Commitments to the European Alcohol and Health Forum
Results 2012-2014
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Best Beer Company
Bringing People Together
For a Better World

Foreword

Dear Partner,

In this report you will find detailed information about our results in achieving our ambitious commitments to the European Alcohol and Health Forum (EAHF), the platform for all interested stakeholders to pledge relevant and concrete actions to address alcohol-related harm.

As the world’s leading brewer and a founding member of the EAHF, AB InBev is fully aligned on the critical importance of reducing alcohol misuse. We strive daily to build a strong, sustainable global enterprise that helps ensure the responsible enjoyment of our products by our consumers. In doing so, we are guided by our Dream to become the Best Beer Company Bringing People Together For a Better World.

That is why we proposed to implement a number of far-reaching commitments since joining the EAHF. This report covers our performance between 2012-2014, as we implemented eight specific commitments touching on a range of areas. These commitments fit into our three-pronged consumer-centric strategy: first, we provide our consumers with more choice – including no alcohol and low alcohol alternatives; second, we provide information that helps people make the right choice for the right occasion; and third, we adhere to the highest standards of responsibility when influencing that choice via our sales and marketing activities.

While travelling this journey, we have learned a lot about ourselves and about the high expectations people have towards us. Since the inception of the EAHF, we have made our approach even more ambitious, prioritising impactful substance over formal compliance. We stretched ourselves to meet the mark – sometimes we even overachieved, but at times we stayed below our true potential. But at least we were ambitious, making a jump into the unknown with new initiatives. And we gained many valuable insights as a result.

Looking ahead, we now need to further capitalize on our investments in developing our responsibility programmes, and improve their execution and impact. We will renew efforts to measure the outcomes and impacts under each of our commitments. Already in this report, we have made our very best effort to tackle this challenge by including a detailed account of the inputs, outputs and outcomes for these.

At AB InBev, we like to meet and exceed expectations. We also want independent third-party experts to verify our results. So we asked independent auditors at PricewaterhouseCoopers (PwC) to check our performance and the reporting of our commitments.

Thank you for your interest in our efforts designed to help avoid or lower alcohol-related harm. As we prepare to launch the next generation of commitments, we are thrilled about the journey ahead.

Steve Leroy
Vice-President Legal & Corporate Affairs Europe
Anheuser-Busch InBev

Stuart MacFarlane
Zone President Europe
Anheuser-Busch InBev
Introduction

This report presents detailed information about the progress in achieving the eight commitments we have made to the European Alcohol and Health Forum, to contribute to our goal of reducing alcohol related harm for the period of 2012-2014. Our initiatives as described in this report mainly cover the four highest-impact markets in Europe: Belgium, the United Kingdom, Germany and the Netherlands. In these countries, AB InBev is either the leading or second leading brewer in the market. This gives us a rationale to act and deploy programmes with the capacity to reach a larger target audience with our responsibility messages. To note, some of our programmes have also been rolled out in Italy and France, and due to its substantial contribution to commitments # 6, 7 and 8, France has been included in the results sections of these commitments.

About Anheuser-Busch InBev

Headquartered in Leuven, Belgium, Anheuser-Busch InBev is the leading global brewer and one of the world’s top five consumer products companies. 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. Anheuser-Busch InBev has approximately 150,000 employees based in 25 countries worldwide and our beers are sold in more than 100 countries around the globe.

Best Beer Company Bringing People Together For a Better World

Our Dream is to be the Best Beer Company Bringing People Together For a Better World. To achieve this, we established our global sustainability strategy called “Better World”. Better World focuses on three pillars that link our business with the society at large: Responsible Drinking, Environment and Community.

The Responsible Drinking pillar brings together our actions and commitments on promoting the responsible enjoyment of our products. At AB InBev, we brew our beer with pride and expect our consumers to enjoy them in a responsible way. This is indeed what the majority of our consumers do, although we must recognize there is a minority which is prone to misusing alcoholic beverages, including our beers.

The Environment pillar focuses on reducing our impact on the environment by using natural resources wisely and by reducing our ecological footprint. Through the Community pillar of the Better World strategy, AB InBev implements projects that contribute to the communities in which we operate.

Our commitments under the EAHF, and this accompanying report, relate to the Responsible Drinking pillar of our global strategy. Our European responsibility commitments under the EAHF are a part of our global responsibility goals. Launched in 2011, the first series of AB InBev Global Responsible Drinking Goals ended in 2014.

Table 1 summarizes our Global Responsible Drinking Goals between 2011-2014. For more information on our global commitments, please visit www.ab-inbev.com.

A new set of Global Responsible Drinking Goals will be introduced in the course of 2015.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach at least 100 million adults with programs developed by subject matter experts that help parents talk with their children about under age drinking</td>
<td>✔️</td>
</tr>
<tr>
<td>Provide ID-checking materials and educational information to at least half-a-million bars, clubs, restaurants and grocery stores to help them prevent sales to minors</td>
<td>✔️</td>
</tr>
<tr>
<td>Provide training on responsible alcohol beverage sales to at least 1 million bartenders, waiters, grocery store clerks and others who serve and sell alcohol</td>
<td>✔️</td>
</tr>
<tr>
<td>Reach at least half-a-million legal-age consumers to increase awareness of the importance of using a designated driver or safe-ride home</td>
<td>✔️</td>
</tr>
<tr>
<td>Invest at least 300 million USD in advertising and programs to help remind and educate consumers about the importance of responsible drinking</td>
<td>✔️</td>
</tr>
<tr>
<td>Celebrate Global Better Responsible Day annually to promote the importance of responsible drinking among our employees, retail customers and consumers</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Commitments to the European Alcohol & Health Forum

In addition to our Global Responsible Drinking Goals, AB InBev Europe made eight commitments regarding responsible consumption to the European Alcohol and Health Forum for the period of 2012 – 2014. Launched by the European Commission in 2007, the Forum is the reference platform for all interested European stakeholders to pledge relevant actions to help address alcohol-related harm. These actions should focus on one or more of the following areas as identified by the platform: preventing under-age drinking; promoting responsible consumption; providing consumer information; enforcing age limits for serving and selling alcohol beverages; promoting effective behavioural change among children and adolescents and promoting responsibility in commercial communications and sales.

Our commitments are based on a simple, straightforward, three-pronged strategy of first, providing our consumers with more choice (including no alcohol (NA) options for consumption), second, informing choice by providing our consumers with the right information on pack and online, and third, adhering to the highest standards when influencing that choice via sales and marketing communications.

These commitments are aligned with the Global Responsible Drinking Goals, but focus on additional areas with particular relevance to our European markets, including providing choice in NA and 0.0% beverages, placing responsibility reminders on primary packaging and the development of responsible drinking messaging in football sponsorships. The following pages report on each of the individual eight commitments pledged by AB InBev to the European Alcohol and Health Forum.
To monitor and evaluate our progress under the eight commitments, AB InBev commissioned PricewaterhouseCoopers (PwC) to independently audit the results under each commitment. PwC has validated criteria and processes, and closely monitored progress made under the commitments, ensuring the data have been correctly gathered and reported. We believe the involvement of PwC as an external auditor further enhances reliability of the results presented here and our commitment to tackling alcohol-related harm. More information about the auditing process can be found on page 48.

In the text of the report, verified results of our commitments are flagged with the PwC logo.

Three-pronged strategy
As mentioned earlier, our commitments are based on a simple, straightforward, three-pronged strategy of first, providing our consumers with more choice (including non-alcoholic beverages), second, informing choice by providing the right information on pack and online, and third, adhering to the highest standards when influencing that choice with sales and marketing communications.

Providing choice
Significant progress has been made across several of the commitments to date, with a focus on those countries where we have a stronger presence. However, some commitments have posed greater challenges to attain as they are subject to factors beyond our control. Commitment # 1 sets out to provide consumer choice with non-alcohol (NA) beers and zero-alcohol beverages.

Informing choice
Commitments # 2, 3, 4 and 5 fall under the broader goal of informing choice, by providing enhanced consumer information and education. We are particularly pleased by the progress achieved against commitment # 2, which sets out to reach legal-age consumers 100 million times with messages on the importance of “don’t drink and drive”.

