



Bringing People Together for a Better World

2020 Environmental, Social
& Governance Report

ABInBev



Our commitment to a Better World

Our vision and ambitions for building resilient natural environments and healthy, thriving communities



Environmental Stewardship: Together for a resilient environment

Our role in addressing climate change, one of the most pressing global challenges



Inclusive Growth: Together for thriving communities

Our aim to create shared value across our entire value chain



26 Smart Drinking: Reducing harmful consumption

Our efforts to change social norms, empower consumers and scale evidence-based solutions



Responsible Business & Governance

Our approach to ensuring we adhere to the highest standards of business integrity and ethics

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A message from our Chairman and Chief Executive Officer

GRI 102-14

Our purpose of bringing people together for a better world has never been more relevant than it is today.

The COVID-19 pandemic has exacted a heavy toll on society, government and business alike - underscoring the need for decisive, collective action on the world's most pressing social and environmental challenges. Sharpening global focus on climate resilience, inclusive recovery, racial equity and public health have further propelled us all to reimagine a brighter future and catalyze transformative change. The private sector has a pivotal role to play. Our consumers and stakeholders are looking to us to use our scale, capabilities and iconic brands to help drive change. Our inaugural Environmental, Social and Governance (ESG) Report reflects our work throughout 2020 and highlights our ambitions, approach, progress and lessons learned along the way.



Our colleagues are, and will always be, our greatest strength.

The safety and well-being of our colleagues remain our top priority. This past year, we have worked tirelessly to implement even more stringent safety measures in our facilities, including strict health and safety practices, workplace capacity and social distancing guidelines, health tracking and personal protective equipment. We are proud of our colleagues around the world rising to the challenge each day, demonstrating ingenuity, passion and resilience. We are pleased to see that our annual employee engagement index increased by 3pp in this tremendously challenging year.

Our consumers and communities are diverse in many ways – and we serve them better when diversity is reflected in our teams. 2020 marked the launch of our Global Diversity and Inclusion Council which is tasked with advancing diversity and inclusion at all levels throughout our organization. We are proud to see that our efforts have been recognized by our inclusion in the 2021 Bloomberg Gender Equality Index.

Sustainability is our business.

Our beers are almost entirely sourced, brewed and enjoyed locally which deeply connects us to the communities where we live and work. Brewing great beers relies on a healthy environment and thriving communities. That is why we always say, sustainability is not just part of our business, it is our business.

Our commitment to sustainable development remains unwavering as we work to build





resilience and equity with a sense of purpose, culture of ownership and long-term mindset. In 2020, we continued to make progress on our 2025 Sustainability Goals across Smart Agriculture, Water Stewardship, Circular Packaging and Climate Action. We are proud to have received an “A” rating from CDP for both climate change and water security and to have been featured in Fortune’s Change the World 2020 rankings for our work with farmers in our global supply chain. As we get ready to go to press with our 2020 ESG Report, we have also announced the successful signing of a new Sustainability Linked Loan Revolving Credit Facility further reinforcing AB InBev’s long-standing commitment to sustainability.

Every experience with beer should be positive.

We are committed to meaningfully reduce harmful consumption, doing our part so that consumers always enjoy our products responsibly.

2020 was a landmark year for these efforts. We renewed our partnership with the United Nations Institute for Training and Research (UNITAR) to reduce the incidence of drunk-driving crashes in over 90 markets. Our commitment to apply Smart Drinking Guidance Labels on the primary packaging of our beers – the largest such effort ever undertaken – has shown global progress. We are further empowering our consumers with choice by expanding our no- and low-alcohol beer (NABLAB) portfolio with innovations including Stella Artois Alcohol Free in the UK, Cass 0.0 in Korea and Budweiser Zero in multiple markets. Recent studies suggest that the availability of these products can help reduce harmful consumption.

To bolster our efforts in this space, in 2017 we launched the AB InBev Foundation and achieved notable progress including the development of innovative public-private partnerships through its City Pilots initiative. In 2020, the Foundation expanded its scope to focus on the support of the broader United Nations (UN) Sustainable Development Goals (SDGs).



Supporting community response and recovery was our focus.

Our company is rooted in local communities and economies around the world. To address immediate needs brought on by COVID-19, we utilized our existing operations and infrastructure to develop, donate and distribute essential resources needed to fight the pandemic. Our breweries moved from brewing beers to producing hand sanitizers; we utilized our distribution networks to deliver masks instead of kegs; our partnerships with sports leagues helped us transform stadiums into health centers; our sales teams went from supplying product to bars and restaurants to launching innovative initiatives to keep these vital businesses alive; and we used our marketing capabilities to drive public awareness and generate donations. These recent actions supplement our long-established programs and initiatives, which include the delivery of water and lifesaving supplies in emergencies, digital marketplace solutions and access to affordable financial services for our micro and small retailers and keeping buying centers open to support farmer cash flow. We understand that our business thrives when our communities thrive. We will continue to do our part to support the people, organizations and businesses that make up these communities in the recovery.

