rooms; equipped air conditioning in packaging and production areas with situational controls; reduced room temperature in uncrewed rooms during winter season; conducted Energy Day, which delivered useful hints by employees for savings; improved control of heating related to production of heat generated by processes; and optimized heat usage of air conditioning.
- Wernigerode: Implemented several small projects for reduction of water and energy consumption, vacuum pumps with closed cooling loop; energy recuperation; enhanced environmental awareness of all staff.

InBev Netherlands

Location: Netherlands

Striving for a Better World

At InBev Netherlands, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. InBev Netherlands is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all for **our consumers, who** we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to create them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and discourage abusive drinking, including drink/drunk driving and underage drinking.
- **Environment:** We are committed to using a sustainable approach to the use of key natural resources.

Community

A key objective for InBev Netherlands is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to improve economic standards and add value to the communities in which we live and work.

- In 2008, significant investments for the Dommelsch brewery included a new 20 liter kegging line, an upgrade of the PerfectDraft line and a safety plan for the logistics area.

Giving Back

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element to a sustainable approach to our business.

- In 2008, InBev Netherlands and the Stichting Plant Eens een Boompje Foundation invested more than €20,000 in local projects for underprivileged people and the restoration of the Big Church in Breda.
- In 2009, InBev Netherlands organized a charity auction together with Christie's auctioneers of 20 bottles of vintage — some aged over 20 years — Grand Prestige beer from our





InBev Netherlands contributed with a local activation to the restoration of the Big Church in Breda, the city of our Dutch headquarters.

Hertog Jan brand. The bottles were auctioned for a grand total of more than €7,000. The benefits were granted to Oxfam Novib for a farmers project in Tanzania, Africa. In addition, we continued supporting restoration of the Big Church in Breda with the sales of Breda Beer.

- In 2008 and 2009, we organized well-visited neighborhood events for the community around our Dommelen brewery and supported various neighborhood initiatives.

Winning with Integrity

In 2008 and 2009, InBev Netherlands reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool for our senior employees. The "Winning with Integrity" training includes guidance on how to

apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help us perform as a responsible corporate citizen.

At InBev Netherlands, we saw an approximate 60 percent decrease in our total accidents in 2008 compared with 2007, and another decrease of 60 percent in 2009 compared with 2008. In 2008 we had a reduction of about 45 percent in lost workdays compared with 2007, and in 2009, even a decrease of 68 percent compared with 2008. Our Netherlands work force is 84.4 percent male and 15.6 percent female.



InBev Netherlands organized a charity auction with Christie's auctioneers in November 2009. Twenty bottles of vintage Grand Prestige beer from our Hertog Jan brand were auctioned for more than €7,000. The benefits were granted to Oxfam Novib for a farmers project in Tanzania, Africa.



Key Brands:

- Jupiler
- Hertog Jan
- Dommelsch
- Hoegaarden
- Leffe
- Beck's

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, focusing on drink/drunk driving, high-risk drinking and underage drinking.

In 2009, many InBev Netherlands employees participated in World Environment Day on June 5. Employees reduced their impact on the environment by coming to work via bicycle, public transportation or car pool. They also generated ideas to improve our company's environmental performance.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at InBev Netherlands, we have long acknowledged the seriousness of abusive drinking. We work closely together with the Dutch Brewers Association (CBK) and the Dutch Self Regulation Association (STIVA) to promote responsible drinking and discourage abuse.

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, focusing on drink/drunk driving, high-risk drinking and underage drinking. Key programs included:

Responsible Drinking — Program Highlights

Designated Driver Promotions in the Dutch Jupiler League

At the kickoff of the 2008-09 Dutch Jupiler League soccer season, InBev Netherlands, together with the Dutch Transport Ministry, organized a Designated Driver game at almost every club to promote don't drink and drive.



InBev Netherlands organized and hosted the Dutch Alcohol Policy day for Student Associations together with LKvV, Trimbos Institute and Health Services. Through this event about 50 boards of Student Associations were reached to promote responsible serving and drinking amongst their 40,000 members.

Alcohol Policy Day for Student Associations

In early 2009, InBev Netherlands organized and hosted the Dutch Alcohol Policy Day for Student Associations together with a national student organization, de Landelijke Kamer van Verenigingen (LKvV); the Trimbos Institute, the National Institute of Mental Health and Addiction in the Netherlands; and the Joint Health Services (GGD). Through this event, about 50 student association boards were educated to promote responsible serving and drinking among their 40,000 members.

Environmental Performance

At InBev Netherlands, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.



Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize that we have a role to play in addressing shared challenges such as climate change.

2012 Environmental Targets

In 2009, we set new targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2010. Our targets are to:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drink plants to an industry-leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

Improving Environmental Performance

- In 2008 and 2009, InBev Netherlands recycled about 97 percent of our waste and brewing by-products.
- We reduced our water usage by more than 9 percent the past five years.
- InBev Netherlands has reduced energy consumption per hectoliter by 10 percent over the past five years. Our operations have reduced fuel use per hectoliter by more than 11.1 percent over the past five years.
- We cut CO₂ emissions per hectoliter of production by 8.6 percent.
- InBev Netherlands used about 10 percent biogas for total heat use.
- InBev Netherlands generated €539,000 by-product recycling in 2008 and € 550,772 in 2009.

The tank beer concept was invented by the Dommelsche brewery in the early '80s and set the standard for more efficient and convenient beer distribution through 500 and 1000 liter beer tanks in on trade outlets, instead of employees carrying heavy kegs. Today about 40 percent of the Dutch InBev beer volume in on trade is distributed through tank beer. The latest innovation is a small version of the tank beer truck, called 'City Runner' to reach out to our customers in inner city situations which cannot be reached by a normal truck through size or weight limitations.



Employees of InBev Netherlands participated in World Environment Day on June 5, taking public transportation, biking or carpooling to work.

We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

SUN InBev

Location: Russia

Striving for a Better World

At SUN InBev, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. Sun InBev is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all for **our consumers**, who we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to create them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and discourage abusive drinking, including drink/drunk driving and underage drinking.
- **Environment:** We are committed to using a sustainable approach to the use of key natural resources.

Community

A key objective for SUN InBev is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.





In 2002, SUN InBev launched the “We Live Here” program that joins employees, citizens and officials to help improve streets, gardens and parks in traditional-style “subbotniks”, or voluntary public work.



Russia is one of the emerging markets for our company, and we are investing in it, helping ensure a stable, long-term and transparent way of doing business. In 2009, SUN InBev paid \$330 million in taxes, which is 15 percent more than in 2008.

In 2008 and 2009, our significant capital expenditures constituted more than \$200 million and included:

- A new brewery in Angarsk, which produced its first 1 million hectoliters of our product in 2009.
- New wastewater treatment plants in Klin, Omsk, Angarsk, Perm.
- A new warehouse in Omsk that allows us to move from leased facilities and to create a regional center for distribution and logistics.

- A new packaging line in Perm filling 36,000 cans per hour — one of the most promising packaging formats for the Russian beer market.

All these projects encourage positive economic and social impact on the development of the regions in which we operate. SUN InBev’s operations create new jobs throughout their supply chains. Research shows that for each job in the brewing sector in Russia, 10 jobs are created in the supply, retail and hospitality sectors. It allows us to partner with local governments and receive financial assistance. In 2009, we received tax exemptions equal to \$6 million that were reinvested in further improving our production facilities.

Key Brands:

- Klinskoye
- Sibirskaya Korona
- Tolstia
- Bagbier
- Stella Artois
- Hoegaarden
- Beck’s
- Brahma





In all SUN InBev brewery cities, citizens join with employees and officials in traditional subbotniks, or street cleanings.

Giving Back to Our Communities

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is key to a sustainable approach to our business.

“We Live Here!”

SUN InBev strives to participate in the life of cities and regions that are home to our breweries. The long-term social program “We live here!” aims to make life more pleasant and comfortable for residents of our brewery communities.

We launched the program in 2002 with initiatives called “subbotniks,” or Saturday voluntary public works. These events took place in Ivanovo, Volzhsky, Volgograd, Omsk, Perm, Kursk, Klin, Saransk, Nizhny Novgorod, and St. Petersburg. Each year since then, SUN InBev employees and local citizens work together to improve industrial areas, streets, gardens and parks.

The program is implemented in several steps:

Spring Stage

In all SUN InBev brewery cities, citizens join with employees and officials in traditional subbotniks, or street cleanings.

In 2009, after a long winter, SUN InBev employees, their families, townspeople and representatives of local authorities spent a spring weekend to clean the streets of Klin, Ivanovo, Kursk, Volzhsky, Saransk, Novocheboksarsk, Perm, Omsk and

Angarsk. After completion of the project, all participants were invited to an outdoor feast.

Summer Stage

This includes such projects as the redevelopment of town parks, gardens, streets and squares. For example:

- In 2008, in Perm, the company started restoration of the central city square. The restoration continued in 2009.
- The implementation of the project called “Complex Sports ground for each City Yard” continued in Omsk. Within eight years, 15 mini-stadiums were built in different districts of Omsk, three of them in 2008 and 2009.
- In 2008 and 2009, the company assisted in the reconstruction of “Stroitel” park in Angarsk.
- In Ivanovo, a new flower lawn was created at the city’s central square.
- In Volzhsky, SUN InBev assisted city authorities in building a fountain in the town’s central square. Also, in 2009, SUN InBev supported the redevelopment of a local theatre square in Volzhsky.

Autumn Stage

People work together to redevelop city yards, and communities hold competitions to select “The Best Yard.” In 2008 and 2009 new playgrounds and mini sports stadiums were opened in Kursk, Ivanovo, Volzhsky, Novocheboksarsk and Saransk.

Winter Stage

SUN InBev funded the opening of public skating rinks and the installation of New Year's trees on town streets. The traditional "Christmas Skating Rink" annually arranges in Omsk. In Ivanovo, SUN InBev decorated the central square with New Year's lights. In Angarsk, a special snow town was built in the central park.

Sponsoring Activities

In 2008 and 2009, SUN InBev continued to provide support to the museum Erzya in Saransk, a community in the Republic of Mordovia. The museum plays an important role in local cultural life. In 2008, the company sponsored several exhibitions, including an art exhibition of famous Russia artist Ilya Glazunov.

In Omsk, the company traditionally takes part in the city football and volleyball tournaments, and for the first time, sponsored city Bicycle Day that helps promote good health and protect the environment.

In Angarsk, SUN InBev took part in the city art exhibition called "Angarsky Arbat." As part of the project, the competition for the best sculpture as a symbol of Angarsk was announced.

In Volzhsky, SUN InBev helped a local hospital obtain an ambulance. In the Volgograd region, the company constructed a water tower and assisted in building a road to a remote rural area, which was very important for the district's continued development.

Industrial Tourism

This project began in 2009 on all SUN InBev sites to increase sales and improve our brands' reputations. Through this effort, more than 3,000 visitors, including consumers, employees, regulators, retailers and distributors, learned about brewing technology and our products.

Winning with Integrity

In 2008 and 2009, Sun InBev also reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool for our senior employees. The Winning with Integrity training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

On December 2009, SUN InBev employed 8,800 full-time equivalent employees in Russia. At SUN InBev, our work force is 68 percent male and 32 percent female.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at SUN InBev, we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging abuse. In 2004, SUN InBev was the first Russian alcohol beverage company to begin a responsible drinking campaign.

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, focusing on drink/drun driving and underage drinking.

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.



SUN InBev partnered with other major companies to communicate the “Are You 18? Prove it!” campaign. The initiative is designed to prevent beer sales to those under the legal drinking age.

Responsible Drinking — Program Highlights

“Excessive Drinking Tears You off the Family. Stop on Time!”

We implemented this advertising program to advocate responsible drinking in 2008 in conjunction with the government’s declaration of 2008 as Year of the Family. During this national campaign, we used outdoor, television, radio and Internet advertising.

“Are You 18? Prove It!”

SUN InBev, together with other major beer companies, joined the industry-wide responsible drinking campaign initiated by the Beer Union of Russia. The project was designed to stop beer sales to underage drinkers. At 200,000 retail points of contact across Russia, 500,000 stickers were distributed. In addition, the beer industry supported legislation submitted to Parliament to help prevent sales to individuals under the legal drinking age.

SUN InBev received coverage of its work on this project in 146 news stories on TV, radio, print, and Internet media. The company held special public events in seven cities, with the largest taking place in Ivanovo, Omsk, and Perm. In Ivanovo, it was Rock Festival “Antifabrica.” The leaflets and stickers with the project logo were provided to all guests. In Omsk, the stickers were placed in supermarkets by famous sportsmen, including Olympic winner Alexey Tischenko and “Avangard” hockey team forward Evgeny Timkin. In Perm, we arranged special flash mobs branded

with the project logo and slogan “Stop drinking! Let’s dance!” to remind underage individuals to make smarter choices. Some of the flash mobs participants also took part in the round table discussion and noted that this initiative was much more impactful than any previous information they had received.

“Don’t Drink and Drive”

In 2009, SUN InBev launched a partnership with the road police regional department in Omsk to help prevent drunk driving. A joint roundtable discussion on the issue captured the attention of local authorities, health care officials, community organizations, and regional media. The partners signed a protocol of intention to continue developing efforts to help prevent drunk driving in the community. Similar efforts are being launched across Russia, covering Moscow, Ivanovo, Kursk, Volgograd, Perm and Irkutsk regions, Republics of Chuvashia and Mordovia.

Environmental Performance

At SUN InBev, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to

being efficient and reducing waste — which is an important part of our culture — we also recognize that we have a role to play in addressing shared challenges such as climate change.

2012 Environmental Targets

In 2009, we set targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our global companywide 2012 targets are to:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

Improving Environmental Performance

SUN InBev is already making significant contributions to helping achieve these goals by setting high environmental objectives to minimize its impact on the environment and lower its consumption of natural resources.

- We have reduced our water usage per hectoliter of production by 5 percent since 2007.
- SUN InBev has reduced energy consumption per hectoliter of production by 6 percent since 2007.
- In 2009, SUN InBev reduced fuel use by 5 percent, the best result within Anheuser-Busch InBev.

In 2009, our Volzhsky plant won the Gold Medal as the winner of the company's Voyager Plant

Optimization (VPO) Global Excellence Award. The VPO program is focused on excellence in the way we operate our breweries worldwide. Competing in the event were 83 VPO qualified plants that had demonstrated excellence in their operations throughout the year.

