

Every Drop Counts

Water is vital.

It's the main ingredient in our beer and essential for the well-being of our communities. Our commitment to water stewardship has made us the **most efficient global brewer** in terms of water use¹.



We return clean, repurposed water from our breweries to help community water needs².



10 breweries return this water for local community reuse, with more to come

We help farmers be more productive and share best practices with our expanded global SmartBarley program.



2,000 growers in 2015 from **340** growers in 2013

We are on track to meet our 8 Global Environmental Goals by 2017. And we have achieved 2 goals early.

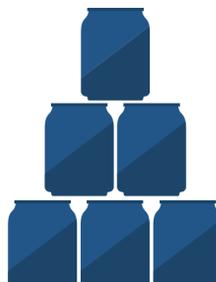
GOAL: Reduce global water usage to industry leading 3.2 hectoliters of water per hectoliter of production³

PROGRESS: ACHIEVED!

Our savings from 2013 to 2014 are enough to fill

4 billion

cans of our beers



GOAL: Reduce global greenhouse gas emissions per hectoliter of production by 10% and by 15% in China

PROGRESS: ACHIEVED!

10.6% reduction globally

22.1% reduction in China



GOAL: Reduce greenhouse gas emissions in logistics operations by 15%⁴

PROGRESS: ON TRACK

Reduced greenhouse gas emissions by

3.3%



GOAL: Reduce water risks and improve water management in 100% of our key barley-growing regions

PROGRESS: ON TRACK

Pilot programs launched in

78%

of key barley-growing regions



GOAL: Engage in watershed protection measures at 100% of our facilities located in key areas

PROGRESS: ON TRACK

Pilot programs launched in

50%

of facilities



GOAL: Reduce global energy usage per hectoliter of production by 10%

PROGRESS: ON TRACK

Reduced global energy usage per hectoliter of production by

7.5%



GOAL: Reduce packaging materials by 100,000 tons

PROGRESS: ON TRACK

Reduced packaging materials by

63.4K tons



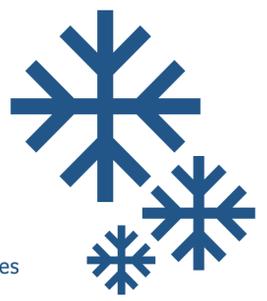
GOAL: Reach a 70% global average of eco-friendly cooler purchases annually

PROGRESS: ON TRACK

Reached a global average of

47%

for eco-friendly cooler purchases



¹ AB InBev's water use ratio is lowest among global brewers (including AB InBev, Carlsberg, Heineken and SAB Miller), based on publicly available data as of May 30, 2015. The industry standard for water efficiency is calculated by dividing total water use by total hectoliters of production.

² While the water isn't potable, it can be pivotal in water-stressed regions as it can be used for many other purposes, including irrigation, landscaping and road cleaning.

³ We've achieved our goal of water usage for in-scope breweries as of 2012 baseline. Overall global water use ratio is 3.23 hl/hl of production, which includes additional breweries that we acquired after the 2012 baseline was established.

⁴ Reduction is based on 2013 baseline.

This World Environment Day we are joining together in a **Global Walk for Water** to raise awareness for critical water issues and bring people together for a better world.



Best Beer Company
Bringing People Together
For a Better World

