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Best Beer Company
in a **Better** World

AB InBev Survey Uncovers Why Parents Don't Talk to Children About Drinking

Results coincide with fourth annual Global Be(er) Responsible Day

Company reports second-year progress towards Global Responsible Drinking Goals

[Anheuser-Busch InBev](#) (Euronext: ABI) (NYSE: BUD) today announced the results of an international omnibus [survey](#) of parents in 11 countries to determine how they talk with their children about responsible drinking. These results coincide with the fourth annual celebration of **Global Be(er) Responsible Day**, a global rally day to promote the importance of responsible drinking. This year, Global Be(er) Responsible Day activities focus on developing and expanding the global [Family Talk About Drinking](#) program; promoting road safety, including the use of designated drivers; training bartenders, retailers and business partners; and cultivating public/private partnerships.

The [survey](#), conducted by research firm [Ipsos](#), showed that more than 90% of parents with children ages 5-17 in 10 of the 11 countries surveyed¹ agreed that it is important to talk with children about drinking. But in 9 of these 10 countries, there was about a 10% difference between the number of parents who agreed that this is important and those who have actually initiated the conversation. The primary reason for parents not discussing drinking alcohol was that they felt their child was too young. Further, parents from Belgium, Brazil, Great Britain and Russia reported that they trust their children to make the right decision.

"Research has long shown that parents are the most important influence on a young person's attitudes toward drinking; the findings announced today build on this important insight, indicating that parents feel they need support in having these important conversations," said Carlos Brito, CEO of Anheuser-Busch InBev. "Programs like Family Talk can help parents start these conversations with their children at the right time, in the right way, and continue the dialogue with them through adolescence."

Today, AB InBev also announced second-year progress toward meeting its six [Global Responsible Drinking Goals](#) by the end of 2014. These goals were first announced in 2011 and encourage partnerships, public education initiatives, retailer training and other practices that reinforce responsible drinking. The activities are led by AB

¹ The survey polled 1,000 people each in: Argentina, Belgium, Brazil, Canada, China, Germany, Great Britain, Mexico, Russia, United States and Ukraine



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InBev's 150,000 colleagues around the world, in collaboration with parents, experts, local authorities, law enforcement and community organizations. Progress toward the goals will be independently audited at the end of 2014.

Since announcing its Global Responsible Drinking Goals two years ago, [AB InBev has](#):

- Reached almost 145 million adults with programs that **help parents talk to their children about underage drinking**. This exceeds AB InBev's three-year goal of reaching at least 100 million adults.
- **Provided ID-checking materials** to almost 465,000 bars and other retailers, reaching roughly 93% of its target of at least 500,000.
- Trained about 228,000 bartenders, waiters, grocery store clerks, other servers and sellers of alcohol on responsible beverage sales. It aims to train a total of at least 1 million **people who serve or sell alcohol** by the end of 2014 through a mix of both online and face-to-face training.
- Spread the word about the importance of using a **designated driver or safe-ride home**. In two years, AB InBev has reached more than 748 million legal-age consumers, exceeding the company's target of reaching at least 500 million consumers.
- Invested more than 112 million USD in **responsible drinking advertising and programs**. It aims to invest at least 300 million USD by the end of 2014.
- Committed to celebrating **Global Be(er) Responsible Day** annually to promote the importance of responsible drinking among employees, partners and consumers.

AB InBev's responsible drinking efforts are one of three core pillars of the company's [Better World](#) strategy, alongside commitments to lighten the company's impact on the environment and to give back to the communities in which it operates. More information on the company's responsible drinking efforts and Global Be(er) Responsible Day is available online.



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About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). It is the leading global brewer, one of the world's top five consumer products companies and recognized as first in the beverage industry on FORTUNE Magazine's "World's Most Admired" companies list. Beer, the original social network, has been bringing people together for thousands of years and our portfolio of well over 200 beer brands continues to forge strong connections with consumers. We invest the majority of our brand-building resources on our Focus Brands - those with the greatest growth potential such as global brands Budweiser®, Corona®, Stella Artois® and Beck's®, alongside Leffe®, Hoegaarden®, Bud Light®, Skol®, Brahma®, Antarctica®, Quilmes®, Michelob Ultra®, Harbin®, Sedrin®, Klinskoye®, Sibirskaya Korona®, Chernigivske®, Hasseröder® and Jupiler®. Anheuser-Busch InBev's dedication to heritage and quality originates from the Den Hoorn brewery in Leuven, Belgium dating back to 1366 and the pioneering spirit of the Anheuser & Co brewery, with origins in St. Louis, USA since 1852. Geographically diversified with a balanced exposure to developed and developing markets, Anheuser Busch InBev leverages the collective strengths of its approximately 150,000 employees based in 24 countries worldwide. In 2012, AB InBev realized 39.8 billion USD revenue. The company strives to be the Best Beer Company in a Better World. For more information, please visit: www.ab-inbev.com.

About Better World

Through our commitment to be the Best Beer Company in a Better World, Anheuser-Busch InBev is the beer industry leader in social responsibility initiatives, ranking as the No. 1 alcohol beverage company on FORTUNE Magazine's "World's Most Admired" companies list. Our Better World efforts focus on three pillars: promoting responsible drinking; protecting the environment; and giving back to the communities in which we live and work. Around the world, we develop and implement social responsibility programs and campaigns in partnership with parents, government officials, community organizations, retailers and others. From promoting responsible drinking messages on some of the world's most watched television programming, to turning coconut husks into renewable energy to fuel our breweries, to volunteering in the community, Anheuser-Busch InBev and its employees are committed to making a difference.

For more information about Anheuser-Busch InBev and Better World, please visit: www.ab-inbev.com.

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