Our facilities in Klin and Omsk use the Bio-Energy Recovery System (BERS), which is a method of capturing methane to manufacture steam and produce energy to fuel the breweries. In recent years, we reduced carbon dioxide emissions, decreased water consumption, and continued to build water treatment plants at our breweries in Klin, Omsk and Angarsk. These new wastewater treatment plants are based on an anaerobic biological digestion process that treats 100 percent of our wastewater in accordance with regulatory requirements. We invested more than \$50 million in the latest technology on the market for these systems to ensure legal compliance and improve our wastewater discharge.

In 2009, SUN InBev also joined in the company-wide celebration of the United Nations-sponsored World Environment Day. Employees took part in special events in several Russian cities that are home to SUN InBev breweries. In Omsk, for example, brewery employees took part in an environmental event in a local park by P. Komissarov. Together with the art studio "Skvorechnik," our employees undertook ecological activity and opened the exhibition "Moving Skvorechnik" that promotes a careful attitude to the environment. In Novocheboksarsk, in cooperation with a youth ecology organization called "Muraveynik," SUN InBev employees planted trees to help prevent land erosion.



In Volzhsky, SUN InBev assisted city authorities in building a fountain in the town's central square. Also, in 2009, SUN InBev supported the redevelopment of a local theatre square in Volzhsky.



InBev UK

Location: The United Kingdom

Striving for a Better World

At InBev UK, in all that we do, we recognize our responsibility to improve the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. InBev UK is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all for **our consumers, who** we hope will always **enjoy our products responsibly** and be as proud to choose them as we are to create them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct, and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and discourage abusive drinking, including drink/drank driving and underage drinking.
- **Environment:** We are committed to using a sustainable approach to the use of key natural resources.

Community

A key objective for InBev UK is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact our business has, in particular through our significant capital expenditures. Besides paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.

- In 2008, significant investments included a program of work at each of the breweries to improve safety in logistics areas. The work included safety signs and barriers, floor



Key Brands:

- Stella Artois
- Beck's
- Budweiser

markings and general improvements, all of which have reduced the risk of accidents between pedestrians and work vehicles.

- In 2009, we also successfully implemented the new Environment and Safety pillar of our Voyager Plant Optimisation (VPO) programme.

Winning with Integrity

In 2008 and 2009, InBev UK also reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool for our senior employees. The "Winning with Integrity" training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

In 2008, we achieved a 90 percent reduction in lost-time accidents and corresponding lost days, with one of our breweries achieving zero lost-time accidents for the first time. In 2009, we extended this success as the same brewery recorded zero lost-time accidents for a record three years. UK safety performance has shown a remarkable improvement since 2006. This has been achieved by the hard work and determination of all of our employees and the belief that zero lost-time accidents is achievable. Our challenge is to build on this excellent performance year after year.

Our work force is composed of 72 percent male and 28 percent female employees. Our employee engagement score has increased 31 percent in the past two years, going from 51 percent in 2007 to 67 percent in 2009. This data comes from our annual survey that measures 10 key aspects of employee engagement.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that alcohol misuse may cause harm. That's why at InBev UK, we have long acknowledged the seriousness of abusive drinking and devoted considerable resources to promoting responsible drinking and discouraging abuse.

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, focusing on drink driving, high-risk drinking and underage drinking. Key programs included:

Responsible Drinking — Program Highlights 2008 and 2009

InBev UK is a founding member of The Portman Group, an alcohol industry initiative to promote responsible consumption.

InBev UK also is a founding member and significant contributor to the Drinkaware Trust, a charity that provides advice to consumers on responsible drinking. Its Web site is promoted on all InBev UK's packaging, advertising and brand Web sites.



In 2008, InBev UK ran a grassroots campaign by Stella Artois called "Love Your Local" highlighting the positive role pubs can have in promoting community spirit and responsible drinking.

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, focusing on drink driving, high-risk drinking and underage drinking.

At InBev UK, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live.

Responsible Retailing Awards

In 2008, InBev UK sponsored these awards and set up an interactive Web site called “You Are the Retailer.”

Love Your Local

Between July and October 2008, InBev UK ran a grassroots campaign by Stella Artois called “Love Your Local” that highlighted the positive role pubs can have in promoting community spirit and responsible drinking.

Get Home Safe

In November 2008, InBev UK launched the Stella Artois Get Home Safe campaign that featured former Olympic rower James Cracknell. The program was designed to help consumers enjoy the holidays, encourage responsible drinking and help people map out travel plans.

Environmental Performance

At InBev UK, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.



Our beers are brewed with natural ingredients, we use pure water in the brewing process, and we package and distribute our products for the enjoyment of our consumers. In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize that we have a role to play in addressing shared challenges such as climate change.

2012 Environmental Targets

In 2009, we set targets on key measures such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our global companywide targets are:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drinks plants to an industry leading 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent
- Reduce CO₂ emissions per hectoliter by 10 percent.



Left: In November 2008, InBev UK launched the Stella Artois Get Home Safe campaign featuring former Olympic rower James Cracknell and encouraging consumers to plan ahead in order to get home safely

Right: In 2008, InBev UK sponsored these awards and set up an interactive Web site called “You Are the Retailer.”



Improving Environmental Performance

InBev UK is making significant contributions to help the global company achieve its goals. In 2009, InBev UK recycled 99.2 percent of its solid waste and brewing by-products. Since 2007, we have reduced water use by 11.1 percent and energy use by 19.3 percent. Over the past year, we have reduced our carbon emissions by 8.5 percent.

We have worked hard to promote the importance of the environment, and each of the breweries now has a series of Environment Days each year attended by all employees. We have participated in the United Nations World Environment Day, which takes place each year on June 5.

In 2009, World Environment Day was celebrated by the company, and InBev UK took part in a range of activities at various locations that included:

- InBev UK closed parts of the Samlesbury brewery so that volunteers and contractors could repair leaks. At the same time, students at a local primary school were invited to design posters for World Environment Day.
- A team of employees at the Magor brewery implemented a range of energy-saving initiatives.
- A “Bike to Work” program encouraged employees to leave their cars at home and bike to work. For people who needed to travel to work by car, the number of miles traveled was offset by supporting RIPPLE, an initiative to plant trees in Africa.

We have worked hard to promote the importance of the environment, and each of the breweries now has a series of Environment Days each year attended by all employees.



Anheuser-Busch Companies, Inc.

Location: United States

Striving for a Better World

At Anheuser-Busch, in all we do, we recognize our responsibility to improving the world where we do business. We are all citizens of the world — together — and together we must find ways to put social responsibility into action. Anheuser-Busch is committed to building a company for the **long term** with a legacy to be proud of — for the people who work for us and with us; for **future generations and the environment** in which we live; and above all for **our consumers, who** we hope will always **enjoy our products responsibly** and be as proud to consume them as we are to brew them.

Our dream is to be the **Best Beer Company in a Better World** by focusing on these key areas:

- **Community:** We are committed to making a difference through our people, the integrity of our business conduct and our community support.
- **Responsible Drinking:** We brew our beers to be enjoyed responsibly by those of legal drinking age and are committed to engaging with consumers to promote responsible drinking and prevent drunk driving and underage drinking.
- **Environment:** We are committed to a sustainable approach in the use of key natural resources.

Community

A key objective for Anheuser-Busch is to create value for shareholders and stakeholders, especially our employees and the communities in which we operate. We are proud of the positive and meaningful impact of our business, in particular through our significant capital expenditures. In addition to paying taxes and excise duties, we are improving our production facilities, modernizing logistics and commercial investments, and creating jobs. By constantly improving our operations, we aspire to continue creating new jobs, improving economic standards and adding value to the communities in which we live and work.



In 2008 and 2009, Anheuser-Busch held approximately \$280 million in capital investments in the United States. Significant investments included:

- Installation of a new 24-oz. can line at the brewery in Fairfield, Calif.
- Modernization of a bottling line and finishing cellars at the brewery in Baldwinsville, N.Y.
- Modernization of the finishing cellars at breweries in Newark, N.J., Los Angeles and Jacksonville, Fla.
- Creation of a Brewing Process Control Center in St. Louis, Mo.
- Construction of a Leadership in Energy and Environmental Design (LEED)-certified wholesaler distribution center in Bronx, N.Y.
- Modernization of brewing operations at the brewery in Houston, Texas.
- Modernization of the packaging lines at the brewery in Columbus, Ohio.
- Anheuser-Busch pays more than \$3 billion annually in business and excise taxes, including:
 - \$2.6 billion in state and federal excise taxes.
 - \$500 million in other state and local taxes.
- Anheuser-Busch employs more than 18,000 people.
- In 2008, the company donated \$50,000 to The BackStoppers, Inc., an organization dedicated to assisting the families of fallen emergency personnel in the St. Louis region. In 2009, the company, in partnership with its wholesalers and St. Louis community, donated \$82,667 to the group at the Budweiser Guns 'N Hoses boxing event.
- Anheuser-Busch also gave \$250,000 to become a founding sponsor of the National CARES Mentoring Movement in celebration of the birthday of the Rev. Dr. Martin Luther King Jr. and "National Mentoring Month." Anheuser-Busch and the Hispanic Scholarship Fund also teamed up with Major League Baseball and Major League Soccer to raise money for Latino scholarships.
- In the area of disaster relief/preparedness, in 2008, Anheuser-Busch donated \$500,000 (RMB 3.5 million) to the Chinese Red Cross to aid relief efforts for victims of the 7.9-magnitude earthquake that struck the Sichuan Province in Central China. The company also provided 425,000 cases of fresh drinking water worth more than \$1.1 million (RMB 7.7 million) to the area.
- Also in the area of disaster relief, in 2008, the company and its wholesalers prepared 32,250 cases — or 774,000 twelve-ounce cans — of drinking water to aid relief efforts in markets along the Gulf of Mexico in advance of Hurricane Gustav. After record flooding and tornadoes, we provided more than 12,000 cases of drinking water to residents in a number of areas, including five Wisconsin cities; Cedar Valley, Iowa; Canton, Mo.; Quincy and Lawrenceville, Ill.; Clay County, West Va.; and Salina, Kan. The Anheuser-Busch

Giving Back

In addition to investing in our facilities, we also invest in our communities, recognizing that giving back is a key element to a sustainable approach to our business.

- Anheuser-Busch and the Anheuser-Busch Foundation have donated more than \$450 million to charitable organizations since 1997.



Key Brands:

- Budweiser
- Bud Light
- Bud Light Lime
- Michelob ULTRA
- Stella Artois
- Budweiser American Ale
- Hoegaarden
- Leffe
- Shock Top
- Belgian White
- Bud Light Wheat

Foundation also donated \$100,000 to the American Red Cross and 154,000 cans of drinking water to aid victims of the deadliest tornado outbreak in the southern United States in more than 20 years.

- Also in partnership with the American Red Cross St. Louis Area Chapter, Anheuser-Busch launched the national Ready Rating emergency preparedness program to help businesses, organizations and schools become better prepared for emergencies with a \$2 million donation. Anheuser-Busch was instrumental in first launching the program in St. Louis with a \$250,000 donation in 2008.
- In 2009, Anheuser-Busch made several charitable donations, including \$2.5 million to the University of Missouri-St. Louis toward the construction of a new College of Business Administration building; \$3 million toward the expansion of Saint Louis University's School of Law; \$600,000 to St. Patrick Center in St. Louis to help fund innovative employment programs; \$250,000 to College Bound, and \$180,000 to help complete the baseball field at the Herbert Hoover Boys & Girls Club in St. Louis.
- There are thousands of different issues and causes close to our employees' hearts. Many give countless hours to help worthy organizations. We applaud their commitments and support their efforts with the Employee Volunteer Grant program. This program awards small grants to the nonprofit organizations our employees regularly support with their volunteer hours, such as an organization that makes and sells bracelets to raise money for cancer research, education, treatment and care.

Winning with Integrity

In 2008 and 2009, Anheuser-Busch reinforced our global company's Code of Business Conduct and Ethics. This included an expansion of an online and telephone-based tool to report suspected code violations and a Web-based training tool for our senior employees. The "Winning with Integrity" training includes guidance on how to apply company ethics and values to the job; how to identify and avoid conflicts of interest; and how to handle confidential company information.

One Team, One Dream

We also recognize that by showing respect for our people through competitive compensation, benefits and a safe work environment, we tap into their innate desire to help our cause as a responsible corporate citizen.

The frequency of total injuries and lost-time accidents decreased 14.9 percent and 29.6 percent respectively since 2007.

At Anheuser-Busch, our full-time, salaried work force is 68 percent male and 32 percent female.

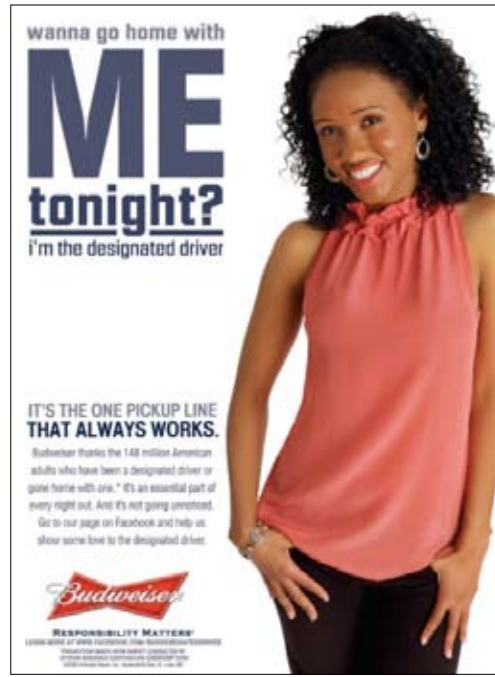
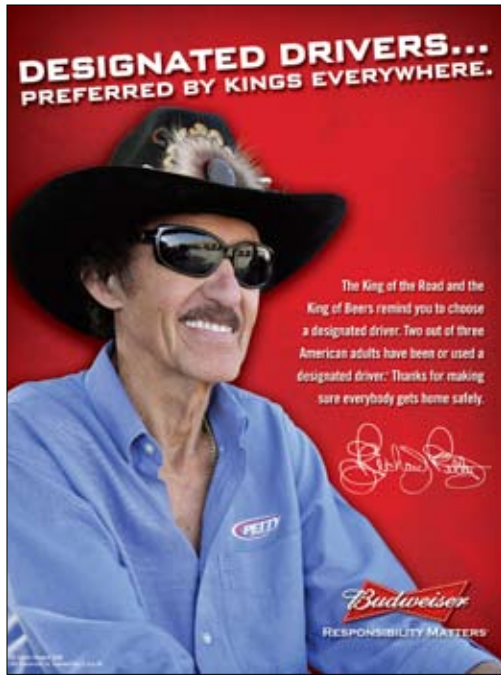
Anheuser-Busch has established a Diversity Council and Employee Resource Groups (ERGs) to support the company's commitment to diversity and inclusion. The ERGs provide education, awareness, and professional growth and development opportunities for employees. The groups are:

- Creating Real Opportunities for Women's Networking — CROWN — Women's ERG.
- HoLa — Hispanic & Latino ERG.
- Black Leaders Achieving Diversity through Engagement — African American ERG.
- PAC-ASIA — Asian Pacific Islander ERG.
- Employees Alliance Group of Leadership and Engagement — EAGLE — Gay, Lesbian, Bi-Sexual, Transgender & Friends ERG.
- Home Brewers ERG.