Responsible influencing choice
Commitments # 6, 7 and 8 fall under the umbrella goal of adhering to the highest standards in marketing communications and sales when influencing choice. We follow our own Responsible Marketing and Communications Code, as well as legislation and industry self-regulation. As part of industry self-regulation in Europe, we follow the Responsible Marketing Pact of the World Federation of Advertisers, under which we work together with Bacardi, Brown-Forman, Carlsberg, Diageo, Heineken, Pernod Ricard and SAB Miller. Together, we agree and implement common standards for responsible advertising and marketing aimed at reducing visibility and minimising the appeal of alcohol marketing communications to minors. This initiative is a separate commitment to the EAHF and is independently monitored and publicly reported.

Under commitments # 6 and 7, we address responsible marketing and sales through our distribution chain by the inclusion of a responsible serving module into our bar staff training schemes. We also continue to promote the importance of responsible drinking among our employees, retail customers and consumers as per our commitment # 8.

Commitment results
The next section of the report summarises the results of our eight commitments to the European Alcohol and Health Forum, for the period of 2012 – 2014. This includes an overall description of the commitment, its target audience, inputs deployed (including financial and human resources), outputs produced (such as major campaigns and programming developed) and the outcomes and impact per commitment.

We acknowledge the multiplicity of factors that influence how people behave, and the difficulty in isolating the impact of any individual commitments from that of other factors. Nonetheless, where possible we have linked our commitments to relevant broader trends to make an outcome assessment. We explain how these trends are supported by our commitments, and we have provided a more in-depth assessment of specific outcomes directly resulting from our commitments wherever these are measurable. We also indicate where our responsibility programmes offer solutions in markets where similar programmes have not yet been established.

A general summary of our commitment results can be found on pages 10 and 11.
Summary of Results

All of our commitments seek to support one or more of the objectives set out under the European Alcohol and Health Forum (EAHF). The EAHF objectives are summarized in Table 2.

Table 3 gives an overview of our results in achieving the goals we set for ourselves under each of our commitments, further linking these to the EAHF objectives. Commitments marked in green have been achieved. The table also provides information about the financial and human resource investment made by AB InBev to achieve these results.

Table 2: European Alcohol & Health Forum Objectives

| Develop efficient common approaches to provide adequate consumer information | 1 |
| Better cooperation/actions on responsible commercial communication and sales | 2 |
| Develop information and education programmes on responsible patterns of alcohol consumption | 3 |
| Develop a strategy aimed at curbing under-age drinking | 4 |
| Promote effective behavioural change among children and adolescents | 5 |
| Enforce age limits for selling and serving alcoholic beverages | 6 |

Table 3: Commitment summary

<table>
<thead>
<tr>
<th>Forum objectives</th>
<th>Responsible drinking strategy</th>
<th>Commitments</th>
<th>Financial resources</th>
<th>Human resources</th>
<th>Results validated through independent assurance by pwe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2</td>
<td>Product choice</td>
<td>Commitment 1: Providing consumer choice by striving for 0% annual growth in non-alcohol beers and zero-alcohol beverages</td>
<td>EUR 909,694.00</td>
<td>718 hours</td>
<td>Goal cumulative growth over 3 years: 15.0% Achieved: 13.1%</td>
</tr>
<tr>
<td>2 3</td>
<td>Consumer information</td>
<td>Commitment 2: Reaching legal-age consumers 100 million times to increase awareness of the importance of &quot;don’t drink and drive&quot;</td>
<td>EUR 3,885,669.81</td>
<td>1,649 hours</td>
<td>365,052,527 impressions</td>
</tr>
<tr>
<td>2 3 4 5</td>
<td>Consumer information</td>
<td>Commitment 3: Reaching parents and caregivers 20 million times with programmes developed by subject matter experts that help parents talk to their children to prevent underage drinking</td>
<td>EUR 640,558.69</td>
<td>954 hours</td>
<td>22,638,138 impressions</td>
</tr>
<tr>
<td>1</td>
<td>Consumer information</td>
<td>Commitment 4: Placing pictorial labels regarding “don't drink and drive” and “don't drink when pregnant” on the back-labels of BtMs produced for Europe</td>
<td>EUR 199,731.00</td>
<td>1,507 hours</td>
<td>100%</td>
</tr>
<tr>
<td>3</td>
<td>Consumer information</td>
<td>Commitment 5: Reaching football fans 10 million times with responsible drinking messages through our Football League sponsorships across Europe and by partnering with football clubs and leagues</td>
<td>EUR 1,540,570.81</td>
<td>799 hours</td>
<td>42,739,673 impressions</td>
</tr>
<tr>
<td>2 6</td>
<td>Responsible Marketing and Sales</td>
<td>Commitment 6: Including clauses in new/renewed contracts to promote the distribution of ID check education materials to sales outlets and distributing these materials through our own sales representatives</td>
<td>EUR 146,339.54</td>
<td>1,926 hours</td>
<td>14,573 POCs</td>
</tr>
<tr>
<td>2 3 6</td>
<td>Responsible Marketing and Sales</td>
<td>Commitment 7: Including a responsible serving module into AB InBev’s &quot;Perfect Serve&quot; bar staff training schemes to train 10,000 bar and wait staff across Europe</td>
<td>EUR 671,464.81</td>
<td>2,447 hours</td>
<td>11,266 trainings</td>
</tr>
<tr>
<td>2 3</td>
<td>Responsible Marketing and Sales</td>
<td>Commitment 8: Driving to train 100% of our Sales, Marketing, Legal and Corporate Affairs employees on the AB InBev Responsible Marketing and Communications Code and continue to celebrate Global Beer Responsible Day annually</td>
<td>EUR 638,800.00</td>
<td>3,009 hours</td>
<td>99%</td>
</tr>
</tbody>
</table>

TOTAL EUR 8,632,817.66 | 13909 hours |

Achieved

Not achieved
Commitment # 1

Description of commitment
Providing consumer choice by striving for a 5% annual growth in non-alcohol (NA) beers and zero-alcohol (0.0%) beverages. We set out to do this by promoting the availability of non-alcohol options in all sales channels and by positively positioning non-alcohol beers in marketing campaigns as responsible and “cool” alternatives.

Target audience
This commitment focuses on people above Legal Drinking Age in Europe.

Results
Not achieved
As our commitment required that we deliver year-on-year growth of 5% in NA and 0.0% beverages, this translated into a 15.8% cumulative growth in the category over 3 years. At the end of the three year period, we achieved a cumulative growth of 13.1% and thus missed our original target under commitment # 1.

Table 4: Cumulative growth of our NA and 0.0% beverages in Europe between 2012-2014

<table>
<thead>
<tr>
<th>Goal</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cumulative growth</td>
<td>Cumulative growth</td>
</tr>
<tr>
<td>15.8%</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

Despite our hard work promoting the availability of non-alcohol options in all sales channels and positively positioning non-alcohol beers in marketing campaigns, we must recognize how consumer preference ultimately rests with personal choices, and we constantly work towards a better understanding of consumer needs.

We will continue to further enhance the quality and positioning of our non-alcohol products, their marketing and their distribution. We are encouraged by our good results in 2014, which helped us get closer to the 15.8%, as our year-on-year growth results show:

Table 5: Total growth in % of NA and 0.0% beverages compared to previous year

Considering the mature European beer market, which shows a decline of -6% in 2014, our NA and 0.0% beverages are performing well with an average annual growth of 2% in Europe.
Calculation method

Choice is provided by broadening the product portfolio with non-alcohol beverages and selling and promoting these products. A volume report for AB InBev’s markets in Europe was created on a monthly basis by the Commercial Reporting team. The reporting and control activities, like volume reporting, industry and market share reporting, budgeting, month end closing, group reporting, account reconciliation and tax declaration are monitored by our external finance audit agency as well as by our internal audit function.

Input

Promoting the availability of non-alcohol options in all sales channels has been a major focus of this commitment. The direct financial resources invested under the commitment include the salaries related to the man hours spent by our staff, as well as the marketing budgets for our NA and 0.0% campaigns. Any campaign with “don’t drink and drive” messaging, or concept related to football will be counted in the next commitments – even though these campaigns also might have contributed to the results of this commitment. The reason for this is the fact that, even though campaigns or programmes might have contributed to the results of more than one commitment, we only paid for it once; therefore we find it justified to count the inputs towards the most relevant commitment only.

