



## InBev Belgium

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

Trends	2000	2005	2012
Per Capita Consumption	98.4 liters	90.7 liters	77.1 liters
Population Growth	10.2 million	10.5 million	11.1 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>
Product volume (in 2012):	5.1 million hectoliters
Market position:	#1
Market share:	56.3%
Number of breweries:	4 (Leuven, Jupille, Hoegaarden, Sint-Pieters-Leeuw)
Number of employees:	Approximately 2,500
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, Piedboeuf
Recent Brand Innovations include:	Leffe Royale ; Jupiler Force <i>Blood Orange</i> , <i>Fresh Lime</i> and <i>Zesty Hop</i> ; Hoegaarden 0,0 and Hoegaarden Rosée 0,0

### 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 nearly 100 countries. Leffe, one of AB InBev's multi-country brands, is now available in more than 80 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 70 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. Thanks to our Brands, our People and our Means, we can make the difference:

<sup>1</sup> Source: PlatoLogic

<sup>2</sup> Source: Anheuser-Busch InBev 2012 data



- **MEANS:** continuous investments in our brands, people, operations and distribution canals, in the retail as well as in the horeca
- **BRANDS:** our brands and our strong innovations respond to consumers and customers' expectations
- **PEOPLE:** the right people at the right place, training and development of people. On a daily basis, around 2,500 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%.

## **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 (Liège) 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 and continues under the name AB InBev. In 2013, AB InBev completes its combination with Mexican brewer Grupo Modelo. Geographically diversified with a balanced exposure to developed and developing markets, AB InBev today leverages the collective strengths of its approximately 150,000 employees based in 24 countries, with more than 200 beer brands and 141 production facilities 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 areas: promoting responsible drinking, safeguarding and protecting the environment and giving back to the communities in which we live and work.