The groups focus on diversity (understanding/appreciating/celebrating different cultures and perspectives); leadership, professional and personal development; networking; marketing resources; and community service.

Tampa, Fla. Mayor Pam Iorio announces 'Bud Bowl Responsibility Day' to recognize safe-ride home initiatives.





Far left: Richard Petty Designated Driver Ad: Richard Petty, the most decorated driver in the history of NASCAR, and Anheuser-Busch teamed up on a new Budweiser responsibility campaign aimed at reminding fans to use a designated driver.

Left: The program is supported by a full advertising campaign in English and Spanish featuring the "Wanna Go Home with Me Tonight?" tagline, including national TV commercials, radio commercials and print advertising.

Promoting Responsible Drinking

Beer is enjoyed responsibly by the vast majority of consumers, but we recognize that our products may be misused. That's why, for nearly three decades, Anheuser-Busch and its nationwide network of 600 wholesalers have invested more than \$830 million in national advertising campaigns and community-based programs to promote responsible drinking and prevent underage drinking and drunk driving. More information about the company's responsible drinking initiatives is available at www.beeresponsible.com.

In 2008 and 2009, we developed and promoted responsible drinking programs in several key markets, focusing on preventing drunk driving, high-risk drinking and underage drinking. Key programs included:

Responsible Drinking — Program Highlights

Wanna Go Home With Me Tonight? I'm the Designated Driver — Nov. 23, 2009

To encourage the use of designated drivers during the holiday season, Anheuser-Busch launched a new campaign "Wanna Go Home with Me Tonight? I'm the Designated Driver." The campaign included an interactive Facebook application, www.facebook.com/buddesignated-driver, to make it fun and easy to organize rides for upcoming events by allowing adults to volunteer to be the designated driver or having the application randomly select one for the group.

Major League Baseball, The St. Louis Cardinals Recognize Safe-Ride Home Initiatives For All-Star Game Festivities — July 10, 2009

To help drive home the importance of responsible drinking during MLB® All-Star Week® events, St. Louis Mayor Francis Slay joined with Major League Baseball, the St. Louis Cardinals, Anheuser-Busch and its local distributors Lohr Distributing and Grey Eagle Distributing to announce several designated-driver programs, including the implementation of the Budweiser Good Sport program at events being held at Busch Stadium.



Anheuser-Busch partnered with Major League Baseball, the St. Louis Cardinals, Sportservice and TEAM Coalition at the 2009 All-Star Game to implement the Good Sport program, which promotes a positive environment by reminding fans to act responsibly, respect the rights of others and use a designated driver.

Designated Drivers ... Preferred by Kings Everywhere — May 21, 2009

Richard Petty, the most decorated driver in the history of NASCAR, and Anheuser-Busch joined forces on a new Budweiser responsibility campaign aimed at reminding fans to use a designated driver.

The Pantry, Anheuser-Busch Partner to Launch Underage-Drinking Prevention Campaign in the Southeast — April 30, 2009

The Pantry, Inc. and Anheuser-Busch and its local distributors launched a new "We I.D." campaign to help fight underage drinking and prevent sales to minors in The Pantry's 1,650 stores across the Southeast. The program restricts underage alcohol sales through enhanced employee training and various point-of-sale reminders throughout stores.



Anheuser-Busch assisted The Pantry stores with placing "We I.D." signage in alcohol displays and on coolers and "We I.D." stickers worn by cashiers, to remind customers who purchase alcohol they will be asked to show valid identification.



Anheuser-Busch and its wholesaler Eagle Brands Sales brought a "Street Smart" team of two certified firefighter/paramedics to Florida Christian School in Miami for the first in a series of presentations held at high schools throughout states along Interstate 95 during the 2008-09 school year.

Bud Bowl Responsibility Day — Jan. 29, 2009

Tampa, Fla., Mayor Pam Iorio declared Jan. 29 "Bud Bowl Responsibility Day" in recognition of Anheuser-Busch's efforts to help encourage partygoers who participated in Bud Bowl festivities to arrange a safe ride home.

Be "Street Smart" This School Year — Sept. 18, 2008

With students heading back to school, the I-95 Corridor Coalition, the Florida Department of Transportation and Anheuser-Busch announced an initiative to help students be "Street Smart" about the choices they make. The Street Smart presentation reveals the real-life drama experienced by firefighter/paramedics as they work to save the lives of those who have made poor choices, including drinking underage, driving drunk, using illegal drugs or not wearing seat belts.

Statewide Outdoor Campaign Emphasizes Seat Belts, Designated Drivers — Aug. 28, 2008

In advance of Labor Day, the Indiana State Police and Anheuser-Busch launched a statewide public awareness campaign to encourage motorists to use seat belts and designated drivers.

Awards and Rankings

FORTUNE's 2009 "Most Admired Companies"

For the sixth consecutive year, Anheuser-Busch ranked as the No. 1 company in the beverage industry on FORTUNE's list of "World's Most Admired Companies." In addition, Anheuser-Busch ranked No. 1 for social responsibility

and No. 3 for product quality among all global companies surveyed.

Human Rights Campaign Foundation 2009 "Corporate Equality Index"

For the third consecutive year, Anheuser-Busch received a perfect score of 100 percent on the "Corporate Equality Index" of the Human Rights Campaign Foundation, which is an annual measure of how large companies in the United States treat their gay, lesbian, bisexual and transgender employees, consumers and investors.

NAACP's 2009 "Commitment to St. Louis" Award

During the organization's centennial celebration, the St. Louis City National Association for the Advancement of Colored People (NAACP) presented Anheuser-Busch with a "Commitment to St. Louis" award, named for St. Louis civil rights attorney Frankie Muse Freeman and civil rights activist Norman R. Seay.

Latin Business Magazine's "2008 Corporate Diversity Honor Roll"

For the fourth time, Anheuser-Busch was recognized by Latin Business Magazine on the publication's annual "Corporate Diversity Honor Roll."

Gateway MS Society Honors Anheuser-Busch

On Jan. 17, 2008, the Gateway Area Chapter of the National Multiple Sclerosis Society honored Anheuser-Busch as a corporate champion for its efforts to make a difference in the lives of people living with multiple sclerosis.



Employees of the Cartersville, Ga. brewery gather for a group photo during a recycling project at a local concert venue.

Susan G. Komen for the Cure Recognizes Anheuser-Busch with Award for Voluntarism

On Feb. 8, 2008, the Susan G. Komen for the Cure organization honored Anheuser-Busch as its corporate recipient of 2008 by receiving the Jill Ireland Award for Voluntarism at a leadership conference in Dallas. Anheuser-Busch was chosen for the award because of its long-standing support of the St. Louis Race for the Cure event, as well as its involvement with the St. Louis Komen affiliate. Anheuser-Busch has been involved with Komen for the Cure since 1999 and was the first platinum sponsor of the race. It is estimated that almost 21,000 Anheuser-Busch employees and their friends and families have participated in the race.

Environmental Performance

At Anheuser-Busch, we continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impacts, in order to be better stewards of the world in which we live. We focus our environmental sustainability initiatives on key issues — water, energy, recycling and packaging.

In addition to being efficient and reducing waste — which is an important part of our culture — we also recognize that we have a role to play in addressing shared challenges, such as climate change.



2012 Environmental Targets

In 2009, we set targets for key measures, such as water and energy use, as well as carbon emission reductions, that we will strive to achieve by the end of 2012. Our global companywide targets are:

- Increase our waste and by-product recycling to 99 percent.
- Reduce water use for beer and soft drink plants to 3.5 hectoliters of water for each hectoliter of product.
- Reduce energy use per hectoliter by 10 percent.
- Reduce CO₂ emissions per hectoliter by 10 percent.

Employees from the Columbus, Ohio, brewery participate in a river cleanup.



Improving Environmental Performance

Anheuser-Busch operations are helping lead the way in achieving our global company goals.

- In 2009, Anheuser-Busch's U.S. breweries recycled 99.4 percent of waste and brewing by-products.
- We reduced our water usage by nearly 32 percent since the end of 2004, saving nearly 33 billion liters of water.
- In 2009, Anheuser-Busch has reduced energy consumption by 9.5 percent above the previous year. Our operations have reduced fuel use by nearly 27 since the end of 2004.
- We generated approximately 15 percent of our total fuel usage from biomass and renewable energy sources in 2009.
- In 2009, the breweries generated \$25.1 million in revenue from by-product recycling.

Employees at each of our U.S. breweries are actively engaged in their communities and are working on environmental projects that help promote conservation and sustainability efforts. Environmental Ambassador teams have been established at each of our facilities to lead these initiatives. These teams are composed of employee volunteers who dedicate themselves to investigating ways to conserve natural resources in and around our breweries. Ambassador teams participate in numerous activities, including educational programs, leading watershed cleanups and serving as spokespeople for the company's environmental efforts in their local communities.

Employees at each of our U.S. breweries are actively engaged in their communities and are working on environmental projects that help promote conservation and sustainability efforts.

Community Projects

In 2008, our Fort Collins, Colo., brewery partnered with a local Boy Scout troop and local youth conservation group to turn the brewery's certified wildlife habitat into an environmental education area. Larimer County Youth Conservation Corps built a walking trail to showcase the area's birdhouses and brush piles. To facilitate wildlife observation, Boy Scout Troop 87 installed benches and educational signage focusing on native species. The area is now open to the public and is used by the local school district for environmental education.

Employees from the Cartersville, Ga., brewery joined hundreds of concerned citizens at the annual Great Lake Allatoona Cleanup. The annual cleanup served a twofold purpose. It was a hands-on educational experience to raise public awareness of the harmful effects that litter and waste have on the natural environment. The event also served to clean the shoreline of tons of trash and debris, protecting the environment and saving thousands of taxpayer dollars.



Representatives of Anheuser-Busch Recycling distribute home recycling bins to employees during the World Environment Day events held at the St. Louis brewery.



View of the solar panel array at the Fairfield, Calif, brewery.

Anheuser-Busch has been a major sponsor of the Great Lake Allatoona Cleanup for the past 17 years and has donated to the Lake Allatoona Preservation Authority as an additional show of support for the group's efforts.

Members of the Fairfield, Calif., brewery's Environmental Ambassador team and their families participated in the annual California Coast & Creek Cleanup Day. The crew cleaned the Suisun Boat Ramp and adjacent marsh and removed more than 900 pounds of trash and 200 pounds of recyclables. The Suisun Boat Ramp site, hosted by the Fairfield brewery, was one of 12 sites in the area. The California Coast & Creek Cleanup is sponsored by the California Coastal Commission. At all 12 Fairfield/Suisun sites, 471 volunteers cleaned up 27.5 miles of waterways, collecting 5,701 pounds of garbage and 1,611 pounds of recyclables.

World Environment Day

Anheuser-Busch employees across the country celebrated World Environment Day June 5, 2009, as part of the global company's efforts to become the "Best Beer Company in a Better World." Coast to coast, employees took time to clean up their communities, encourage others to recycle, and challenge one another to find ways to conserve natural resources both at work and at home.

Since 1972, World Environment Day has been the United Nations platform to encourage people worldwide to engage in local environmental

improvement projects. As the nation's largest brewer, Anheuser-Busch is challenging its employees to find ways to conserve, recycle and reduce the resources used to produce its products — all with the hope of reducing the company's environmental impact.

In the United States, Anheuser-Busch breweries and agricultural facilities carried out nearly 50 activities to celebrate World Environment Day, including:

- A World Environment Day festival, tree planting, Alternative Transportation Day and community gardening project at the St. Louis flagship brewery.
- Employee tours of the Fairfield, Calif., brewery's newly installed solar panel and bioenergy recovery system (BERS) alternative energy projects.
- A celebration of the recent Wildlife Habitat Council certification of the Manitowoc, Wis., malt plant's peregrine falcon project. Since 1990, 39 falcons have hatched in a nesting box on the property, with four eggs hatching in 2009. A tree planting at a local park in Fort Collins, Colo., attended by more than 60 brewery employees and their families.

The company's celebration of World Environment Day is an ongoing effort to unleash the creativity and caring of our employees, so they can undertake small environmental projects that have a positive impact at work and in their communities.



Plastic strapping and stretch wrap are staged at the Fort Collins brewery's recycling dock. These plastics are recycled to create other useful products, including carpeting.

Energy Conservation

Protecting and preserving the environment is something we take seriously. Our company has a long history of environmental stewardship, dating back to the late 1800s, when we began recycling leftover grain as cattle feed, a tradition that continues today. Since that time, the company has become an industry leader in protecting the environment through support of conservation and recycling programs and by continuing to evaluate technologies that reduce our environmental impact.

The company's breweries in Houston and Fairfield, Calif., recently completed alternative energy projects and, as a result, the company's U.S. breweries will run on more than 15 percent renewable fuel.

The Houston brewery is using biogas from a nearby landfill as part of an alternative fuel plan. When combined with the facility's bioenergy recovery system (BERS), the plan is anticipated to provide more than 70 percent of the brewery's fuel needs. The Fairfield brewery will use BERS, a technology that turns brewing wastewater into fuel, and will receive electricity from solar panels being hosted on-site.

