

We are AB InBev

We are committed to driving growth and improving the lives of more people in more places. Through brands and experiences that **bring people together**. Through our dedication to brewing the best beer with the finest, natural ingredients. And through our commitment to helping farmers, retailers, entrepreneurs and communities grow.



We are brewers

Our brewing heritage dates back more than 600 years, spanning continents and generations. From the Den Hoorn brewery in **Leuven (Belgium)**, to the iconic Anheuser-Busch in **St. Louis (US)**, from Castle in **Johannesburg (South Africa)**, to Bohemia in **Petropolis (Brazil)**, our geographical footprint connects people and brings them together.



We are brand builders

We are committed to building great brands that stand the test of time. We are proud to have a diverse portfolio of global, multi-country and local beer brands. These brands are the foundation of the business and the cornerstone of our relationships with consumers.

Global brands



Budweiser



Corona



Stella Artois

Our brands and footprint

We have around **200,000** colleagues in over **50** countries.

We have over **400** beer brands.

Our beer is sold in more than **100** countries.



(*) We have 7 of the 10 most valuable beer brands according to the 2015 BrandZ Beer Report.

We are value creators

We are always looking for new opportunities and ways to improve. We are committed to growing our business, building our brands, increasing shareholder value and helping our communities to thrive. Delivering consistent, superior top-line growth is our top priority. Strict financial discipline keeps us on course and our company culture drives us forward.

Our goals are clear: grow our global brands; generate more excitement around beer through our specialty and premium brands; raise the perception and relevance of our core beers; and enhance our consumers' experience by providing more choice, including no and low alcohol beers. These are set out in our four commercial priorities:

\$55bn
revenue
in 2015*



Growing
our global brands



Premiumizing
and invigorating beer



Elevating
the relevance of our core beers



Developing
the near beer segment

(*) On a combined pro forma basis, excluding proceeds of JVs and associates.

We strive for a better world

We strive to make the world a better place by combining our scale, resources and energy with the needs of our communities

A growing world



We want a growing world where everyone has the opportunity to improve their livelihood.

A cleaner world



We want a cleaner world where natural resources are accessible and safe for all.

A healthier world



We want a healthier world where every experience with beer is a positive one, for lives well lived.

Our company heritage



1366

Our brewing heritage dates back more than 600 years and to the Den Hoorn brewery in Leuven, Belgium – home to Stella Artois.

1876

Adolphus Busch creates an American-style lager beer called Budweiser.

1895

South African Breweries is founded, with its head office in the Castle Brewery, Johannesburg.

1925

Corona Extra is first brewed at the Cervecería Modelo in Mexico City.

2004

Interbrew and Ambev combine, resulting in the creation of InBev.

2008

Anheuser-Busch and InBev combine to become Anheuser-Busch InBev.

2013

AB InBev combines with Grupo Modelo.

2016

AB InBev and SABMiller combine.