Output

In order to widen choice, we enlarged our European brand portfolio with several products containing little or no alcohol at all. These products are called NA (non-alcohol) and 0.0% beverages, explained in more detail in the glossary at the back of this report. All markets within the scope of this report offer choice to the consumer by selling products from this category, including: Beck’s Blue (United Kingdom and Germany), Hoegaarden 0.0 (Belgium and the Netherlands), Jupiter NA (Belgium and the Netherlands) and Franziskaner NA (Germany).

This commitment does not revolve around a single specific campaign, but encompasses all the opportunities for widened choice provided to the consumer in cases where no campaign was developed.

The aim for increasing availability of our NA and 0.0% beverages and their accompanying promotional campaigns was to position these products as great alternatives to alcohol beverages. This was particularly relevant to specific occasions where the consumption of alcohol is not appropriate (for example when pregnant or when driving or operating machinery).

Below is a description of our campaigns related to choice. As mentioned, any campaign with messaging related to “don’t drink and drive” or football will be described in the next commitments – even though these campaigns might also have contributed to the results of this commitment.

United Kingdom

In the United Kingdom, the best-selling alcohol free beer is now Beck’s Blue. This product was promoted through several Public Relations activities.

Germany

Germany has focused its efforts on the promotion of Beck’s Blue and Franziskaner NA. A Facebook campaign has been developed with the goal of creating an engaging platform, enabling consumers to interact with Beck’s Blue and a positive product message. Beck’s introduced a very unusual situation related to alcohol once a week and consumers were asked to come up with creative solutions. The best ideas were rewarded. Franziskaner NA focused on online advertisements to gain interest in the non-alcohol product, with ads placed on 85 different pages.

The Netherlands

In the Netherlands, efforts to promote the choice of NA alternatives focused on the launch of Hoegaarden 0.0 with the “Hoegaarden 0.0 T aste T our”. This included sampling with a Hoegaarden bus and several activities around the combination of Hoegaarden 0.0 and savoury food. The campaign was reinforced by online communication through Social Media channels.

Outcome and impact

Through our commitment, we have provided more choice and reached 13.1% growth of our NA and 0.0% beverages in Europe between 2012–2014. As a result of our efforts, we brought new great tasting non-alcohol beverages to consumers and have increased awareness in and interest for the category. Whilst in some markets, like Spain and Germany, non-alcohol beer already had an established position, growth of the category remains a challenge for markets beginning from a smaller base. The growth numbers motivate us to continue our efforts – in 2014, 12.4 million hectolitres of NA beverages were sold in Europe, an 8% increase versus 2010; and a further growth of 6% is expected by 2017, thus reaching 13.1 million hectolitres¹.

The health-consciousness in beer-loving European markets in combination with the improved taste profile of non-alcoholic beers are seen as key drivers for growth of the category, especially with consumers aged 35 and up².

¹ Euromonitor, 2014
² Mintel, 2014
Commitment # 2

Description of commitment
Reaching legal-age consumers 100 million times to increase awareness of the importance of “don’t drink and drive”—for example with designated driver campaigns.

Target audience
This commitment focused on reaching a broad audience of people in Europe, who are above Legal Drinking Age and have a driving license. There is a particular focus on young drivers.

Results
Achieved
We overachieved on this commitment. As this commitment was introduced without a known baseline, we had to establish a best estimate on the reach and impressions of our campaigns. Our campaigns proved to be successful beyond our most positive estimates.

Table 8: Impressions in Europe between 2012-2014

<table>
<thead>
<tr>
<th>Goal</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>Impressions</td>
</tr>
<tr>
<td>100,000,000</td>
<td>365,052,527</td>
</tr>
</tbody>
</table>

Table 9: Share of total impressions between 2012-2014

- Belgium (33,085,265 - 9.6%)
- United Kingdom (41,082,967 - 11.2%)
- Germany (287,162,878 - 78.7%)
- The Netherlands (1,721,426 - 0.5%)
Calculation method
Several approaches have been followed to measure commitment results, including our “75% rule” for the calculation of the number of impressions, which makes sure that 75% of the total measured number is taken into consideration. This is done to make sure that only visitors who are above Legal Drinking Age are counted.

In Germany, the reach of the drinking mugs campaign (anyone ordering a beer receiving a mug with a responsible drinking message) was measured as 90% of all sold volume. Thus we calculated the number of mugs carrying responsible drinking messaging by volume sold, taking into account a 10% spillage rate.

Please refer to the general rules of measurement on page 49 for more information.

Input
Promoting “don’t drink and drive” is a high priority for AB InBev as part of our messages to encourage responsible drinking in Western Europe. We want our products to be enjoyed responsibly and we take road safety very seriously. Our relatively high investment in campaigns related to this commitment testifies to this. Resources have been drawn from company-level, corporate and brand campaigns.

Table 10: Financial and human resources commitment # 2

<table>
<thead>
<tr>
<th>Financial resources</th>
<th>Human resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>campaigns/programming</td>
<td>man hours</td>
</tr>
<tr>
<td>EUR 3,081,252.81</td>
<td>EUR 54,417.00</td>
</tr>
<tr>
<td>EUR 3,135,669.81</td>
<td>1649 hours</td>
</tr>
</tbody>
</table>

*This information is based on a combination of numbers available and a best estimate.

Output
As part of our commitment to promote a “don’t drink and drive” message, several campaigns have been developed to increase awareness of the importance of responsible consumption in relation to traffic.

Belgium
Through the Belgian Brewers association, AB InBev funds the “BOB” designate-a-driver campaign by the Belgian Road Safety Institute. BOB is a widely-known campaign with proven success, first launched in 1995 with AB InBev as a founding partner. The campaign encourages the designation of a driver who remains sober on drinking occasions and can provide a safe ride home. Campaign activity includes: posters, radio, billboards, TV, gadgets and cooperation with several official governmental bodies.

Another campaign promoted our 0.0% beverage: “Hoegaarden drink 0.0, blas 0.0” (Hoegaarden drink 0.0, blow 0.0). The campaign involved digital and print media, as well as events (a “Hoegaarden drive-in cinema” established in cooperation with the Belgian Utopolis cinema); and a number of public relations activities launched in Belgium to launch the product.

A further campaign promoted Jupiter NA, which has been positioned as an alternative for drivers through an outdoor advertising campaign, with the slogan “chauffeurs weten waarom” (drivers know why), linked to the general Jupiter slogan “mannen weten waarom” (men know why).

During New Year’s Eve 2014, Stella Artois also provided a night bus in Leuven, in cooperation with the municipality. The goal of this initiative was to ensure safe transportation to and from parties taking place to celebrate the New Year.

United Kingdom
The United Kingdom focused on a Budweiser “designated driver” campaign. This campaign is now running on a yearly basis and takes place during the festive period in December. In 2014, the campaign included the launch of a “Designated Driver Day” - coinciding with the day most offices hold their Christmas parties.

Germany
In Germany, one in eleven traffic fatalities can be attributed to drink-driving, with young drivers particularly impacted. Our long-running programme “Geklärt, wer fährt!” (It’s agreed who drives!) targets young drivers to help ensure they do not drink and drive. New drivers at the age of 18 to 25 are encouraged to become ambassadors, motivating friends and acquaintances not to drive after drinking alcoholic beverages.

The programme is supported by advertorials, outdoor advertising, TV commercials, a dedicated Facebook page, several further public relations activities and a website.

This year, we launched a new website: geklaertwerfaehrt.de, with an “ambassadors-only” area and a collection of training materials and videos. The new website has already registered more than 1 million hits and we partnered with 400 driving schools who use our training materials during their driving lessons and encourage students to become “Geklärt, wer fährt” ambassadors. In the indoor football hall in Bremen, “Geklärt, wer fährt!” branding is available on main court boarding, with anyone ordering a beer receiving a mug with a responsible drinking message on it. In addition, a branded bus travelled across Germany to raise public awareness on the hazards of drink-driving. The programme has garnered support from politicians at the highest national level (“German Bundestag”), as well as from other external stakeholders.

Other campaigns were linked to brands, including a Hasseröder TV commercial and a Beck’s Blue digital media campaign running for four weeks. Also the “drunken experience”, was an innovative way of grabbing attention on this topic. It included a website with a shaking image; the way it looks after having consumed too many beers.