With the completion of these projects in Houston and Fairfield, 10 of Anheuser-Busch's 12 U.S. breweries are currently producing renewable fuel. Plans are under way to construct the 11th BERS in Williamsburg, Va. Anheuser-Busch also

is exploring the use of wind, solar, wood and landfill gas at several breweries. As of October 2009, the equivalent of one in every six beers made by Anheuser-Busch's U.S. breweries is brewed and packaged using alternative fuels.*

Recycling

Anheuser-Busch's 12 U.S. breweries recycle or reuse more than 99 percent of the solid waste from their brewing and packaging processes. In 2009, this amounted to nearly 4 billion pounds of materials, such as spent grain, beechwood chips, plastic, glass cullet, cardboard and metal. In addition, employees are encouraged to look for ways to conserve energy, water and raw materials in daily operations at the breweries.

EPA Climate Leaders

Anheuser-Busch joined the U.S. Environmental Protection Agency's Climate Leaders program and pledged to reduce its greenhouse gas emissions by five percent from 2005 through 2010. Through the dedication of its employees and continued use of alternative fuels, Anheuser-Busch met its goal one year ahead of schedule in December 2009. As part of receiving advanced certification of its goal from the Climate Leaders program, Anheuser-Busch's U.S. operations have committed to further decrease total greenhouse gas emissions by 15 percent by the end of 2013 based on figures from 2008.

*The equivalent of one out of every six beers brewed by Anheuser-Busch are figures derived from taking the company's U.S. beer production in October 2009, converting it to equivalent 12-ounce servings and multiplying the figure by the percentage of renewable fuel used by the company.

The following are among the more than 40 awards received for our environmental sustainability efforts in 2008:

Location	Award
Cartersville, Ga. — Anheuser-Busch, Inc.	First Place in Environmental Stewardship Community Service, Energy Conservation and Pollution Prevention from Georgia Department of Community Affairs — Keep Georgia Beautiful
Fort Collins, Colo. — Anheuser-Busch, Inc.	Platinum award from City of Fort Collins Climate Wise program for energy conservation
Houston — Anheuser-Busch, Inc.	City of Houston Keep Houston Beautiful Proud Partner Award for Energy Conservation, Honorable Mention
Merrimack, N.H. — Anheuser-Busch, Inc.	New Hampshire Governor's Award for Pollution Prevention
Williamsburg, Va. — Anheuser-Busch, Inc.	Governor's Environmental Excellence Award for Energy Conservation

The company has become an industry leader in protecting the environment through support of conservation and recycling programs and by continuing to evaluate technologies that reduce our environmental impact.

View of the irrigation pivots at the Fort Collins brewery's Nutri-Turf Farm.



Beer & A Better World

To deliver on our dream to be the Best Beer Company in a Better World, we do not accept the limitations of “or,” but constantly strive for the power of “and.” We brew high-quality beers *and* help conserve our natural resources. We market our beers in innovative ways *and* promote their responsible enjoyment. We are cost-effective in our operations *and* provide a safe work environment. When it comes to social responsibility, Anheuser-Busch InBev is committed to delivering Beer & a Better World.

This citizenship report covers our work in 2008 and 2009 on our three Better World focus areas and in relation to our People.

Responsible Drinking: providing quality products, marketing them responsibly, and being part of the solution to alcohol issues, including drunk driving and underage drinking.

Environment: conserving water and energy, reducing our greenhouse gas emissions, byproducts and waste, and accountability through our value chain.

Community: the economic impact of our company, including the jobs we provide, the wages and taxes we pay, the capital investments we make in our facilities, and our efforts to give back to the communities where we operate.

Our People: the heart of our company and our social responsibility work, which includes promoting learning and talent development, providing a safe work environment, and helping ensure all our business is conducted with integrity.



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Welcome to Our Citizenship Report

**At Anheuser-Busch InBev,
our dream is to be the Best Beer
Company in a Better World.**

We strive, in all we do, to ensure that we produce the highest quality products, provide the best consumer experience, and maximize shareholder value by building the strongest competitive and financial position. And we must use this increasing financial capacity and our global reach to deliver on our Better World commitment.





Best Beer Company in a Better World

Our new Better World logo represents our three pillars of Responsible Drinking, Environment and Community. These are the focus areas for our social responsibility investments to help us achieve our dream to be the Best Beer Company in a Better World.

Anheuser-Busch InBev is committed to building a company for the **long-term** with a legacy to be proud of — for our employees; for our stakeholders; for **future generations and the environment** in which they live; and for **our consumers**, who we hope will always be as proud to choose our products as we are to create them. It is our responsibility to protect our long heritage that spans nearly **650 years** and ensure that it continues well into the future.

As a result of the creation of Anheuser-Busch InBev, we now have greater resources to deliver on our Better World dream, including an extensive range of successful programs and best practices that we are implementing in our key markets. In 2009, we redefined our Better World pillars — responsible drinking, environment, and community — and developed a new three-year plan with aggressive targets.

As the world's leading brewer, we take very seriously our role to encourage the responsible enjoyment of our products. In our markets around the world, we develop and implement programs and promotions that encourage responsible drinking and discourage alcohol abuse, including underage drinking and drunk driving. As part of our three-year plan, we have committed to a variety of actions, including implementing designated driver efforts and programs that encourage parents to talk with their children to help prevent underage drinking in all of our key markets.

Beer is a product of natural ingredients, and stewardship of our land, water and other resources is fundamental to helping ensure the quality of our brands for the long term. We strive to be as efficient as possible in our use of natural resources, while maintaining our quality, in order to reduce our impact and preserve and protect

the planet for future generations. We recently announced aggressive environmental targets we will work to achieve by the end of 2012: 3.5 hectoliters of water used per hectoliter of production; energy and greenhouse gas reductions of 10 percent; and a solid waste recycling rate of 99 percent. We also recently joined the United Nations CEO Water Mandate, in addition to being a signatory to the United Nations Global Compact.

In the community, not only do we make a positive impact through the jobs we create, the wages we pay, and the tax revenues we generate, but also through our community support. Around the world, we will continue our work on local community initiatives that connect with our business objectives.

Delivering on our dream would not be possible without our people, who are the foundation of our company. We are committed to providing a well-managed, safe work environment with competitive compensation. And our people have told us they're committed to helping us deliver a Better World. Through a survey across all zones in 2009, our employees said they appreciate our work so far, want us to do more, and will help us achieve our dream.

From our employees' passion to make a difference in their communities, to our programs and partnerships that promote responsible drinking and preserve the planet, to the enjoyment our beers bring to life, we are committed to dream **and deliver Beer & a Better World.**

Carlos Brito
Chief Executive Officer

About Anheuser-Busch InBev

Based in Leuven, Belgium, Anheuser-Busch InBev is the leading global brewer and one of the world's top five consumer products companies. The company has four of the top 10 selling beers in the world — Bud Light, Budweiser, Skol and Brahma — and has a No. 1 or No. 2 position in 19 markets.

Anheuser-Busch InBev employs approximately 116,000 people worldwide and manages a portfolio of more than 200 beer brands. The company works through six operational zones: North America, Latin America North, Latin America South, Western Europe, Central and Eastern Europe, and Asia Pacific.

Financials

In 2009, Anheuser-Busch InBev made great progress while operating in an economic environment that was the most difficult our industry has seen in many years. Normalized EBITDA¹ grew 16.6 percent for 2009, to reach \$13.037 billion.² Our EBITDA margin for the year was 35.5 percent, up from 30.8 percent in 2008 on a combined basis, up 415 basis points organically. Revenue for the year was \$36.758 billion and increased organically by 2.5 percent. Largely due to continued effective revenue management, revenue per hectoliter rose 4.5 percent. While total volumes decreased 0.7 percent, volumes in our focus brands rose

¹ The term "normalized" refers to performance measures (EBITDA, EBIT, Profit, EPS) before non-recurring items. Non-recurring items are either income or expenses which do not occur regularly as part of the normal activities of the company. They are presented separately because they are important for the understanding of the underlying sustainable performance of the company due to their size or nature. Normalized measures are additional measures used by management and should not replace the measures determined in accordance with IFRS as an indicator of the company's performance.

² All figures reported in U.S. dollars unless otherwise noted.



1.9 percent from a year ago, led by Antarctica, Brahma and Skol in Brazil, the Bud Light family in Canada, Budweiser and Harbin in China, and Stella Artois in the United Kingdom. Focus brands are those with the greatest growth potential in their relevant consumer segments and are where the majority of our marketing resources are invested. We also gained or maintained share in markets representing approximately 70 percent of our total beer volume from 2008 to 2009.

For more detailed financial results and operational activities, view our 2009 Annual Report at http://www.ab-inbev.com/go/media/annual_report_2009.cfm.

A Brief History

Anheuser-Busch InBev's roots can be traced back to Den Hoorn in Leuven, which began making beer in 1366.

In 1987, the two largest breweries in Belgium merged: Artois, located in Leuven, and Piedboeuf, located in Jupille to create a single company called Interbrew.

After the merger in 1987, the company acquired a number of local breweries in Belgium. By 1991, a second phase of targeted external growth began outside of Belgium's borders. The first transaction in this phase took place in Hungary, followed in 1995 by the acquisition of Labatt, in Canada, and then in 1999 by a joint venture with Sun in Russia.

In 2000, the company acquired Bass and Whitbread in the U.K., and in 2001 the company established itself in Germany, with the acquisition of Diebels. This was followed by the acquisition of Beck's & Co., the Gilde Group and Spaten. The company operated as a family-owned business until December 2000. At this point it organized an Initial Public Offering, becoming a publicly owned company trading on the Euronext stock exchange (Brussels, Belgium).



In 2002, Interbrew strengthened its position in China, by acquiring stakes in the K.K. Brewery and the Zhujiang Brewery. In 2004, Interbrew and AmBev combined to create InBev.

In 2006, InBev acquired the Fujian Sedrin brewery in China, making InBev the No. 3 brewer in China — the world's largest beer market. Labatt also acquired Lakeport in Canada, and InBev increased its shareholding in Quinsa, strengthening the company's foothold in Argentina, Bolivia, Chile, Paraguay and Uruguay.

In 2008, InBev closed the combination with Anheuser-Busch, creating Anheuser-Busch InBev, the leading global brewer and one of the world's top five consumer products companies. On Sept. 16, 2009, Anheuser-Busch InBev was also listed on the New York Stock Exchange through the American Depositary Receipt program trading under the symbol BUD.

Brewing A Better World

From turning coconut husks into renewable energy to fuel our breweries, to promoting responsible drinking messages on some of the world's most watched television programming, to providing a safe work environment for our employees, Anheuser-Busch InBev is committed to delivering Beer & A Better World.

Our Better World Three-Year Plan

Following the combination with Anheuser-Busch, creating Anheuser-Busch InBev, we recognized the opportunity and need to take our social responsibility work to a higher level as we work to achieve our dream to be the Best Beer Company in a Better World.

To support this effort, we created our Beer & Better World Taskforce, a team dedicated to implementing an aggressive three-year Better World plan. This plan ensures the setting and measurement of key social responsibility metrics and sharing of best practices across all functions and geographic zones. The Taskforce is guided in its work by our newly established Better World Council made up of senior company leaders and with two members of our Board of Directors serving as a sounding board and counselors for the company's social responsibility efforts. We also now regularly report our Better World work to our Board of Directors.

Building on the past successes of both Anheuser-Busch and InBev in the areas of social responsibility, we worked with the leading non-profit organization Business for Social Responsibility to develop the Better World three-year plan. This process involved stakeholders from all functions across all zones, as well as conversations with our senior leaders and approval from our Board of Directors.

Through this process, we identified the issues of greatest importance from a business success and external stakeholder perspective. We also surveyed our employees on our Better World work and received key feedback through a global reputation consumer survey.

Based on all of the analysis and feedback, we defined three pillars for our Better World work, which is built on a strong foundation of support from our People. We have set key metrics and targets going forward to accomplish our three-year plan for 2010-2012.





Responsible Drinking

Our primary responsibility to our consumers is to make sure that our products are of the highest quality. However, as the leader in the beer industry, we recognize the importance of encouraging the responsible enjoyment of our products. We promote responsible drinking and discourage alcohol abuse, including drunk driving and underage drinking, through focused consumer campaigns. We ensure our own marketing and sales activities support our position on responsible drinking. And we promote responsibility internally through our employee responsible drinking policies.



Environment

The sustainability of our business and sustainability of the environment go hand in hand. Since our products come from the earth, we understand that what's good for the environment is also good for business. In practice, this means being as efficient as possible in our use of natural resources, such as the water we use to brew our beers; recycling our byproducts and waste; and taking on the shared challenges of the future, such as climate change, by reducing our carbon footprint. This also includes our work up and down the value chain to help suppliers understand and support our initiatives.



Community

With operations in 23 countries, our company has a far-reaching economic impact in the communities in which we operate through the jobs we create and the wages and taxes we pay. Our position as a competitive, well-managed company generating long-term value for our shareholders allows us the opportunity to give back. Recognizing differences among cultures around the world, our community support takes many forms, from employees volunteering their time for a community beautification project, to a donation of canned water in times of disaster, to charitable donations.





Our People

We recognize that our social responsibility work is only possible with the commitment and support of our people, who are truly the foundation of all of our social responsibility efforts. To be the Best Beer Company in a Better World means we must employ the best people. To attract and retain the best employees, we must provide a safe work environment, an environment that promotes learning and talent development, and one that promotes and supports only the highest standards of integrity in our business conduct.

Report Scope

This report presents key performance indicator (KPI) data and information for calendar years 2008 and 2009. In addition, the report outlines some specific targets in our Better World Three-Year Plan as approved by our Board of Directors in October 2009. Much of the data presented is also available through our Annual Report and various company and brand Web sites.

We have also consulted the Global Reporting Initiative's (GRI) Sustainability Reporting Guidelines to assist in the presentation and content of the data presented in this report. Content owners across all functions and zones were responsible for collecting and verifying KPI data and information used in the report and in preparing our three-year plan.

Highlights from key countries are also included as a new feature in this year's report to show the depth and reach of our Better World work and make the report more relevant for use with a variety of stakeholders in our markets around the world.

We recognize that our social responsibility work is only possible with the commitment and support of our people, who are truly the foundation of all of our social responsibility efforts.

