



Our Business at a Glance

February 2021

Country Headquarters

Leuven

Operating Zone

Europe

Belgium Fact Sheet

Local Company

ABInBev

Leadership

Fabio Sala

President – Belgium, Netherlands, France and Luxembourg Business Unit

Beer Consumption

67 liters per capita

2019 Market Position

1



5 Breweries

7 Warehouses

Global Innovation and Technology Center

Brands

(A selection of our global, international and local brands)



Budweiser (brewing only), Corona, Cubanisto, Hoegaarden, Hoegaarden Radlers, Jupiler, Jupiler 0.0%, Jupiler Blue, Leffe, Leffe Blond 0.0%, Leffe Brown 0.0%, Piedboeuf, Stella Artois, Stella Artois 0.0%, Tripel Karmeliet, Victoria

Sustainability



- Our brewery in Leuven donates millions of liters of purified wastewater for use by the city, Provincial Green Service, local farmers and other partners in need.
- In 2020, the first electric trucks joined our fleet in Belgium to further reduce carbon emissions – this is a first for AB InBev Europe!
- More than 2,000 rooftop solar panels, partially funded by local residents, are now helping power our Stella Artois brewery in Leuven.

Community Support



- To protect our communities and colleagues during the COVID-19 pandemic, we are partnering with Somnis Bedding, to produce millions of face masks. We also produced 50,000 liters of disinfectant and 26,000 bottles of hand sanitizer for front line workers, and donated computers to facilitate homeschooling for local children.
- The Café Courage voucher program provided urgent financial support to Belgian café owners during the first pandemic lockdown. In total we invested €20 million (\$24 million USD) in Belgian on-trade since March 2020.

Smart Drinking / Road Safety



- The launch of Stella Artois 0.0% and Leffe Brun 0.0% is the latest step to ensuring no- or low-alcohol beers represent at least 20% of AB InBev's global beer volume by the end of 2025.
- In 2020, our Jupiler brand launched a high-impact campaign aimed at preventing drinking and driving that reached more than 16 million people.
- By the end of 2021, all of our product labels in Belgium will include a message reminding consumers not to drink and drive.



Innovation



- In 2020 we introduced Victoria, a new strong blond brewed as a tribute to the city of Brussels, using 100% natural ingredients.
- To support the worldwide growth of our Hoegaarden brands, we opened a new state-of-the-art \$50 million USD canning line that will produce 90,000 cans per hour.
- AB InBev is the first Belgian brewer in the country to introduce 100% recycled plastic shrink packaging, starting with our Jupiler brand.

Recent Accolades



- Creative Belgium Awards – Radio & Audio: Silver, Don't Drink & Drive campaign.
- Transport & Logistics Awards: Silver, E-Trucks.
- 2020 Brussels Beer Challenge - Hoegaarden, Gold Medal Wheat Beer.

Did you know?



- Our centuries-long brewing expertise, innovation and iconic brands such as Stella Artois, Leffe and Hoegaarden have earned Belgium the moniker of the 'home of beer'.

