



## InBev Belgium

### Belgian Market Consumption & Population Trends<sup>1</sup>

Trends	2000	2005	2011
Per Capita Consumption	98.4 liters	90.7 liters	80.0 liters
Population Growth	10.2 million	10.5 million	10.6 million

### Key Facts & Figures<sup>2</sup> for InBev Belgium

Headquarters:	Brouwerijplein 1, 3000 Leuven, Belgium
Website:	<a href="http://www.ab-inbev.be">www.ab-inbev.be</a>
Volume of Product (in 2011):	5.3 million hectoliters
Market Position:	#1
Market Share:	56.3%
Number of Breweries:	4 (Leuven, Jupille, Hoegaarden, Belle-Vue)
Number of Employees:	Approximately 2,800
Management:	InBev Belgium is a part of AB InBev's Western Europe Zone, led by Zone President Jo Van Biesbroeck. Eric Lauwers is Business Unit President BeNeLux and France.

### Brands<sup>2</sup>

Global Brands:	Stella Artois
Multi-Country Brands:	Hoegaarden, Leffe
Local Brands:	Jupiler, Belle-Vue
Recent Brand Innovations include:	Jupiler Force, Hoegaarden 0,0, Hoegaarden Rosée 0,0, Leffe Royale

#### **Brand Exports Around the World**

Belgian beers are famous all around the world, with Stella Artois, one of AB InBev's three global brands, being the No. 1 Belgian beer in the world that is distributed in more than 80 countries. Leffe, one of AB InBev's multi-country brands, is now available in more than 60 countries worldwide. Hoegaarden, a unique and authentic Belgian wheat (or "white") beer that was first brewed in 1445, is also a multi-country brand available in more than 60 countries worldwide.

### InBev Belgium today: a brief overview

Today, InBev Belgium is part of the listed company Anheuser-Busch InBev (Euronext: ABI) of which the worldwide headquarters and the innovation centre (GITeC) are located in Leuven.

The strategy of InBev Belgium consists of, on the one hand, enforcing its market leadership in the Belgian beer market and, on the other hand, bringing new momentum to the decreasing beer market in Belgium. This is achieved by always putting the consumer first and aiming for internal growth and maximum efficiency.

InBev Belgium's employees are a key component of this strategy. On a daily basis, around 2800 employees make sure InBev Belgium remains competitive and efficient. Thanks to their motivation and commitment, InBev Belgium is market leader in Belgium with a market share of 56,3%.

<sup>1</sup> Source: PlatoLogic

<sup>2</sup> Source: Anheuser-Busch InBev 2011 data



## **InBev Belgium: a rich heritage and tradition**

The history of InBev Belgium finds its origins in the Middle Ages. In 1366, brewery 'Den Hoorn' is registered for the first time in Leuven. This brewery laid the foundation for the brewery 'Artois' in the 18th century and Interbrew that was created as a result of the merger between the two biggest Belgian breweries, Artois (Leuven) and Piedboeuf (Luik) in 1987.

In the coming years, Interbrew strongly expanded its foreign activities in order to merge with the Brazilian brewer Ambev in 2004. The name changed into InBev. Ever since, thanks to a strong brand strategy, InBev has experienced a strong growth on both local and international markets.

At the end of 2008, InBev combined with the American brewer Anheuser-Busch. Geographically diversified with a balanced exposure to developed and developing markets, AB InBev today leverages the collective strengths of its approximately 116,000 employees based in 23 countries, with more than 200 beer brands and 125 breweries worldwide.

The company's mission is to establish solid relations with its consumers by offering brands and experiences that connect people.

## **The Best Beer Company in a Better World**

AB InBev's dream is to be the Best Beer Company in a Better World. In all that we do we recognize our responsibility to improve the world where we do business. InBev Belgium shares that dream and is committed to building a company for the long-term with a legacy to be proud of — for the people who work for InBev Belgium and with InBev Belgium; for future generations and the environment in which we live; and above all for the consumers who we hope will always enjoy the company's products responsibly. Our efforts for a Better World focus on 3 main area's: promoting responsible drinking, safeguarding and protecting the environment and giving back to the communities in which we live and work.