United Nations Global Compact

Anheuser-Busch InBev is a member of the United Nations Global Compact (UNGC). As required by the UNGC's rules regarding communications on progress, this report covers our practical actions and partnerships to implement the UNGC principles. Our support of the 10 principles is summarized in the table.

Support of the UN Global Compact 10 Principles		
1.	Business should support and respect the protection of internationally proclaimed human rights.	Our Global Code of Business Conduct prohibits human rights violations. In addition, we have adopted a new ethical sourcing policy that helps drive our values down the supply chain. Find out more on page 25.
2.	Business should make sure that they are not complicit in human rights abuses.	
3.	Business should uphold the freedom of association and the effective recognition of the right to collective bargaining.	We continue to adhere to the collective bargaining agreements in place across our global operations. Employee involvement in decision-making (such as via works councils) varies across the organization. In addition, our ethical sourcing policy recognizes the rights of employees to engage in collective bargaining. Find out more on page 25.
4.	Business should support the elimination of all forms of forced and compulsory labor.	Our Global Code of Business Conduct and our Ethical Sourcing Policy prohibit these forms of labor in our own and our suppliers' operations. Find out more on page 25.
5.	Business should support the effective abolition of child labor.	
6.	Business should support the elimination of discrimination in respect of employment and occupation.	Our Legal and Corporate Audit departments monitor legal compliance and conformity with principles of non-discrimination. Our Ethical Sourcing Policy addresses non-discrimination by our suppliers in their operations. Find out more on page 25.
7.	Business should support a precautionary approach to environmental challenges.	Our Voyager Plant Optimization (VPO) management system promotes best practices in brewery management. Find out more on page 14.
8.	Business should undertake initiatives to promote greater environmental responsibility.	Our Voyager Plant Optimization (VPO) management system promotes environmental efficiency throughout our operations. We have set aggressive environmental targets to achieve by the end of 2012: <ul style="list-style-type: none"> • Water use of 3.5 hectoliters of water per hectoliter of production; • 10 percent reduction in energy use and greenhouse gas emissions; and a • 99 percent solid waste recycling rate. Find out more on page 14.
9.	Business should encourage the development and diffusion of environmentally friendly technologies.	We aim to employ environmentally efficient brewing and packaging technologies, while maintaining our commitment to quality. We continue to use renewable fuel technologies in our processes to improve environmental, social, as well as financial performance. In Brazil, biomass fuel accounts for 30 percent of our on-site fuel use. We operate Bio-Energy Recovery Systems (BERS), which turn wastewater leftover from the brewing process into methane, at 25 of our facilities around the world. We also have two solar installations and a landfill gas application. In addition, we are striving to conserve water throughout our operations on a daily basis, and we constantly share best practices among all our zones worldwide. Find out more on page 14.
10.	Business should work against all forms of corruption, including extortion and bribery.	Our Code of Business Conduct strictly prohibits the facilitation of payments, and this is reinforced through annual code training. In turn, our Ethical Sourcing Policy addresses business conduct of our suppliers. Find out more on page 25.



Responsible Drinking

At Anheuser-Busch InBev, we brew our beers to be enjoyed responsibly by those of legal drinking age. We have long acknowledged the seriousness of abusive and underage drinking and devoted considerable resources to these issues. Our roots in promoting responsibility date back to the early 1900s, when a promotion in the United States carried the tagline “Budweiser Means Moderation.”

Today, around the world, the vast majority of consumers drink in moderation. To help reinforce this positive behavior, we develop and implement a variety of consumer campaigns and community-based programs dedicated to promoting responsibility and discouraging abuse, including drunk driving and underage drinking.

We regularly track progress and monitor public comment on alcohol issues and adjust our responsibility programming and education efforts accordingly. This research may take many forms, including government, university, third-party and proprietary data, and serves as an important checks and balances measure to ensure our efforts remain relevant and effective.

We also recognize that it takes teamwork to fight alcohol abuse, which is why we regularly join with parents, educators, community groups, law enforcement, government officials, retailers and others on developing and implementing our responsibility initiatives.

In the United States, wholesalers are required to spend one penny-per-case of beer sold on responsibility initiatives as part of their distribution agreement with our company. Annual wholesaler spending generally exceeds the required amount, totaling more than \$30 million over the past two

years. This information is tracked and verified on an annual basis through our sales system.

Programs and Partnerships

In 2008, as part of our Better World efforts, we developed and promoted responsible drinking programs in 30 key markets, a threefold increase compared to 2007. Where possible, partnerships with public organizations were established, and to maximize focus, we chose three universal themes: drunk driving, high-risk drinking and underage drinking. As a combined company, those efforts continued even stronger in 2009.

As an example, in China, we launched a campaign in November 2008 to solicit consumer suggestions for the Top 10 Tips on preventing drunk driving. Partnering with the Shanghai Traffic Safety Bureau and a local media, the campaign garnered more than 5,300 consumer responses, with the leading tips then being announced in May 2009 and drunk-driving prevention reminders being distributed to more than 100,000 consumers through a leaflet from the Traffic Safety Bureau. The Top 10 list included such things as: providing a designated driver; getting a safe-ride home with a taxi; free overnight parking for a driver who had drunk too much; printing reminder messages on restaurant menus; and using a special family ring tone on mobile phones to



For more than 100 years, we have promoted the responsible consumption of our products. This poster from 1914 urges consumers to drink Budweiser in moderation.



remind the driver to be safe and not drive drunk. In December 2009, more than 4,000 employees participated in a day-in-the-trade initiative to deliver calendars featuring the Top 10 Tips to retailers across the country to help remind them of the importance of serving and selling our beers responsibly. In 2010, we then launched a new television commercial promoting the use of designated drivers by taking best-practice creative from a TV spot used in the United States and adapting its important message for Chinese consumers.

In partnership with the Belgian Institute for Road Safety and the country's brewers' association, we are a major co-sponsor of the "BOB" campaign. Built around the memorable character of Bob, a designated driver, the lively, eye-catching campaign makes the point that no party can go on without its own "BOB." The campaign has been copied in 16 European countries with support from the European Union.

In the Netherlands in 2009, we joined with the Dutch Transport Ministry to organize "Blaas BOB" designated driver events at soccer clubs in connection with the Dutch Jupiler League soccer season. Between periods, fans who are the designated drivers for their groups face off in a fun match of "Blaas BOB" in which players work to score goals using leaf blowers and an inflatable ball, all to draw attention to the fun, life-saving service designated drivers bring to the game.

In Brazil, we expanded our Skol brand's consumer advertising campaign that celebrates the designated driver, or "Motorista da Rodada," as the hero of the evening for helping ensure everyone gets home safely. In addition, popular Brazilian soccer players representing our Brahma brand remind consumers to "Enjoy life in a responsible way."

In the U.K., Stella Artois sponsored a "Get Home Safe" program with a special Web site to help consumers find safe transportation home after a night out.

In Germany in 2008 and 2009, we implemented our Beck's "Check Who Is Driving?" designated driver program at leading dance clubs throughout the country in partnership with the German Automobile Association. This effort reminded consumers as they entered the clubs to choose a designated driver at the beginning of the evening to help ensure a safe ride home. It also included a consumer Web site (www.geklaert-wer-faehrt.de) that promotes the use of designated drivers and encourages consumers to interact and share their experiences.

As part of our Better World three-year plan, we will focus on actively promoting the designated driver concept in all our key markets and then tracking our progress by measuring consumers' use of this life-saving concept through annual surveys, as well as media coverage of our designated driver promotional efforts.



Asia Pacific Zone President Miguel Patricio participated in the Day-in-Trade activity, helping present calendars featuring the "Top 10 Tips" to prevent drunk driving to consumers and the retail trade across China.

On the underage-drinking prevention front, we recognize that parents are the number one influence on children's decisions about drinking, according to government and independent research.

On the underage-drinking prevention front, we recognize that parents are the number one influence on children's decisions about drinking, according to government and independent research. That's why in the United States, we offer our Family Talk About Drinking (www.familytalkonline.com) program that encourages parents to start the dialog early, between ages 9 and 11, and continue the conversation through the teen years. The company's U.S. wholesalers distributed more than 325,000 Family Talk materials in the past two years, with the company and its wholesalers distributing more than 7 million program materials since the program began in 1990. As part of our Better World three-year plan, this best practice has now been translated into Chinese, French, Russian, Portuguese, and Spanish, and our zones are working to share this program with consumers in our key markets around the world. We will track our progress by measuring the number of parents reached year-on-year with our efforts.

Vivamos Responsablemente (www.vivamos-responsablemente.com) is our educational program in Argentina targeted at adolescents in the last year of high school. The purpose of this program is to create an opportunity for dialog and debate, and the promotion of healthy values among young people, with the ultimate goal of preventing abusive behaviors. The core and contents of this initiative were devised and developed by leading specialists and address five values: responsibility, awareness of one's own limits, tolerance / respect, affections and effort. More than 30,000 students have participated since the program began in 2004.

In March 2009, Anheuser-Busch InBev hosted a social norms forum (www.socialnormsforum.eu) in Brussels as part of its membership commitment to the European Alcohol and Health Forum (EAHF). Organized by the European Commission, the EAHF is designed to encourage best-practice

sharing among health professionals, governments, non-governmental organizations, and industry to help address alcohol abuse issues. The forum featured presentations by leading experts in social norms implementation, best-practice presentations by those who have implemented programs and other relevant contributors. Nearly 90 participants from more than 10 EU member states attended and received information on



how to successfully develop and implement the social-norms method of addressing high-risk drinking among populations at risk. The audience included a variety of European stakeholders, including local and national officials, community leaders, health care professionals, law enforcement and others.

Our Commercial Communications Code

Commercial communications play a fundamental role in the success of a free market economy. They facilitate competition and allow new products to be introduced to consumers. Anheuser-Busch InBev employs a single company global [Commercial Communications Code](#) that ensures our commercial communications are responsible and directed to those of legal drinking age, no matter the country.



This voluntary Code covers not only advertising, but all forms of brand marketing and commercial communications, including sponsorship, outdoor events, promotions, Web site content, relationship marketing, consumer public relations, packaging and labeling claims for all Anheuser-Busch InBev beers and any other alcohol products manufactured and/or marketed by us.

The Code is the minimum standard we apply wherever we do business. If local rules are less strict than the Code, then the Code prevails. If local rules are more precise, then those are applied. In many cases, our Code goes beyond existing legal frameworks.

In 2008, all our marketing personnel around the world were trained in the code through an online program.

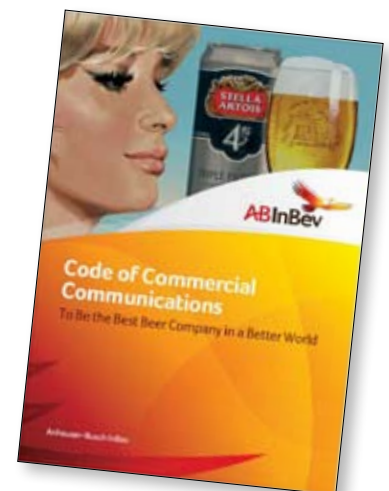
In 2009, we updated the Code to reflect the best of the previous InBev code and Anheuser-Busch past practices. In addition, we enhanced the compliance metrics related to our media placement guidelines, ensuring that we perform regular audits as we continue to place our advertising on programming that reaches a minimum 70 percent legal drinking age audience. The results of these audits are now posted on our company Web site. We also strengthened our product placement and digital media guidelines.

As part of our World Class Commercial Program, all Marketing personnel and key agency personnel must complete Code training on an annual basis. In addition, the Code is being implemented as part of our sponsorship agreements and compliance is also expected of our licensed brewing and distribution partners.

Employee Responsible Drinking Policy

In early 2008, Anheuser-Busch InBev ran an internal survey on responsible drinking. Employee responses showed they welcomed the company providing them with more reminders and education on responsible drinking, as well as providing them with more detail on our policies and consumer-facing programs. In support of this effort, at the end of 2008, we established a set of global minimum standards that were then implemented across all zones into local employee alcohol policies.

In addition, we recently introduced an employee ambassador Web site that provides responsible drinking tips and information. In turn, we will also be sharing best practices between the zones on promoting responsibility among our employees, including communications at key times of year, as well as safe-ride home programs.





Environment

Natural ingredients are key to our beers. We use pure water in the brewing process, and we package and distribute our products for the enjoyment of consumers around the world. In addition to being efficient and avoiding waste — which is an important part of our culture — we also have a role to play in helping protect our planet with a focus on key issues: water, energy, recycling and packaging.

Environmental key performance indicators (KPIs) and targets are fully integrated into Anheuser-Busch InBev's Voyager Plant Optimization (VPO) global management system, which is designed to bring greater efficiency to our brewery operations and generate cost savings, while at the same time improving quality and ensuring safety. The Environment Pillar in VPO guarantees that environmental management is done in accordance with our Environmental Policy and Strategy. VPO requires regular self assessments and audits to ensure consistency and high standards.

Scope of our Environmental Performance Data

We are reporting data from 146 beverage plants, which reflects our company as of Dec. 31, 2009, and is the basis for all comparisons to previous years to ensure an accurate representation of our progress. This accounts for the addition of the Anheuser-Busch facilities in 2008 and the sales of our South Korean and Central European operations in Bulgaria, Croatia, Czech Republic, Hungary, Montenegro, Romania, and Serbia, as well as select Metal Container Corporation plants and Busch Entertainment Corporation in 2009.

2009 Highlights

- We reduced water usage per hectoliter of production by 8.5 percent.
- We reduced the amount of energy per hectoliter of production by 7 percent.
- We reduced the CO₂ emissions per hectoliter of production by 8.5 percent.
- We recycled 98 percent of our solid waste and brewing byproducts.

Three-Year Plan Goals

In March 2010, we announced our new three-year goals that we will work to achieve by the end of 2012.

Key Performance Indicators	2012 Goal
Water use per hectoliter of production (hl/hl)	3.5
Energy use reduction per hectoliter of production (hl/hl)	10%
CO ₂ emissions reduction per hectoliter of production (hl/hl)	10%
Waste and byproduct recycling rate	99%



Water Use

High-quality water is fundamental to our business. It is a key ingredient in our beers and soft drinks and is used in the brewing process for cleaning, cooling and steam production. The majority of water not used in our products is then returned to watersheds through bio-treatment systems that meet local water quality standards. Water is also an important consideration in our agricultural businesses and our raw material supply chain.