The Netherlands
In the Netherlands, the “Pro Supporter” programme has been developed to promote responsible drinking and positive behaviour by fans attending soccer games in the Juniper League (the second-highest division of football in the Netherlands). The campaign included advertising in stadiums, LED boarding during the games and the promotion of responsible drinking by promotional teams. These teams invited stadium visitors to sign up to become the “designated driver of the week”. The winner was honoured during the game and rewarded with prizes. The impact of the message is being enhanced by visibility in and around the stadiums on LED-boarding and a “don’t drink and drive” pledge promoted through newsletters and on Facebook.

Another Dutch initiative is the “BOB” designate-a-driver campaign, an initiative of the Ministry of Infrastructure and Environment and its campaign partners (Veilig Verkeer Nederland). AB InBev contributes to this campaign through its sector federation The Dutch Brewers Association, who partners with STIVA (the Dutch federation for responsible drinking). The campaign builds awareness around having a safe ride home by designating a driver.

In cooperation with the Dutch football team Ajax, Jupiter also launched a “don’t drink and drive” campaign, communicated through outdoor branding, stadium branding and in cinemas.
Outcome and impact

Though all traffic related fatalities show a vast decline since the 1990’s, they still accounted for over 28,000 deaths in the European Union in 2012. In our focus markets, traffic fatalities between 2012–2013 dropped by 7% in Belgium and Germany, by 1% in the United Kingdom and remained flat in the Netherlands. On average in Europe in 2013, 8.7% of all traffic fatalities were related to alcohol.

We believe our programmes have shown to contribute positively to the reduction of drink-driving. While we cannot isolate for the unique impact of our programmes, they are certainly contributing to a growing public awareness on the risks related to drunk driving, whilst helping to classify drink driving as unacceptable behaviour. Campaigns related to this commitment remain a key focus for AB InBev and we will continue to contribute both through our own company-led campaigns as well as by supporting other industry and third party programmes, such as the BOB designate-a-driver campaigns.

---

3 European Commission/Directorate-General Energy and Transport, March 2014
4 Allianz, December 2014
Commitment # 3

Description of commitment
Reaching parents and caregivers 20 million times with programmes developed by experts who can help parents talk with their children to prevent underage drinking.

Target audience
The target group of our programmes related to this commitment consists of parents and caregivers with children between the age of 9 and 18 years old.

Results
Achieved
We achieved and went beyond the target under this commitment. As per commitment # 2, it was introduced without a known baseline, thus we had to establish a best estimate on the reach and impressions of our campaigns when these were launched. The final programme worked especially well in the United Kingdom, which contributed to 84.6% of total impressions for this campaign.

Table 11: Impressions in Europe between 2012-2014

<table>
<thead>
<tr>
<th>Goal</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>Impressions</td>
</tr>
<tr>
<td>20,000,000</td>
<td>22,638,138</td>
</tr>
</tbody>
</table>

Table 12: Share of total impressions between 2012-2014

- Belgium (758 - 0.0%)
- United Kingdom (19,149,114 - 84.6%)
- Germany (89,680 - 0.4%)
- The Netherlands (3,398,586 - 15%)

Calculation method
The online and press related campaigns that were developed for this commitment followed our general rules of measurement. Programme delivery was measured by the number of leaflets distributed to parents. Online participation was calculated by counting the engaged users of the Family Talk Facebook pages. Press coverage was measured as the number of people reached through media articles containing key messages about the campaign.
Input
Costs under this commitment have been incurred through the set-up of partnerships, website updates, as well as general maintenance, development and production of communication materials. As some of the communication material had already been developed by our United States operations before roll out in Europe, costs related to the concept and content development remained limited.

Table 13: Financial and human resources commitment # 3

<table>
<thead>
<tr>
<th>Financial resources campaigns/programming</th>
<th>Financial resources salaries</th>
<th>Human resources man hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EUR 609,076.69</td>
<td>EUR 31,482.00</td>
<td>954 hours</td>
</tr>
<tr>
<td>TOTAL EUR 640,558.69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*This information is based on a combination of numbers available and a best estimate.*

Output
This commitment is connected to our Family Talk programme, which is designed to encourage parents to talk to their kids, mainly teens, about responsible alcohol consumption. Approaching conversations of this kind with children can be a challenge for parents. Brochures with tips, a website and a Facebook page support parents and caregivers with relevant information, while at the same time creating a forum to share experiences and advices.

In addition to the original programme, partnerships have been formed with relevant parties, including the Alcohol Education Trust in the United Kingdom.

Local Family Talk websites or Facebook pages have been created aligning with the goals of this commitment:

Table 14: Family Talk pages in Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>familytalkonline.be</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>facebook.com/FamilyTalkUK</td>
</tr>
<tr>
<td>Germany</td>
<td>familytalkonline.de</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>facebook.com/FamilyTalkNL</td>
</tr>
<tr>
<td></td>
<td>familytalkonline.nl</td>
</tr>
</tbody>
</table>

Outcome and impact
Data from our key markets show a general trend of overall reduction of under-age drinking. In Belgium, by 2013 only 51.3% of secondary school students below 16 years had tried alcohol. This is a significant decline compared to the 76.7% recorded in 2006. In the United Kingdom, the percentage of youth between 11-16 years who had ever tried alcohol dropped from 61% to 43% between 2003-2012. In Germany, the number of teenagers aged 12-15 who ever tried alcohol saw a dramatic drop between 2001-2012: from 83.5% to 59.6% in males and from 79.8% to 55.6% for females. The largest decline within our focus markets was reported in the Netherlands, where the percentage of youth aged 12-16 who had tried alcohol declined from 84% to 46% in 2003-2013. Although we cannot isolate the direct impact of our campaign efforts, we feel our contribution has been positive. The positive trend and the challenge to further reduce under-age drinking encourages us to continue our efforts in this area.

---

5 VAD, 2013
6 HSCIC, 2013
7 BZgA, April 2014
8 Trimbos, 2014
**Commitment # 4**  
*Description of commitment*

Placing pictorial labels regarding “don’t drink and drive” and “don’t drink when pregnant” on the back-labels of SKUs (Stock Keeping Units, e.g. bottles or cans) produced for Europe.

---

**Target audience**
The target audience includes all of our consumers in Europe, with a focus on drivers and pregnant women.

**Results**

_Achieved_

After a slow start in 2012, we managed to place responsibility reminders on all of our packaging in Europe within the commitment period. We achieved this thanks to a successful cooperation with our packaging and marketing departments, who integrated responsibility reminders within larger changes in the packaging of our products.

**Calculation method**

The calculation of this commitment is based on the approval date of the converted labels. The primary SKUs with pictograms on label are counted and tracked centrally. In cooperation with our packaging departments, we converted all packaging within the committed period. Timing of inclusion of the pictograms has been aligned with planned changes in packaging whenever possible. We would note that once packaging changes are introduced, it can take up to a maximum of 6 months until the product actually reaches the market place, due to timing involved in the production, storage and distribution of the product.

**Input**

We integrated pictorial labelling changes alongside other changes in packaging. However, this was not always possible and we invested extra resources in Belgium and Germany to achieve our objective. In addition, our Marketing, Supply (Packaging) and Corporate Affairs teams invested considerable resources in aligning internally, planning for material resource needs, development and implementation.

---

**Table 15: % of SKUs converted**

- Converted 2012 (3%)
- Converted 2013 (30%)
- Converted 2014 (67%)
Output

Pictograms of a pregnant woman and a car combined with a clear “forbidden” sign have been placed on primary packaging in order to increase awareness and to inform consumers about situations where the consumption of alcohol is not appropriate. This is a centrally guided project by AB InBev for all European markets.

Outcome and impact

AB InBev voluntarily committed to include responsibility reminders regarding “don’t drink and drive” and “don’t drink while pregnant” on all of its primary packaging throughout Europe, going beyond either legal or self-regulatory requirements in certain markets affecting placement of pregnancy warning labelling.

Through our commitment, we went beyond what was required in some of our key markets, such as Belgium, Germany and the Netherlands. Although we did not measure the direct impact on drinking whilst pregnant, and traffic accidents related to alcohol consumption, we believe we had a positive impact as enhanced labelling provides a key channel to communicate responsibility messages and ultimately increases our consumers’ awareness.