Water use is important to our stakeholders, especially in parts of the world where availability is limited. Looking to the future, climate change may also have an impact on water availability, which could impact our business and the communities in which we operate.

Conservation continues to be a primary focus in how we address our water use, while maintaining our quality standards. Our VPO system guides our water management practices that all production plants must comply with regardless of location or regulatory structures. These practices are supported by plant-level targets and global KPIs. Our approach to water efficiency includes conducting operational reviews to minimize use and identify opportunities to recycle and reuse, as well as capital expenditures when justified by a return in cost savings.

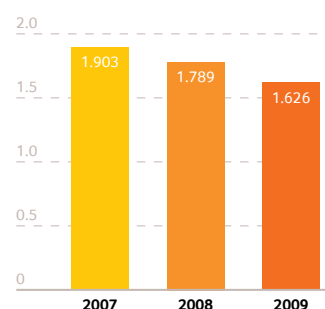
Our Global Water Performance

In 2009, we used 8.5 percent less water per hectoliter of production than in 2008, and we have reduced our water use per hectoliter of production 14.5 percent since 2007. Our pure soft drink facilities have reduced water use from 2.57 hectoliter per hectoliter to 1.96, a reduction of 23.7 percent since 2007.

Conservation continues to be a primary focus in how we address our water use, while maintaining our quality standards.

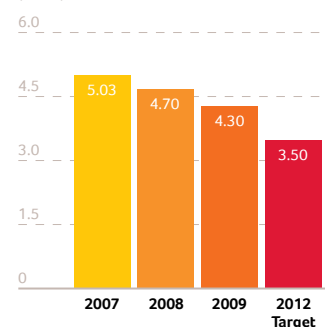
Total Water Use

Billion hectoliters



Water Use per Hectoliter Production

(hl/hl)



Selected best-practice examples include:

- In the United States, the Cartersville, Georgia, brewery is already ahead of our 2012 stated water use goal. Cartersville achieved an annual water use metric of 3.1 hectoliters of water per hectoliter of production in 2009. This was achieved primarily through process improvements identified and implemented by brewery employees.
- In 2009, the Wernigerode brewery in Germany also exceeded the goal, achieving an annual water use metric of 3.09 hectoliters of water per hectoliter of production through a combination of engineering solutions and ongoing training sessions that help identify key environmental issues, ensure the economical use of resources and fine-tune procedures.
- The Jaguariuna brewery in Brazil has implemented a program to optimize utilization of water across all steps of the production process. This has resulted in a 9 percent reduction in water use from 2007 to 2009, saving more than 1.7 million hectoliters of water.

In 2009, we completed a global water risk assessment to help us identify high-risk operations. This assessment has led to specific actions for these high-risk areas that will be implemented as part of our Better World three-year plan.

In 2009, we also built or upgraded 12 bio-treatment systems and will construct or upgrade an additional 20 facilities by the end of 2012.

The Jaguariuna brewery in Brazil has implemented a program to optimize utilization of water across all steps of the production process.

U.S. Breweries Take Water Use to New Low

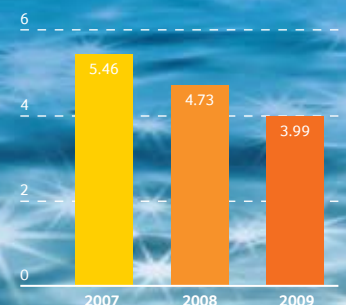
In the past two years alone, water use has decreased nearly 27 percent at Anheuser-Busch's 12 U.S. breweries.

The chart to the right illustrates this success on a per-hectoliter of production basis since 2007.

Optimization efforts associated with our cleaning-in-place (CIP) processes are generating significant water savings while maintaining the company's strict quality standards. In addition, the breweries are expanding the use of clean reclaimed water for a variety of applications, including cooling, cleaning, residuals operations, packaging line wash down and lawn irrigation.

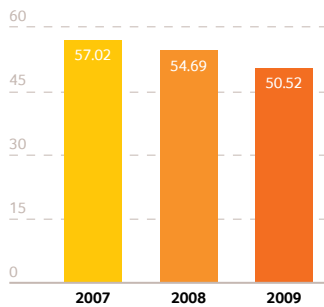
Our U.S. breweries saved more water in the past two years than the collective annual water use of the company's St. Louis and Columbus breweries in 2008!

**Water Use per
Hectoliter Production
(hl/hl)**

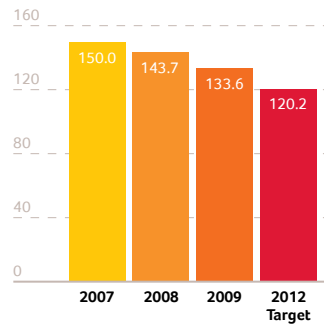
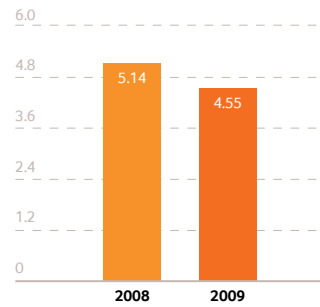


Total Energy Use

Billion megajoules

**Energy Use per Hectoliter of Production**

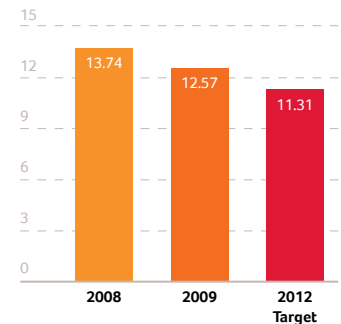
Megajoules per hectoliter (Mj/hl)

**Total Greenhouse Gas Emissions**Million metric tons (CO₂e)

Data include all beverage facilities, packaging and malt facilities. In 2008 the company began using a new greenhouse gas reporting tool.

Greenhouse Gas Emissions per Hectoliter Production

Kilograms per hectoliter (kg/hl)



Data include all beverage facilities, packaging and malt facilities. In 2008 the company began using a new greenhouse gas reporting tool.

Energy Use

Energy conservation has been a strategic focus at our company for many years; however, the unpredictable cost of energy and emerging climate regulations have increased our focus even more.

Our Global Energy Performance

We reduced our energy use per hectoliter of production by 7 percent in 2009, and by 10.9 percent since 2007.

Renewable Energy

Getting the correct energy mix is key to maximizing efficiency and minimizing the impact of our business on the environment. Around the world, we continue to explore the use of biomass as a source of fuel for our breweries. Whether it's rice husks, coconut husks or wood chips, this source of energy contributes to significant reductions in CO₂ emissions, as well as significant cost savings.

In 2009, in Brazil, biomass represented 30 percent of total heating fuel use.

Twenty five of our breweries around the world use Bio-Energy Recovery Systems (BERS), a method of capturing methane from water leftover from the brewing process to produce steam. In the Houston, Texas brewery, methane captured through the BERS process plus methane from a nearby landfill provides more than 70 percent of the brewery's fuel needs.

One in six of our beers is now brewed in the United States using renewable fuel through BERS in place at 10 of our 12 breweries and the landfill gas application at our Houston brewery. In addition, we have solar panel installations at our Fairfield, Calif., and Newark, N.J., breweries.

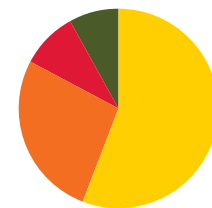
Sources of Energy

In 2009, energy generated from renewable sources such as biomass and biogas accounted for 8 percent of our fuel use.

Greenhouse Gas Emissions

In 2009, Anheuser-Busch InBev cut CO₂ emissions per hectoliter of production by 8.5 percent. We calculate greenhouse gas (GHG) emissions from our production plants using the widely accepted WBCSD/WRI GHG Protocol. For 2009, we have reported our direct and indirect CO₂ emissions based on scopes one and two of the Protocol. We measure CO₂ emissions from fuel use in our boilers and use of purchased electricity. Where possible we have included transport-related emissions. In 2009, Anheuser-Busch InBev emitted 4.55 million metric tons of CO₂ equivalent, of which 65.1 percent were direct emissions and 34.9 percent were indirect.

In 2008, we commissioned a comprehensive carbon study to assess CO₂ emissions across Anheuser-Busch InBev's U.K. and China operations, as well as a detailed analysis of the Stella Artois brand in the U.K. The study covered every aspect of our operations, from raw materials through packaging and transport to consumption

Heat Generation

Natural Gas	56%
Coal	27%
Fuel Oil	9%
Renewable Biomass, Biogas	8%

Anheuser-Busch Reaches EPA Goal One Year Early

For generations, Anheuser-Busch has been promoting environmental stewardship at its breweries and operations across the country. In 2007, the brewer joined the U.S. Environmental Protection Agency's Climate Leaders program and pledged to reduce its greenhouse gas (GHG) emissions by five percent from 2005 through 2010. Through the dedication of its employees and continued use of alternative fuels, Anheuser-Busch met its goal one-year ahead of schedule and was formally recognized for its accomplishment at the annual Climate Leaders Partners meeting on Dec. 2, 2009.

As part of receiving advanced certification of its goal from the Climate Leaders program, our U.S. operations have committed to further decrease total GHG emissions by 15 percent by the end of 2013 from a 2008 base.

and disposal and recycling. Its conclusions enabled us to identify practical measures that will help us achieve our global goal of a 10 percent reduction in CO₂ emissions by the end of 2012. In Latin America North, we are trading carbon credits generated by good carbon management practices.

Anheuser-Busch InBev participates annually in the Carbon Disclosure Project (CDP). The CDP collects detailed surveys of corporations' carbon impacts and their responses to climate risks.



Recycling

Our first priority is to eliminate material losses, improve brewing and packaging efficiencies and determine cost-effective, environmentally-preferable ways to managing waste. We then focus on recycling all materials and byproducts that are generated throughout our processes and are constantly pushing the boundaries of what and where we can recycle. Where possible

we also resell these materials and byproducts, which eliminates the need for disposal, as well as provides a source of revenue.

We also support and participate in public education campaigns in communities around the world where we operate that help increase awareness about the importance of recycling.

Our Waste Management Processes

Waste and byproduct management is part of our VPO management system and is mainly driven by the secondary market value of byproducts, primarily for animal feed. We continue to improve at-source sorting and quality control to ensure that our byproducts satisfy safety regulations for animal feed and other applications.

Secondary Uses of Our Waste and Byproducts:

- Malt husks and spent grain — Animal feed component
- Wet and dry yeast — Animal feed component or food flavoring for human consumption
- Labels and paper — Cardboard and paper manufacturing
- Glass bottles — Glass manufacturing
- Metals — Various metal products, including aluminum cans
- Wastewater sludge — Soil improvement and organic fertilizer



We have cut waste and byproducts per hectoliter of production by 4.8 percent in the past year. The breakdown of our waste and byproduct destinations is shown below.

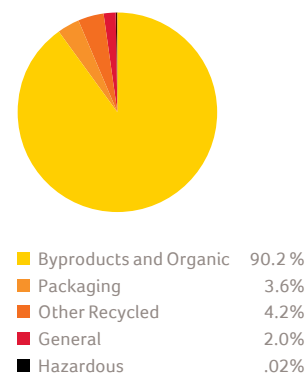
Waste and Byproduct Destinations		
Waste Type (Metric Tons)	2008	2009
Byproducts and organic	5,188,854	4,904,425
Packaging ¹	200,067	197,414
Other recycled ²	245,045	226,413
General ³	101,790	106,569
Hazardous	1,188	1,163
Total	5,736,945	5,435,984

¹ Packaging waste collected in production plants.

² Other recycled waste is non-ferrous and ferrous scrap, tires, wood and construction waste.

³ General waste is all waste that is not recycled.

Waste and Byproducts by Type 2009



We increased our global reuse/recycling rate for solid waste to 98 percent in 2009 from 97.2 percent in 2007. In some areas of the business, the rate is even higher, and our 2012 solid waste recycling rate target is 99 percent.

Packaging

Packaging ensures the quality and safety of our products, is part of the attraction of our products for consumers, and is essential to protecting our products when in transit. Anheuser-Busch InBev works with suppliers, wholesalers and procurement and packaging experts to help make decisions that minimize cost and environmental impact from packaging materials.

We use many types of product packaging, including bulk packaging such as beer kegs, crates and pallets that are almost always returnable and reusable. Other packaging includes boxes, glass bottles, cans and PET (polyethylene terephthalate). Packaging has to account for regulatory requirements, environmental impacts, available recycling facilities, available technologies, various market needs, labeling requirements and customer/consumer expectations.

We continue our light-weighting efforts to reduce costs, minimize the use of natural resources, and lessen transportation-related impacts. For example, following the best practice of other zones, U.S. operations implemented several

packaging lightweighting initiatives that will save an estimated 76 million pounds of paper annually, which is equivalent to about 380,000 trees.

Since January 2007, package innovations in our U.S. operations have reduced the amount of solid waste generated by more than 141,000 metric tons. This is equal to offsetting the annual carbon impact of 1,400 American families, based on a usage rate of 30 tons per year for a family of four, according to calculation methodology used by the U.S. Environmental Protection Agency.

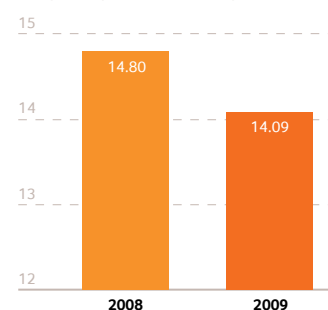
Value Chain

We recognize that our brewing operations have an environmental impact across the entire value chain — which includes suppliers and a complex distribution network. We are working to identify high priority areas for further efficiencies and environmental improvement, to establish goals to reduce those impacts and then work with suppliers and others along the value chain to encourage appropriate changes.

Quantifying a total value chain inventory is a lengthy and complicated process with numerous variables related to climate, geography, soil conditions and other agricultural variables, sourcing of raw materials, manufacturing, transportation, and consumer habits. Our efforts on this front continue to provide valuable insight on priority areas and reveal additional work that must be completed before meaningful goals can be set.

Waste and Byproducts Recycled per Hectoliter Production

Kilograms per Hectoliter (kg/hl)



Brazil Project Promotes Sustainable Agriculture and Mindset

In June 2009, our AmBev Navegantes Malting division began working with local farmers and community groups to help implement more sustainable agricultural practices in the production of barley and malt. The project included such things as donations of tree saplings to barley growers to help create a green belt in the fields and in unexplored areas. Not only do the plantings help increase biodiversity and reduce CO₂ emissions, but they also help protect the crops from wind damage. Other efforts included education of local farmers on the benefits of barley crop rotation with corn crops, construction of a greenhouse to create a school garden that will teach and feed 250 children in Painei, Santa Catarina, and support for local recycling of batteries and cooking oil. The project also included environmental education for employees who then developed a variety of conservation measures to help improve the efficiency and environmental sustainability of our operations.

As an example of our value chain work, we have barley farmers' programs in our Asia Pacific, Central & Eastern Europe, Latin America North, Latin America South, and North America zones involving about 10,000 farmers. We guarantee the purchase of all production that meets our quality parameters. We have a group of agronomists in each zone who support the farmers with technical assistance during the barley season to help them get the best results from their fields.

We also invest in barley research and development in order to create new varieties with better yields and to develop sustainable techniques that help improve the volume and quality of the barley produced by the farmers. We have barley research programs in the United States, Brazil, Uruguay, Argentina, China and Russia.

Anheuser-Busch InBev is a member of the Beverage Industry Environmental Roundtable (BIER), a partnership of leading global beverage companies working together to advance the standing of the beverage industry on environmental stewardship. BIER is working to create a common protocol for determining a beverage company's carbon footprint and is also developing a similar protocol for water use.

In January 2010, the company adopted an Ethical Sourcing Policy, which includes standards on the environment. We are committed to measuring and minimizing our impact on the environment, while maintaining our commitment to quality,

and we encourage a similar emphasis on the part of our business partners, including:

- Measuring energy usage and committing to reducing it both in manufacturing operations and transporting products.
- Measuring and committing to reduce water usage and discharge.
- Measuring and committing to reduce the production of non-hazardous solid waste.
- Maintaining a list of hazardous and non-hazardous substances, and establishing procedures for the safe handling, transporting, and disposing of waste in accordance with international, national or local regulations.

Environmental Outreach

In 2009, our breweries around the world celebrated World Environment Day by implementing 250 community-focused environmental projects in 24 countries. Examples of the projects included:

- As part of this celebration, over 30,000 employees across our 29 breweries in China participated in a variety of projects including tree plantings and "no car days," as well as facility improvements targeted to achieving energy reductions.
- Our Western Europe (WE) zone launched a "WE Bike to Work" campaign to encourage our employees to bike, share a ride or take public transport to work. More than 1,400 employees participated, saving more than 50,000 km driven and more than 9 tons of CO₂ emissions.



More than 450 individuals were involved in the campaign, from our employees, to community organization Casa Brasil, to local farmers, to government officials. During the month of June, Navegantes Malting achieved new records lowering its water, energy and fuel consumption. More than 150 trees were planted with 1,000 more to come. In addition, 80 kg of recyclables were collected on the region's streets. Navegantes employees are continuing their environmental education within the company and within their communities as part of their commitment to make it a Better World.



AmBev's employees partnered with local barley farmers to help create green belts, protecting agricultural and undeveloped land.

- In Canada, employees at our London, Ontario, brewery and their families participated in the annual community effort to clean the Thames River. Land Trust representatives also visited each of our locations to educate Labatt employees about the local land trust properties close to them and volunteer opportunities available.
- Our Latin American South employees launched a four-week campaign that focused on saving energy, promoting ride sharing, and saving trees by reducing copies and paper waste.
- Our Ukraine employees helped clean public parks and places in the Kyiv, Chernigiv, Kharkiv, and Mykolaiv regions.

We also continue our work to raise awareness of water issues around the world via partnerships with leading non-governmental organizations such as Great Lakes Forever (www.greatlakesforever.org), Ducks Unlimited (www.ducksunlimited.org), and the World Wildlife Fund (www.wwf.org).

In February 2010, Anheuser-Busch InBev became a signatory to the CEO Water Mandate, a public-private initiative of the United Nations Global Compact focused on developing corporate strategies and solutions to global water issues.

On World Water Day, March 22, 2010, our Latin America South zone launched a partnership in Brazil called the "Cyan Movement — Whoever looks at water sees how much it's worth," a campaign to mobilize awareness around water conservation. As part of the effort, AmBev is partnering with the World Wildlife Fund on the project "Water for Life — Conservation and Management of Fresh Waters." Through this initiative, the company will adopt hydro-graphic basins that service its plants to develop studies on the best utilization of water by industries and the local community, and contribute financial resources to its preservation. The initiative will have a first stage in the Corumbá-Paranoá Basin, which supplies the Gama branch, in Brasília/DF. Afterwards, the project may be expanded to other hydrographic basins throughout the country. More information is available at www.blogcyan.com.br, and initial results from this project will be included in next year's citizenship report.

Compliance

Any deficiencies in Anheuser-Busch InBev operations identified by regulators are promptly corrected, and, if necessary, changes are made to our management system to avoid recurrence. In 2009, we paid \$18,300 in environmental fines.

Community



Anheuser-Busch InBev makes significant economic contributions to the well-being of the communities where we operate around the world through the jobs we provide, the salaries and wages we pay, and the taxes we contribute to local and national governments.

2009 Anheuser-Busch InBev Economic Contributions

- Wages and salaries paid to our approximately 116,000 employees worldwide totaled \$3.8 billion.
- Capital expenditures around the globe totaled nearly \$1.4 billion, with investments in our facilities, distribution networks and systems generating jobs and local economic growth.
- Excise and income taxes, which help to support government programs around the world, totaled nearly \$10 billion.

We also can be counted on to help our communities directly when opportunities arise. Markets are encouraged to support community causes that are closely tied to their business objectives. Here are selected examples of our community initiatives in the past two years around the world. Additional examples are featured in the country sections.

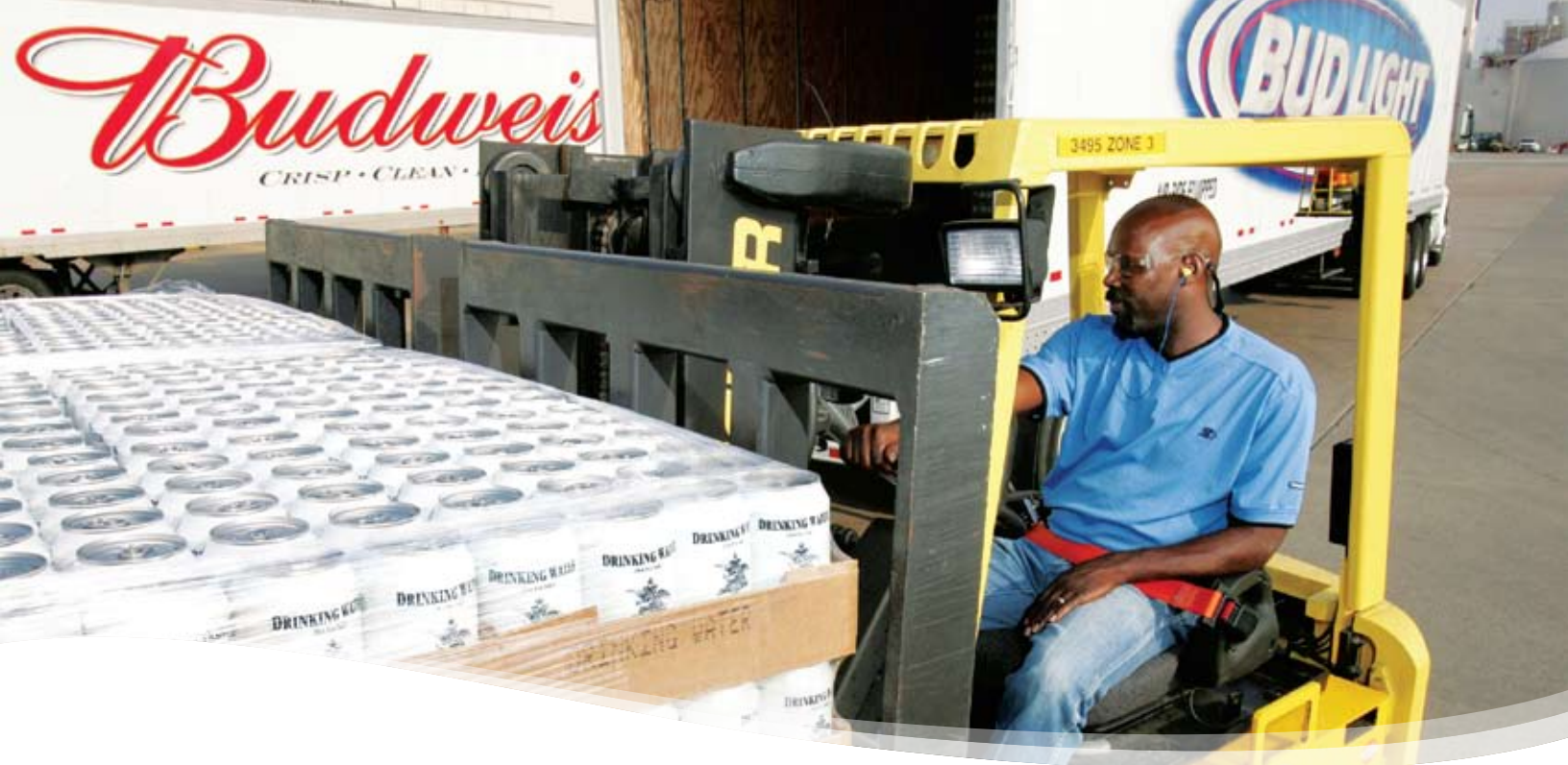
- In the United States, we work with our distributors and provided a total of 5 million cans of fresh drinking water to victims of natural disasters in the past two years. Since 1988, Anheuser-Busch has donated more than 68.5 million cans of drinking water following natural and other disasters. In May 2008, our China breweries also provided water to victims of the Sichuan earthquake and donations to the local government and Red Cross that year totaling more than \$2.2 million. This community best practice has now been shared with other

zones. When an earthquake hit Haiti in January 2010, our Latin American North AmBev brewery in Santiago, Dominican Republic, provided some of the first fresh drinking water — 350,000 cans — to victims. That was followed by an additional 600,000 cans from our Anheuser-Busch Cartersville, Georgia, brewery, along with a \$500,000 donation to the Red Cross in which the company matched employee and wholesaler contributions. In February 2010, when the earthquake hit Chile, we provided nearly 35,000 cans of fresh drinking water from one of our Quilmes breweries in Argentina and 25,000 cans of Maltin, a non-alcohol, high-protein beverage, from our La Paz, Bolivia brewery.

- For six years in a row, employees of our Canadian London, Ontario, brewery and national office have supported the Annual Thames River Clean Up. More than one metric ton of debris — including metal, old bicycles, tires and shopping carts — was removed from the shoreline of the Thames, and employees also restored a path behind the brewery to its natural state for the community to enjoy.
- In Russia, our employees and their families joined townspeople and local authorities to help clean the streets of Klin, Ivanova, Kursk, Volzhsky, Saransk, Novocheboksarsk, Perm, Omsk and Angarsk. This is part of a longtime company commitment, called “We All Live Here,” in which employees aim to make life more pleasant and comfortable for residents of our brewery communities.



In Russia, our employees and their families teamed with the community to help beautify and improve street, gardens and parks through traditional “subbotniks” or street cleanings.



- In Argentina, the project “Building Citizenship: Access to Health and Rights in Adolescence” implemented in five communities where our breweries are located, was recognized in 2009 by the United National Education, Cultural and Scientific Organization and the Inter-American Development Bank as a “Best Practice in Youth Policies and Programs in Latin America and the Caribbean.” The project’s goal is to promote the participation of young people in local development strategies, and it was selected from among 600 initiatives from 30 countries.
- In China, we launched a partnership in 2009 with the China Europe International Business School (CEIBS). Under the partnership, CEIBS and Anheuser-Busch InBev will work together on joint events, case-study writing, and research. The company will provide tuition scholarship for MBA students at CEIBS, and in return, CEIBS will provide priority access for recruitment of its graduates and hiring of interns.

Through our Better World three-year plan, we have committed to reviewing and providing additional structure for our volunteer and charitable support around the world.

Charitable Foundations Associated with Anheuser-Busch InBev:

- Anheuser-Busch Companies and its Foundation have contributed more than \$450 million since 1997 to communities across the United States. Funding is directed to initiatives supporting education, economic development and the environment, as well as disaster relief and support of those who serve our country.
- In 2009, the Antônio and Helena Zerrenner Foundation (FAHZ) invested 137 million Brazilian real (\$70 million) in the company’s employees and dependents, totaling some 63,949 people throughout Brazil. This comprises a medical, hospital and dental plan, 1,607 scholarships, 15,078 supplies of school materials for students, and the distribution of 26,534 hampers and 15,106 Christmas toys.
- The InBev-Baillet Latour Fund in Belgium encourages accomplishments in the scientific, educational or artistic fields by rewarding prizes, study grants, trips or gifts in cash or goods. In 2008, the Fund provided €2.5 million (\$3.3 million), and for 2009, €2.2 million (\$2.9 million).
- In 2009, the Verhelst Foundation in Belgium provided €2.29 million (\$3.1 million) to support Anheuser-Busch InBev employees by helping with extraordinary medical costs, operating a confidential counseling service, and providing scholarships. The Verhelst Foundation is an independent organization created in 1949 to support company employees.

Over the past two years in the U.S. alone, we have worked with our distributors to provide 5 million cans of fresh drinking water to victims of natural disasters.

Our People

Talented people continue to represent our most important sustainable competitive advantage. Our ownership culture unites our people to provide the necessary energy, commitment and alignment needed to pursue our dream to be the Best Beer Company in a Better World.

To do this we must attract and retain the best people, develop them at the pace of their talents and provide competitive compensation. Our focus on having the right people in the right roles at the right time, aligned through a clear target-setting and reward process, improves productivity and enables us to continue to invest in growing the top line. And by growing the top line, we are afforded the opportunity to support our social responsibility investments.

Corporate Governance Structures

Corporate Governance rules established by the Anheuser-Busch InBev Board of Directors are vital in supporting our business ambitions. They ensure the company is properly managed and controlled, without limiting our vision, or the speed or flexibility of our operations.