Table 16: Financial and human resources commitment # 4

<table>
<thead>
<tr>
<th>Financial resources</th>
<th>Financial resources</th>
<th>Human resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>campaigns/programming</td>
<td>salaries</td>
<td>man hours</td>
</tr>
<tr>
<td>EUR 150,000.00</td>
<td>EUR 49,731.00</td>
<td>1507 hours</td>
</tr>
<tr>
<td>TOTAL EUR 199,731.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*This information is based on a combination of numbers available and a best estimate.
Commitment # 5

Description of commitment

Reaching football fans 10 million times with responsible drinking messages through our football league sponsorships across Europe, and by partnering with football clubs and leagues.

Target audience

Football fans above Legal Drinking Age in Belgium, the United Kingdom, Germany and the Netherlands.

Results

Achieved

We overachieved on this commitment. As this commitment was introduced without a known baseline, we had to establish a best estimate on the reach and impressions of our campaigns. In this case, our sponsorship agreements proved to be of value and our campaigns proved to be even more successful than expected.

Table 17: Impressions in Europe between 2012-2014

<table>
<thead>
<tr>
<th>Goal</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>Impressions</td>
</tr>
<tr>
<td>10,000,000</td>
<td>42,739,673</td>
</tr>
</tbody>
</table>

Table 18: Share of total impressions between 2012-2014

- Belgium (786,105 - 1.8%)
- United Kingdom (27,128,350 - 63.5%)
- Germany (12,877,851 - 30.1%)
- The Netherlands (1,947,367 - 4.6%)
The link between football supporters and beer has existed for a very long time. We want our beers to be enjoyed responsibly and contribute to responsible fan behaviour. For this commitment, we invested in responsibility messaging through activation teams, through LED boarding and other communication means such as drinking mugs and branding in and around stadiums.

**Input**

The link between football supporters and beer has existed for a very long time. We want our beers to be enjoyed responsibly and contribute to responsible fan behaviour. For this commitment, we invested in responsibility messaging through activation teams, through LED boarding and other communication means such as drinking mugs and branding in and around stadiums.

**Calculation method**

For stadium attendance and online impressions, we followed the general rules of measurement as found on page 49. Numbers related to television views were provided by third party agencies and take into account only those viewers who are above Legal Drinking Age. For the German drinking mugs campaign, the number achieved was measured based on the sold volume, but only 90% of the delivered volume was taken into consideration, to eliminate spillage and left-overs.

In the United Kingdom, figures were drawn from the number of attendees to stadium events for all rounds of the FA (Football Association) Cup, its TV audience and programme sales at semi-finals and finals of the FA Cup, following our “75% rule”. With this rule, we have taken into consideration 75% of the total number of impressions to make sure that only visitors above Legal Drinking Age were counted. As the airtime decreased from 2012 to 2013 and 2014, our calculation method followed a more conservative approach: from the total number of impressions measured by following the “75% rule”, only 10% of the viewers of the semi-finals were taken into account.

As football is a key platform to reach consumers, we took the opportunity to integrate the message of “don’t drink and drive” pledge, through visibility in and around the stadiums on court boarding, through a “don’t drink and drive” message. The impact of the message was being enhanced by visibility in and around the stadiums on court boarding, through a “don’t drink and drive” campaign in cooperation with the Dutch football team Ajax, communicated through outdoor branding and in cinemas.

**Output**

As football is a key platform to reach consumers, we took the opportunity to integrate the message of responsible drinking through a number of football related campaigns in our key markets. These campaigns are mostly related to broader campaigns regarding “don’t drink and drive”, ID check, responsible server training or non-specific messages on responsible enjoyment.

**Table 19: Financial and human resources commitment # 5**

<table>
<thead>
<tr>
<th>Financial resources commitment</th>
<th>Financial resources</th>
<th>Human resources</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>campaigns/programming</td>
<td>EUR 1,514,203.81</td>
<td>EUR 26,367.00</td>
<td>EUR 1,540,570.81</td>
</tr>
<tr>
<td>salaries</td>
<td>799 hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*This information is based on a combination of numbers available and a best estimate.*

**Outcome and impact**

An evaluation of our Pro Supporter campaign was obtained in 2012 through research carried out amongst bar staff and stadium visitors. The research enquired whether stadium visitors who enrolled into our Pro Supporter programme had increased their awareness of issues related to designated driving; the response was positive and revealed that they are more likely to designate (or to be designated as) drivers compared to fans who did not participate in the programme. Regarding responsible server training, a comparison was made between pre- and post-training knowledge of responsible serving, as well as the servers’ comfort level in handling challenging situations. This increased as per post-training assessments. Furthermore, servers declaring a good comfort level in handling difficult situations related to alcohol rose from 71% to 82% from pre- to post-training.

Though we did not perform specific research on other responsible drinking campaigns related to football, we believe this remains an effective platform to reach consumers with such messaging.

**Belgium**

In Belgian football stadiums during the Jupiler Pro League, one of the messages shown on LED boarding is “chauffeurs weten waarom” (“drivers know why”) which is connected to the Jupiler brand. When matches are broadcast on television, the LED boarding is shown to the wider public. This campaign also included outdoor advertising based on the same message.

**United Kingdom**

Through Budweiser’s sponsorship of the FA (Football Association) Cup in the United Kingdom, the brand delivered a number of responsible drinking messages to football fans across all football marketing communications. In addition to LED boarding, the sponsorship involved promotion on television (during football matches) and match day programmes including responsible drinking messages.

**Germany**

As mentioned under commitment # 2, the German “don’t drink and drive” message is “Geklärt, wer fährt!”. This message is spread on the main boarding in the indoor football hall in Bremen and on drinking mugs. These mugs are handed out to everyone who orders a beer in the Werder Bremen stadium.

In addition, a Hasseröder “Geklärt, wer fährt!” TV commercial was developed in order to connect football and responsible consumption. Beck’s Blue indoor LED-boarding ran on the same message.

**The Netherlands**

In the Netherlands, the “Pro Supporter” programme has been developed to promote responsible drinking and positive fan behaviour during football games in the Dutch Jupiler League and selected teams from the Eredivisie (the highest echelon of professional football in the Netherlands). Over the years the campaign consisted of boarding in the stadiums, LED boarding during the games, responsible server trainings for stadium staff and promotional teams in stadiums, who communicated about responsible drinking. The impact of the message was being enhanced by visibility in and around the stadiums on court boarding, through a “don’t drink and drive” pledge, in newsletters and on Facebook.

As part of a second series of activities, Jupiler launched a “don’t drink and drive” campaign in cooperation with the Dutch football team Ajax, communicated through outdoor branding and in cinemas.
Commitment # 6

Description of commitment
Addressing responsible marketing and sales throughout our distribution chain by including clauses in our new or renewed contracts to promote the distribution of our ID check education materials to sales outlets, and by distributing these materials through our own sales representatives to our Point of Connections (any on-trade or off-trade venue where consumers can purchase or consume our products) across Europe.

Target audience
The ID check materials are provided to customers in both on-trade (e.g. bars and restaurants) and off-trade channels (e.g. supermarkets).

Results
Not achieved
During the project, our primary focus has been on the distribution of ID check materials rather than the inclusion of clauses in our contracts. This has resulted in the development of an ID check clause in our contract development systems, but sadly not in all final contracts, as our Legal teams in many cases were not properly briefed on this topic.

For the distribution of ID check materials by our own sales representatives, we did not agree to delivering on a specific number for this commitment. However, wanting to challenge ourselves, we set an internal target of delivering ID check materials to at least 50% of our Points of Connections (POCs) – of which we then fell short.

The development, production and distribution process of our ID check materials took much longer than expected. Because of the late roll out of our campaign in 2014, time did not materially allow us to achieve the target under the commitment. Note that the record of our four major markets (Belgium, the United Kingdom, Germany and the Netherlands) plus France were counted towards the target. Even though we did not achieve our goal of reaching 50% of our POCs, the delivery of 31% in 2014 alone gives us confidence that the objective can be reached with future successful rollouts.