As a company incorporated under Belgian law and listed on the Euronext exchange in Brussels, Anheuser-Busch InBev adheres to the principles and provisions of the Belgian Corporate Governance Code published in March 2009, taking into account its specific status as a multinational group.

As of Sept. 16, 2009, our company is now also listed on the New York Stock Exchange through the American Depositary Receipt program trading under the symbol BUD. As a result, the New York Stock Exchange Corporate Governance rules for Foreign Private Issuers are applicable to the company. According to these rules,



the company discloses on its website (www.abinbev.com/go/corporate_governance.cfm) the significant ways in which its Corporate Governance practices differ from those followed by U.S. companies listed on the NYSE. Anheuser-Busch InBev has registered with the United States Securities and Exchange Commission ("SEC") and is also subject to the U.S. Sarbanes-Oxley Act of 2002 and to the rules of the SEC relating to corporate governance.

Anheuser-Busch InBev's Corporate Governance Statement published online provides a comprehensive and transparent disclosure of the company's governance. A full report on corporate governance activities in 2008 and 2009 can also be found in our company's online annual reports. (www.abinbev.com/go/corporate_governance.cfm)

On Sept. 16, 2009, we listed on the New York Stock Exchange under the symbol BUD.



Code of Business Conduct

As part of Anheuser-Busch InBev's Corporate Governance framework, we have a Global Code of Business Conduct that establishes parameters and safeguards to ensure high standards of integrity are upheld. The Code covers compliance with all laws, including competition and antitrust laws; dealing with potential conflicts of interest; use of company assets; honest and ethical conduct; and together with specific guidelines on gifts and political contributions, includes safeguards against bribery and corruption. The Board of Directors and Audit Committee receive quarterly progress reports on matters related to the Code of Business Conduct.

To ensure that the Code of Business Conduct is properly enforceable, an independent telephone line is available 24 hours per day, seven days per week. Employees can also register concerns via an independent website. Privacy and confidentiality reasons restrict us from publishing statistical details on active cases or calls received; however, we monitor the number and type of case by Zone internally and provide reports to the Board level Audit Committee.

Ethical Sourcing Policy

In January 2010, the company adopted an Ethical Sourcing Policy, which includes standards on labor issues and business conduct. We are committed to operating ethically and with high integrity, while maintaining our commitment to quality, and we encourage a similar emphasis on the part of our business partners, including:

- No use of child labor, as defined under the United Nations Global Compact guidelines.
- Non-discrimination on the basis of race, religion, gender, sexual orientation, age, political opinion, national extraction, or social origin.
- Recognition of workers' rights to join a trade union and engage in collective bargaining.
- Health and safety programs that include such things as: the provision of protective equipment to workers as needed in accordance with their job requirements and the goal of safe working conditions; the establishment of safety procedures and training programs for workers to ensure that they are aware of workplace hazards; the assessment, identification, and control of potential hazards and risks associated with equipment and processes; and, the monitoring and analysis of all accidents, and the keeping of accurate and timely records of accidents and injuries.



Our Executive Board of Management team and key Marketing staff attended an advanced marketing program at the Kellogg School of Management at Northwestern University, Chicago, in 2009. Front row (left to right): Joao Castro Neves, Latin America North Zone President; Francisco Sa, Central & Eastern Europe Zone President; Carlos Brito, Chief Executive Officer; Chris Burggraeve, Chief Marketing Officer; Sabine Chalmers, Chief Legal and Corporate Affairs Officer; Frank Abenante, Vice President, Brands; Miguel Patricio, Asia Pacific Zone President. Back row (left to right): Claudio Garcia, Chief People and Technology Officer; Claudio Ferro, Chief Supply Officer; Felipe Dutra, Chief Financial Officer; Luiz Edmond, North American Zone President; Maarten Albarda, Vice President, Global Connections; Bernardo Paiva, Latin America South Zone President; and Tony Milikin, Chief Procurement Officer.

Diversity

Anheuser-Busch InBev's employment regulations, our Code of Business Conduct and other human resources processes work to ensure that opportunities are available without prejudice to race, color, religion, disability, sexual orientation or creed.

At the end of 2009, Anheuser-Busch InBev employed 116,000 full-time, seasonal and temporary employees worldwide. Of the full-time employees, 21 percent were female and 79 percent male. The average employee age was 36 years old. The average length of service was 8.5 years. About 72 percent of employees worked in blue-collar jobs, while 28 percent worked in white-collar jobs.

Opportunities for Our People

We are committed to helping develop our employees through a variety of ongoing training programs and opportunities. In 2009, our employees across all zones participated in a combined total of more than 1 million hours of training, or an average of 10 hours per employee.

Anheuser-Busch InBev University

All training and development efforts are guided by the three pillars of Anheuser-Busch InBev University, which provides strategic direction, structure and consistency for learning and development across all zones.

- **Leadership and Culture:** This pillar employs role model examples of leadership (both internal and external) as practical references to help cascade our "Dream, People, Culture" platform throughout the company. Programs include our Executive Education; Senior Leadership Convention; Leadership, Performance and Change; and "Owners @ ABInBev" initiatives.
- **Functional:** This pillar is designed to help provide know-how and technical skills for all critical roles, as well as share and help implement best practices. This training includes mapping critical competencies, enhancing on-the-job training, and benchmarking technical and operating abilities to guarantee that both collective and individual targets are achieved. Examples include our "Supply Academy" for brewery managers and our "Marketing Academy," which includes our advanced marketing program.
- **Method:** This training instills and consolidates management practices and tools (e.g. routine management, target setting and cascading, problem solving — "Plan, Do, Check, Act" at all levels of our business chain. Examples include our "White Belt" and "Green Belt" training initiatives.

Global Management Trainee Program

Now in its fifth year as a truly global initiative, our management trainee program attracts talent from around the world and aims to find and develop Anheuser-Busch InBev's future leaders. Under this program, we recruit the best students from more than 100 leading universities around the world and enroll them in a demanding 10-month paid training program combining classroom study and "in-the-field" jobs in our brewing, sales and other areas. The objective is to build a highly qualified, well-rounded team that is inculcated in our culture from the first day.



After the 10-month period, the candidates go on to full-time positions within our global organization. This is a highly selective program; for example, Brazil had a record 60,000 applicants in 2009 for 26 positions, while China had 11,000 applicants for 50 positions. In 2009, we launched the program in the United States for the first time. Globally, there were approximately 100,000 applicants for 123 positions in the program in 2009.

The program was started in 1991 in Brazil and has expanded with our company's growth around the world. Since inception, more than 1,000 trainees have come through the program, many of whom are now senior executives of the company.

Employee Engagement

Research suggests that the connection or engagement people have with the work they do and their assessment of the significance of their contribution are what make the most difference to them, even above and beyond their compensation package.

We engage employees in our dream through an annual cycle of regular, formalized communication and feedback. This helps to ensure that all of our people understand the company's goals and are engaged in meeting them. It also allows management to hear employees' suggestions about ways we can improve.

Our latest employee opinion survey, carried out in December 2009, shows an employee engagement index of 76 percent, up from 65 percent in 2007. The 2009 data is based on responses from 64,446 employees in white-collar and blue-collar positions across all zones. The employee engagement responses are used to develop action plans to improve our responsiveness to employees on the issues that matter to them.

Research suggests that the connection or engagement people have with the work they do and their assessment of the significance of their contribution are what make the most difference to them, even above and beyond their compensation package.

AB InBev
10 Principles

Dream

1. Our shared dream energizes everyone to work in the same direction: to be the best beer company in a better world.

People

2. Great people, allowed to grow at the pace of their talent and compensated accordingly, are the most valuable assets of our company.
3. We must select people who, with the right development, challenges and encouragement, can be better than ourselves. We will be judged by the quality of our teams.

Culture

4. We are never completely satisfied with our results, which are the fuel of our company. Focus and zero-complacency guarantee lasting competitive advantage.
5. The consumer is the Boss. We connect with our consumers through meaningful brand experiences, balancing heritage and innovation, and always in a responsible way.
6. We are a company of owners. Owners take results personally.
7. We believe common sense and simplicity are usually better guidelines than unnecessary sophistication and complexity.
8. We manage our costs tightly, to free up resources that will support top-line growth.
9. Leadership by personal example is the best guide to our culture. We do what we say.
10. We don't take shortcuts. Integrity, hard work, quality and consistency are keys to building our company.

China Makes Safety Strides

We significantly improved our safety performance in China in the past two years. A main step was the appointment of a zone environmental and safety team of five specialists who carried out safety audits in all breweries. These audits were the start of major improvement projects regarding such things as machine guarding, workplace transport and personal protective equipment use. In the past two years, LTIs have declined 80 percent and the frequency rate (number of LTIs per 1,000,000 worked hours) has declined 89 percent.



As part of our safety procedures, we enforce LOTO — lock-out, tag out. Before they begin any kind of service or maintenance, employees must turn off and de-energize the equipment, using their lock and tag to ensure the equipment cannot be turned back on while being serviced.

Workplace Health & Safety

Anheuser-Busch InBev is committed to ensuring that we provide a safe work environment. Our safety culture focuses on openness, effective reporting, and appropriate behavior, policies, practices and procedures.

Safety in Our VPO Program

Our sites are responsible for implementing our global Health & Safety (H&S) policies that are part of our Voyager Plant Optimization (VPO) management system. VPO also complements OHSAS18001 at the sites that have installed it.

On a global level, we thoroughly reviewed the safety aspects of the VPO program by creating a separate safety pillar in 2008. This separate pillar increases focus, awareness and ownership. We introduced the safety pillar in 2009, and it will remain our main focus in 2010.

Our VPO global management and auditing system links safety performance and implementation of the safety pillar at our plants to the annual site performance evaluation using a rewards system.

Organization of Safety Function

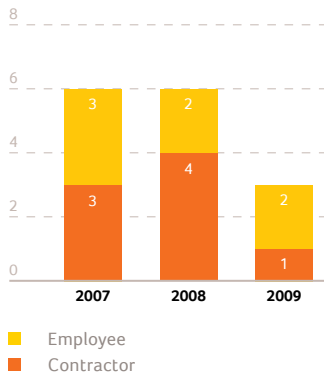
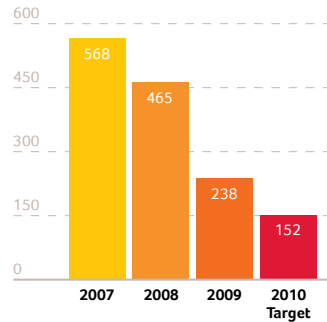
Ownership and focus are key to success. The global Environment and Safety Director position in our Supply function was split into two separate functions, a Global Safety Director and a Global Environment Director, both reporting to the Supply Technical Vice President. A zone safety organization is now functional in every zone. These zone organizations are responsible for supporting the plants in implementing the safety policies and play an important role in the overall improvement of our safety performance. On a plant level a safety manager, reporting to the plant manager, is supporting the management and workforce in running the plant safely.

Safety First Program

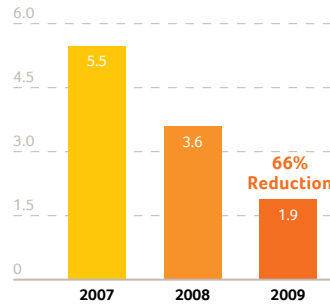
The ownership of the Safety First program that was launched on a global level in 2008 has been transferred to the Zones. Quarterly, each zone focuses on a specific safety topic to help raise safety awareness and promote safe behaviors throughout our plants.

Safety Committees

These committees are a legal requirement in many countries and are mandatory in all our plants to facilitate dialogue between Anheuser-Busch InBev and employees' representatives. The committees aim to eliminate unsafe conditions, identify improvements, review accidents and ensure effective communication.

Fatalities**Number of LTI Global****Frequency Rate Global**

(Number of LTI per 1,000,000 worked hours)



Figures of 2007 are different from previous reports because more plants were added.

The frequency rate (number of LTIs per 1,000,000 worked hours) is a more effective KPI than the number of LTIs when comparing plants. The frequency rate has dropped 66 percent since 2007.

Safety Day

This initiative, which was launched in Western and Central and Eastern Europe in 2006, now takes place in all our plants. In Brazil, our plants observe Safety Weeks, which are a Brazilian legal requirement. During Safety Days, production is stopped and all operators are involved in workshops and training focused on improving safety behavior and awareness.

Hazard and Incident Reporting

In the past our first focus was accident reporting in most zones. Now the plants that implement the VPO safety pillar focus on hazard and incident reporting and risk assessments. Our statistics show that plants and zones that have embraced this approach have experienced significant improvements in safety performance.

Safety Alerts

As part of improving our response to incidents and accidents, we share information on incidents and accidents via Safety Alerts that describe the event and the preventive measures that are put in place. Other plants must then apply the same preventive measures, if applicable.

Supply Safety Performance**Fatalities**

In 2008, there were six fatal accidents, and in 2009, three fatal accidents related to Anheuser-Busch InBev's operations. This is a matter of serious regret, which is considered wholly unacceptable. We are convinced that the efforts that we are making to improve our safety management will help us to avoid such tragic events.

Specific safety dashboards are made to follow-up the preventive measures that are defined after fatalities. These dashboards are used in every zone and plant.

Lost-Time Injuries / Frequency Rate

Currently, we use the number of Lost-Time Injuries (LTI) as our major key performance indicator (KPI) to measure the safety performance of our company and the individual plants. In addition, some zones are using more advanced KPIs, and we will apply similar KPIs in future as we continuously strive for improvement.



Our LTI results show that the implementation of the VPO safety pillar and all other efforts we are doing in the safety field are delivering the desired results. The number of LTIs decreased 58 percent from 2007 and 49 percent from 2008. Temporary and seasonal workers are included. All zones contributed to this success. We have set a 36 percent reduction target for 2010. Contractor LTIs are recorded separately, and in 2009, 73 contractors suffered LTIs.

Lost Days / Severity Rate

The number of lost days is a measure for the severity of the injuries. The number of lost days due to injuries and the severity rate (number of lost days per 1,000,000 hours worked) have both significantly decreased. We have set a target of a 23 percent reduction for 2010.



Our LTI results show that the implementation of the VPO safety pillar and all other efforts we are doing in the safety field are delivering the desired results.



Your Feedback

Thanks for reading what we have to say — now we want to hear from you. Please take a moment to tell us what you think of this report by completing a [brief survey](#).