Table 20: # of POCs reached in Europe between 2012-2014

<table>
<thead>
<tr>
<th>Goal</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td># of POCs (50%)</td>
<td># of POCs</td>
</tr>
<tr>
<td>23,068</td>
<td>14,573</td>
</tr>
</tbody>
</table>

Table 21: Share of total # of ID check toolkits distributed between 2012-2014

- Belgium (2,724 - 18.7%)
- Germany (9,095 - 62.4%)
- The Netherlands (2,664 - 18.3%)
- France (90 - 0.6%)
Calculation method
Every Point of Connection (POC) (on-trade or off-trade) reached with the ID check materials was counted. The POC responsible signed for having received the materials. The signature list declares that the ID check materials were received and the POC was willing to use them. The signature lists include the name of sales representative, the name of the POC, name of the POC’s manager, address, signature and date. To avoid double counting, the signature lists were double checked through the POC’s addresses or based on the sales representatives’ names.

Input
As the concept and designs were developed in-house and the ID check materials were mostly distributed by our own sales teams, the “man hours” spent on this commitment were relatively high. On the other hand, this means we were able to spend less on agency costs.

Output
The aim of our campaign has been to create awareness and drive behavioural change amongst both consumers and selling/wait staff to verify age in case of doubt, prior to serving or selling alcohol beverages.

To prompt ID check, we developed toolkits with supporting materials, both for our customers, their staff, and consumers. The toolkits included:

Consumer facing:
• Awareness posters for alcohol shelf or checkout
• Stickers for checkout

Staff facing:
• Poster with tips and tricks on ID check
• Booklet and DVD with tips and tricks on ID check

Table 23 shows the markets in which we integrated our campaign. It was launched in markets where no such campaign was in place yet, initiated either by a governmental body or another third party. In the below overview, the green areas indicate where the age check campaign has been rolled out. The grey areas were not tackled as an industry or governmental campaign is in place already.

Table 22: Financial and human resources commitment # 6

<table>
<thead>
<tr>
<th>Financial resources campaigns/programming</th>
<th>Financial resources salaries</th>
<th>Human resources man hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EUR 82,780.54</td>
<td>EUR 63,558.00</td>
<td>1926 hours</td>
</tr>
<tr>
<td>TOTAL EUR 146,228.54</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*This information is based on a combination of numbers available and a best estimate.

Outcome and impact
As mentioned, we only launched our campaign in markets without (or with very limited) programmes of a similar kind existing. That is because we believe the source of the campaign does not matter as long as the goal is common: that is, raising awareness and driving behavioural change.

Table 24 shows which third party programming was available in our key markets during the commitment period; in Belgian off-trade and German on-trade, there was no third party programming available. The green areas indicate where we launched our campaigns.

Table 24: Third party programming available in our key markets 2012–2014

The Belgian “Respect 16” campaign was launched by AB InBev in 2008, after which it was taken over by the Belgian Brewers. In order to strengthen our ID check campaign, we decided to integrate the Respect 16 branding in the campaign materials.

The "NIX" programme in the Netherlands was launched by the Dutch government in 2014. For the years to come, we will evaluate the value of continuing our campaign next to NIX.

During 2012–2014, it has been our primary focus to develop and roll out the ID check programming, covering now approximately 31% of our outlets frequented by our sales force. For our future commitments we aim to both increase the number of outlets provided with materials, and start measuring outcome and impact of the campaign.

Although the general decline in under-age drinking is a positive note, we recognise challenges related to reducing binge drinking, and believe programmes encouraging ID check contribute to the objective.
Commitment # 7

Description of commitment
Including a responsible serving module into AB InBev’s “Perfect Server” bar staff training schemes, to train 10,000 bar and wait staff across Europe.

Target audience
The target audience includes bar and wait staff of AB InBev’s on-trade outlets in Belgium, The United Kingdom, Germany, the Netherlands and France.

Results

The training was available in the Netherlands in 2012 and was further launched in other markets in 2013. The development of the different country versions of this training took longer than anticipated. Reasons for the delay in implementation included adjusting to major differences in national alcohol regulations, which required us to develop five different trainings.

The largest number of trainings was delivered in 2014. During that year, our sales teams integrated the training into their sales routine. In addition, we worked with external agencies who visited our POCs and trained a significant number of staff.

The United Kingdom contributed with a fairly small number. Due to the absence of an own field sales team to promote the campaign amongst customers in the United Kingdom, we decided to focus on commitment # 3, rather than commitment # 7.

Table 25: Training delivered in Europe between 2012-2014

<table>
<thead>
<tr>
<th>Goal</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trainings</td>
<td>Trainings</td>
</tr>
<tr>
<td>10,000</td>
<td>11,266</td>
</tr>
</tbody>
</table>

Table 26: Share of total training delivered

- Belgium (2,477 - 22%)
- United Kingdom (350 - 3.2%)
- Germany (4,630 - 41.1%)
- The Netherlands (1,721 - 15.3%)
- France (2,078 - 18.4%)
Input
Because of the availability of the right resources amongst our own personnel, we developed all content and visual materials in-house. This increased the man hours and salaries spent on this commitment, whilst decreasing costs associated with programming. We also worked with a digital agency for the development of the technical part of the online training and hired teams through external agencies in Belgium and the Netherlands to visit POCs and train staff. In 2014, we promoted the training amongst participants by giving away two tickets to the FIFA World Cup in Brazil.

For live trainings, we hired external trainers and developed printed answer forms for the trainees to take the test.

Output
Our responsible server training consists of online and live trainings. All trainings cover subjects including Legal Drinking Age, the effects of alcohol, alcohol and traffic, and managing challenging situations related to alcohol. Certificates were provided after successful completion.

The live trainings started in the Netherlands in 2012, focusing on bar and wait staff of the Jupiler League (football league) and selected clubs. These trainings were followed by the online version, which was launched in 2013, on our business-to-business websites in Europe:

Table 28: Our online Responsible Server Trainings in Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>training.horecasupport.be</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>training.bar-expert.co.uk</td>
</tr>
<tr>
<td>Germany</td>
<td>training.gastronomiefuerprofis.de</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>training.horecasupport.nl</td>
</tr>
<tr>
<td>France</td>
<td>training.chexpert.fr</td>
</tr>
</tbody>
</table>

Outcome and impact
We launched the trainings in a number of European markets, focusing on those without programming or with very limited programming available. Table 29 indicates what programming was already provided by governments, industry or through self-regulation. In Belgium, the United Kingdom and France, no programming was available. The green areas show where we implemented our own company training.

Table 29: Programming provided by governments, industry or self-regulation

<table>
<thead>
<tr>
<th>Country</th>
<th>Belgium</th>
<th>United Kingdom</th>
<th>Germany</th>
<th>The Netherlands</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible server training</td>
<td>green</td>
<td>green</td>
<td>green</td>
<td>green</td>
<td>green</td>
</tr>
<tr>
<td>Schulungsinitiative Jugendgesundheit (BSI)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verantwoord Alcohol Schenken (VHAS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We believe that our training has added value to all existing campaigns. For that reason, we decided to introduce our responsible server training in our four major markets, plus France.

Between 2012–2014, our primary focus has been to develop and roll out the responsible server training. In the future, we aim to both increase the number of bar- and server staff trained, as well as to better measure the outcome and impact of our efforts.
Commitment # 8

Description of commitment

Striving to train 100% of our Sales, Marketing, Legal and Corporate Affairs employees on the AB InBev Responsible Marketing and Communications Code, whilst continuing to celebrate the Global Be(er) Responsible Day annually, to promote the importance of responsible drinking among our employees, customers and consumers.

Target audience

The target audience for training on responsible marketing and communications includes AB InBev Sales, Marketing, Legal and Corporate Affairs staff in Europe. The celebration of Global Be(er) Responsible Day involves AB InBev employees, stakeholders, customers and consumers in Europe.

Results

Achieved

We have celebrated Global Be(er) Responsible Day for every year of the commitment period and will continue to do so in the future.

We strived to train 100% of our Sales, Marketing, Legal and Corporate Affairs employees in Europe on responsible marketing and communications. We built in a margin of 5%, to take into account accidental absence due to illness, rotation of personnel or other reasons beyond our control.

Table 30: Staff trained in Europe between 2012–2014

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of staff</td>
<td>100% (actual 95%)</td>
<td>99%</td>
</tr>
</tbody>
</table>

Table 31: % of staff trained on Responsible Marketing and Communications Code

<table>
<thead>
<tr>
<th>Location</th>
<th>% of staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium (99%)</td>
<td>99%</td>
</tr>
<tr>
<td>United Kingdom (100%)</td>
<td>100%</td>
</tr>
<tr>
<td>Germany (98%)</td>
<td>98%</td>
</tr>
<tr>
<td>The Netherlands (100%)</td>
<td>100%</td>
</tr>
<tr>
<td>France (97%)</td>
<td>97%</td>
</tr>
</tbody>
</table>

Calculation method

The percentage of Sales, Marketing, Legal and Corporate Affairs staff who completed the Responsible Marketing and Communications Code training against the total number of staff of these departments is measured under this commitment.
Global Be(er) Responsible Day is an annual event that has been part of our Better World agenda since 2010, with a focus on both internal and external audiences. During this event, we highlight efforts on responsible drinking carried out throughout the year. Our efforts focus on campaigning on existing programmes, as opposed to developing new ones.

For the training of our relevant staff and agencies on responsible marketing and communications, we developed live trainings and our global team developed an e-learning platform. We trained a total of 2094 people throughout Europe, which took about 30 minutes of their individual time. As the e-learning was developed for all AB InBev zones of the world and not only for Europe, this investment is not reflected in the input section of this commitment.

### Table 32: Financial and human resources commitment # 8

<table>
<thead>
<tr>
<th>Financial resources campaigns/programming</th>
<th>Financial resources salaries</th>
<th>Human resources man hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EUR 498,203.00</td>
<td>EUR 140,597.00</td>
<td>3909 hours</td>
</tr>
<tr>
<td>TOTAL EUR 638,800.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*This information is based on a combination of numbers available and a best estimate.*

Output

All relevant employees - and in many cases our advertising agencies - are provided with an online or live training on our Responsible Marketing and Communications Code once a year. This training helps to ensure that our products are marketed in the right way, promoting responsible enjoyment.

The Code is used as a company reference for all commercial communications and is regarded as a minimum standard to which everyone must abide. As responsible brewers, we want to ensure that our commercial communications are directed only to those above the Legal Drinking Age and are carried out in a socially responsible manner. For those countries that have no minimum Legal Drinking Age, it is our policy not to direct any marketing activities to individuals below the age of 18. When applying the Code, we are sensitive to local and cultural differences between the markets. In markets with local regulations, the strictest code prevails.

The second part of this commitment, Global Be(er) Responsible Day, is celebrated annually in September and puts a spotlight on the efforts we make for responsible drinking throughout the year. It includes relevant customer and consumer activities, stakeholder events, and internal information sessions for employees and the media.

Outcome and impact

Besides our own Responsible Marketing and Communications Code, we signed industry commitments such as the Brewers of Europe Beer Pledge, and the World Federation of Advertisers Responsible Marketing Pact. We did this, because we believe it is important to market and sell our beers in a responsible way. In addition, we fully comply with local legislation and (self) regulation, where we will always use the strictest standard applicable. We track and audit infringements of our Code - detecting only 1 infringement during the period 2012-2014.

From 2012-2014 we used Global Be(er) Responsible Day to distribute NA and 0.0% beverages, promoting “don’t drink and drive” and Family Talk campaigns, distributing ID check material and executing responsible server trainings. It would be hard to quantify the impact of Global Be(er) Responsible Day to the effect of those individual campaigns, though we believe it is an important vehicle to both drive internal and external awareness on responsible drinking.
Management and people

Our commitments were developed and communicated to the European Commission in 2012. A dedicated project team leading on the commitments was set up. This team consisted of Steve Leroy (Vice-President Legal and Corporate Affairs for Europe) and Ronald Panis (External Communications and Corporate Social Responsibility Manager Europe), in charge of strategy and stakeholder outreach. Nienke Dokter (External Communications and Corporate Social Responsibility Officer Europe), was responsible for the development of commitment programming and external reporting, and was also part of the team. Finally, Silvia Szabo (Corporate Affairs Data Analyst) and Julia Kienle (Budget and Project Manager Europe), with responsibilities in data management - collecting, validating and reporting internally on the data coming from the markets involved in the project rounded out the team.

In the four main countries that have been the focus for activations under our commitments (Belgium, the United Kingdom, Germany and the Netherlands), we set up local country contacts in the Corporate Affairs Teams to run campaigns, set up a local strategy, engage with other involved functions such as Marketing and Supply, reach out to external stakeholders and help to track data.

Commitments and processing information

Some commitments were supported by existing campaigns, but in all countries additional campaigns and activities had to be developed and rolled out with the support of local management. The lead in developing new zone-wide programming rests with the AB InBev European External Communication & Corporate Social Responsibility Team.

All of the activities, different responsibilities and processes have been captured in workbooks set up by the country teams with the help of the central organisation for data management. PwC was constantly checking on accuracy, completeness, comparability, relevancy, objectivity and clarity of the information.

All data in the workbooks are supported by documentation describing the campaigns and ensuring compliance with our internal Responsible Marketing and Communications Code and local ethical and marketing guidelines. The evidence and the consolidated data are managed by the Data Management Team. The calculation methods around the individual campaigns and the insurance to track and count valid population and outreach, both aligned with PwC, were included in the workbooks as well.
Auditing of results
As a public accounting firm, PricewaterhouseCoopers (PwC) has provided assurance in accordance with the International Standards on Assurance Engagements on the responsible drinking commitments made by AB InBev towards the European Alcohol and Health Forum.

Throughout our collaboration with PwC, we have been solely responsible for the selection and application of appropriate methods for the preparation of the commitment figures to be reported. For ensuring the reliability of the supporting information and the use of assumptions and estimates. This responsibility includes the design, implementation and maintenance of systems and processes relevant for the preparation of the information to be reported.

PwC’s role has been to assess the appropriateness of figures to be reported and the suitability of the underlying criteria.

The work performed by PwC consisted first of reviewing the design of the processes and controls in place in order to report the figures related to the different commitments. Second (2) the operating effectiveness of those processes and controls were tested by verifying the resulting figures to be reported, with appropriate and sufficient supporting evidence.

1) The first step taken by PwC was to assess the design of reporting governance, policies, processes and controls and ensure the relevance and appropriateness of the information to be reported.

The soundness of the underlying management assumptions and criteria were assessed. In order to be suitable for assurance, the information produced needs to uphold to the following conceptual criteria: Relevance, Completeness, Reliability, Neutrality and Comprehensibility.

Following the implementation of recommendations based on the assessment of the processes and controls above, the system’s fitness for assurance was evaluated in order to proceed with the tests of operating effectiveness described below.

2) An assurance plan was then developed by PwC for the period in scope, covering the full calendar years of 2012, 2013 and 2014. Audit procedures were rolled out over a selection of different sites and campaign results to enable them to obtain the information and explanations considered necessary to provide sufficient comfort for assuring the figures.

The methodologies for verification used by PwC have included the following audit techniques: inspection, observation, confirmation, recalculation and re-performance, analytical procedures, and inquiry. Those techniques were applied where most appropriate in order to verify, for each of the commitments, the reported figures, the messaging content behind the campaigns (e.g. relevance) and the assumptions used (e.g. exclusion of people outside the Legal Drinking Age in the respective countries).

Along the conduct of assurance procedures and site visits, recommendations were provided by PwC on the design of processes in order to allow a continuous improvement of the effectiveness of the processes, furthermore supporting the assurance over the figures reported.

Upon completion of the assurance engagement, PwC provided us with an assurance report (pages 52 - 53). Through this external assurance we enhance the overall credibility towards all stakeholders of the reported performance against the commitments and it has given us also the opportunity to strengthen internal information gathering and reporting processes, controls and systems.

General rules of measurement
In order to make sure that the performance of activities related to the 8 commitments to the European Alcohol and Health Forum is measured in a relevant, accurate, reliable and consistent way and to ensure that the scope of the measurement is aligned with the scope of the objective, we followed general rules to measure reach under our commitment campaigns:

Making sure that only the part of population above Legal Drinking Age is counted in our measurement system.

A marketing campaign can be launched only if it complies with both local regulation and our global internal Responsible Marketing and Communications Code (RMCC). Point 2.III of the RMCC mentions:

- AB InBev will work closely with its agencies and media buyers to predict as accurately as possible that at least 70% of the target audience will be above the Legal Drinking Age.
- We will comply with stricter laws and industry self-regulatory audience composition standards in countries, where required.
- Website advertising must only be placed at where at least 70% of visitors are of Legal Drinking Age or above (in the country of consumer access); or may be placed on websites where the dissemination of the message is restricted to only registered users of that website who are of Legal Drinking Age in the country where the content is intended based on individuals’ personal profiles within such websites (i.e. Facebook profiles). Such placements will be deemed compliant with this Code.
- We will ask our media partners to provide – where available – post-monitoring reports on audience composition at half-yearly intervals to double-check compliance to the highest practical level.

Based on the RMCC mentioned above and local regulations that were even stricter than this code, AB InBev Europe introduced a 75% rule for the calculation of the number of stadium attendees, on top of this which makes sure that only 75% of the total measured number is taken into consideration and put in final reports. This is done to make sure that only visitors who are above Legal Drinking Age are counted.

In case of out of home (billboard) advertising, this Legal Drinking Age population split is used in case there is no clear age proof of the delivered data.

Using a conservative method for online measurement of Social Media (Facebook) and websites.

This is aligned with 3rd party audit advisors.

In table 33, the “Impressions” column shows what we take into consideration for our measurement.

<table>
<thead>
<tr>
<th>Medium</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full website</td>
<td>Visits</td>
</tr>
<tr>
<td>Webpage</td>
<td>Page views relevant page</td>
</tr>
<tr>
<td>Facebook page</td>
<td>Engaged users of the page</td>
</tr>
<tr>
<td>Facebook posts</td>
<td>Sum of engaged users of relevant post</td>
</tr>
<tr>
<td>Facebook advertising</td>
<td>Ad reach</td>
</tr>
</tbody>
</table>
What’s next?

With our first series of initiatives under the European Alcohol and Health Forum reaching completion, we at AB InBev are passionate about progressing towards the next generation of responsibility commitments.

Our ambition is to exceed the results presented in this report and even better serve in the future the objectives set under the EAHF, from the prevention of under-age drinking to the promotion of effective behavioural changes and responsible consumption. Since our first commitments under EAHF were launched, we have benefitted from the insights gathered along the way, and garnered the expertise and practice required to craft and implement improved commitments.

Our improvements should touch both on the commitments’ content as well as on our ability to carefully and accurately measure progress and impact. We regard reporting and measurement as vital instruments for progressing, and are exploring improved tools and mechanisms to assist us in this endeavour.

Importantly, we also want to explore opportunities to further benefit from our commitments by welcoming other brewers and partners to join us under given initiatives. For instance, by running joint campaigns on server training and ID check. There is a potential for positive synergy we should exploit; ensuring partnerships can create the scale and impact needed to achieve the objectives of the EAHF.

Glossary

The most commonly used terms and abbreviations are defined below:

Terms:

- **Consumer**: Any individual who makes the decision to buy our products for direct consumption.
- **Customer**: A purchaser of our products who places them for sale to consumers. Our customers include bars, restaurants and supermarkets among others.
- **Impressions**: The total number of times all individuals within the target group of a given campaign have been exposed to a message related to one of our commitments.
- **Legal Drinking Age**: The age at which any individual may lawfully consume alcoholic beverages.

<table>
<thead>
<tr>
<th>Country</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>16</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>18</td>
</tr>
<tr>
<td>Germany</td>
<td>16</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>18</td>
</tr>
</tbody>
</table>

**Off-trade**: Any outlet where our products can be purchased for home consumption. For AB InBev, these are primarily supermarkets and shops.

**On-trade**: Any venue where our beers are immediately consumed at its premises. For AB InBev, this primarily includes bars, restaurants and cafés.

**Reach**: The number of unique individuals within the target group who received a message under one of our campaigns.

**Europe**: Unless noted otherwise, when Europe is mentioned in this report, it covers our four highest-impact markets: Belgium, the United Kingdom, Germany and the Netherlands.

Abbreviations:

- **EAHF**: European Alcohol and Health Forum. Launched by the European Commission in 2007, the Forum is the platform of reference for all interested European stakeholders to pledge relevant actions to address alcohol-related harm.
- **NA beverages**: Non-alcoholic beverages in which an alcohol percentage of up to 0.5% can be present.
- **0.0% beverages**: Non-alcoholic beverages containing no alcohol at all.
- **POC**: Point of Connection. Any on-trade or off-trade venue where consumers can purchase or consume our products.
- **PwC**: PricewaterhouseCoopers. A multinational professional services network and one of the world’s four major auditors, responsible for the independent assurance of our commitment results.
- **RMCC**: Responsible Marketing and Communications Code. Our company code of reference ensuring standards of responsibility across all of AB InBev’s commercial communications.
- **SKU**: Stock Keeping Unit. A packaged final product: this can be a bottle, can or keg.
INDEPENDENT LIMITED ASSURANCE REPORT ON THE EAHF RESPONSIBLE DRINKING COMMITMENTS OF ANHEUSER-BUSCH INBEV

This report has been prepared in accordance with the terms of our engagement contract dated 4 May 2012, whereby we have been engaged to issue an independent limited assurance report in connection with the results achieved in respect of the Responsible Drinking Commitments to the European Alcohol and Health Forum over the years 2012-2014 of AB InBev (the "Report").

Management's Responsibility

The Management of AB InBev ("the Company") is responsible for the preparation of the information and data set forth in the Report, in accordance with the calculation method per commitment and the General rules of measurement as disclosed in the Report ("the Criteria").

This responsibility includes the selection and application of appropriate methods for the preparation of the Report, for ensuring the reliability of the underlying information and for the use of assumptions and estimates for individual commitment disclosures which are reasonable in the circumstances. Furthermore, management's responsibility includes the design, implementation and maintenance of systems and processes relevant for the preparation of the Report.

Auditor's Responsibility

Our responsibility is to express an independent conclusion about the "Results" in respect of the Responsible Drinking Commitments as disclosed in Table 3 on page 11 of the Report ("the Subject Matter Information") based on our work performed. We conducted our work in accordance with the International Standard on Assurance Engagements (ISAE) 3000 "Assurance Engagements other than Audits or Reviews of Historical Information". This standard requires that we comply with ethical requirements and that we plan and perform the engagement to obtain limited assurance as to whether nothing has come to our attention that causes us to believe that the Subject Matter Information is not fairly stated, in all material respects, based on the Criteria.

The objective of a limited assurance engagement is to perform the procedures we consider necessary to provide us with sufficient appropriate evidence to support the expression of a conclusion in the negative form on the Subject Matter Information. The selection of such procedures depends on our professional judgment, including the assessment of risk of management's assertion being materially misstated. The scope of our work included, amongst others the following procedures:

- assessing and testing the design and functioning of the systems and processes used for data-gathering, collection, consolidation and validation, including the methods used for calculating and estimating the Results of the EAHF Responsible Drinking Commitments presented in Table 3 on page 11 of the Report;
- conducting interviews with responsible officers;
- inspecting internal and external documents.

We have evaluated the Subject Matter Information against the Criteria. The accuracy and completeness of the Subject Matter Information are subject to inherent limitations given their nature and the methods for determining, calculating or estimating such information. Our Limited Assurance Report should therefore be read in connection with the Criteria.

Our Independence and Quality Control

We have complied with the independence and other ethical requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants (IESBA), which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour. Our audit firm applies International Standard on Quality Control (ISQC) 1 and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Conclusion

Based on our work, as described in this Independent Limited Assurance Report, nothing has come to our attention that causes us to believe that the "Results" of the Responsible Drinking Commitments presented in Table 3 on page 11 of the Report, are not fairly stated, in all material respects, in accordance with the Criteria.

Restriction on Use and Distribution of our Report

Our assurance report has been made in accordance with the terms of our engagement contract. Our report is intended solely for the use of the Company, in connection with the Report towards the European Alcohol and Health Forums and should not be used for any other purpose. We do not accept, or assume responsibility to anyone else, except to the Company for our work, for this report, or for the conclusions that we have reached.

Sint-Stevens-Woluwe, 15 May 2015

PwC Bedrijfsrevisoren bvba
Represented by

Marc Deelman*
Registered auditor

*Marc Deelman BVBA
Board Member represented by its fixed representative,
Marc Deelman