At AB InBev, we remain committed to the principles of the UN Global Compact and to creating a better world for all of our stakeholders, while also creating value for our business.

Beer is a formidable engine for economic growth. As we look forward, we believe we can be a driving force for a more sustainable and inclusive future.

As always, we welcome your feedback and partnership in *bringing people together for a better world.*

Marty Barrington
Chairman of the Board

Carlos Brito
Chief Executive Officer





Our commitment to a Better World

GRI 102-12, 102-13

At AB InBev, we are building a company to last for the next 100+ years, and we know that brewing great beers depends on a resilient natural environment and thriving communities. We are committed to creating a better world for all our stakeholders, including our colleagues, consumers, communities and ecosystems where we live and work.

To do that, we have developed ambitious goals to help build environmental resilience, reduce the harmful consumption of alcohol and promote inclusive growth and sustainable livelihoods across our value chain. We believe these efforts will also drive value for our company, because when our communities thrive, our business thrives. As a proud member of the UN Global Compact for over a decade, we work to support the achievement of the UN SDGs. We recognize the need for collective action and focus our efforts where we can have the greatest impact.

AB InBev has reported on a wide range of ESG topics since before 2005. This report is intended to provide our stakeholders with greater visibility on how we are working to fulfill our commitment to building a better world by integrating sustainability, responsibility and purpose into our business strategy, actions and thinking. The report covers our approach to assessing several of the issues most material to our business and outlines the commitments we have made and the progress we are making against the goals we have set for ourselves in the areas of sustainability, smart drinking and inclusive growth. It also provides an overview of how our governance and policies support the inclusion of these commitments in decision-making processes and the way we do business to adhere to the highest standards of business integrity and ethics.

Separate from our Annual Report, our reporting takes into consideration key non-financial indicators and guidance from frameworks such as the Global Reporting Initiative (GRI) Standards, the Sustainability Accounting Standards Board (SASB), the UN Guiding Principles reporting framework, the Task Force on Climate-related Financial Disclosure (TCFD) and the relevant UN SDGs. We also participate in external programs such as CDP, a global disclosure system.

The COVID-19 pandemic has tested the resilience of communities, governments, companies and individuals around the world. It has also reminded us of the importance of being deeply connected to the local communities where we live and work. Part of that deep connection involves acknowledging the people around us and those who the pandemic has taken from us; while this pandemic is global, its impact is felt closer to home. Sadly, not only have we lost friends and family members, we have also lost colleagues within our company. We continue to support those who have lost loved ones, those who are recovering and those who are still fighting the virus. Our commitments to improving the communities we are a part of remain unwavering. We look ahead to 2021 and beyond with a renewed focus and inspiration to continue bringing people together for a better world.



Our ambitions

Smart Agriculture

100% of our direct farmers will be Skilled, Connected and Financially Empowered by 2025

Water Stewardship

100% of our communities in high stress areas will have measurably improved water availability and quality by 2025

Circular Packaging

100% of our products will be in packaging that is returnable or made from majority recycled content by 2025

Climate Action

100% of our purchased electricity will be from renewable sources and we will reduce our carbon emissions by 25% across our value chain by 2025

Diversity & Inclusion

Continue fostering an inclusive workplace so that underrepresented groups across our different markets are not only represented but can succeed in our business

Engagement & Well-Being

Maintaining high levels of engagement by continuously improving the employee experience

Foster workplaces that support the well-being of our colleagues and enable them to thrive

Workplace Safety

Embedding a culture of safety throughout our value chain

Human Rights

Respecting human rights in our operations and across our value chain

Entrepreneurship

Empowering small businesses and entrepreneurs across our value chain to help promote their success

Marketing to Change Social Norms

Invest 1 billion USD across our markets in dedicated social marketing campaigns and related programs by the end of 2025

Voluntary Labeling

Place a Guidance Label on all of our beer products in all of our markets by the end of 2020*

Increase alcohol health literacy by the end of 2025

No- and Low-Alcohol Beer

Ensure No- and Low-Alcohol beer products represent at least 20% of AB InBev's global beer volume by the end of 2025

City Pilots

Reduce the harmful consumption of alcohol by at least 10% in six cities by the end of 2020 and implement the best practices globally by the end of 2025



Materiality Assessment

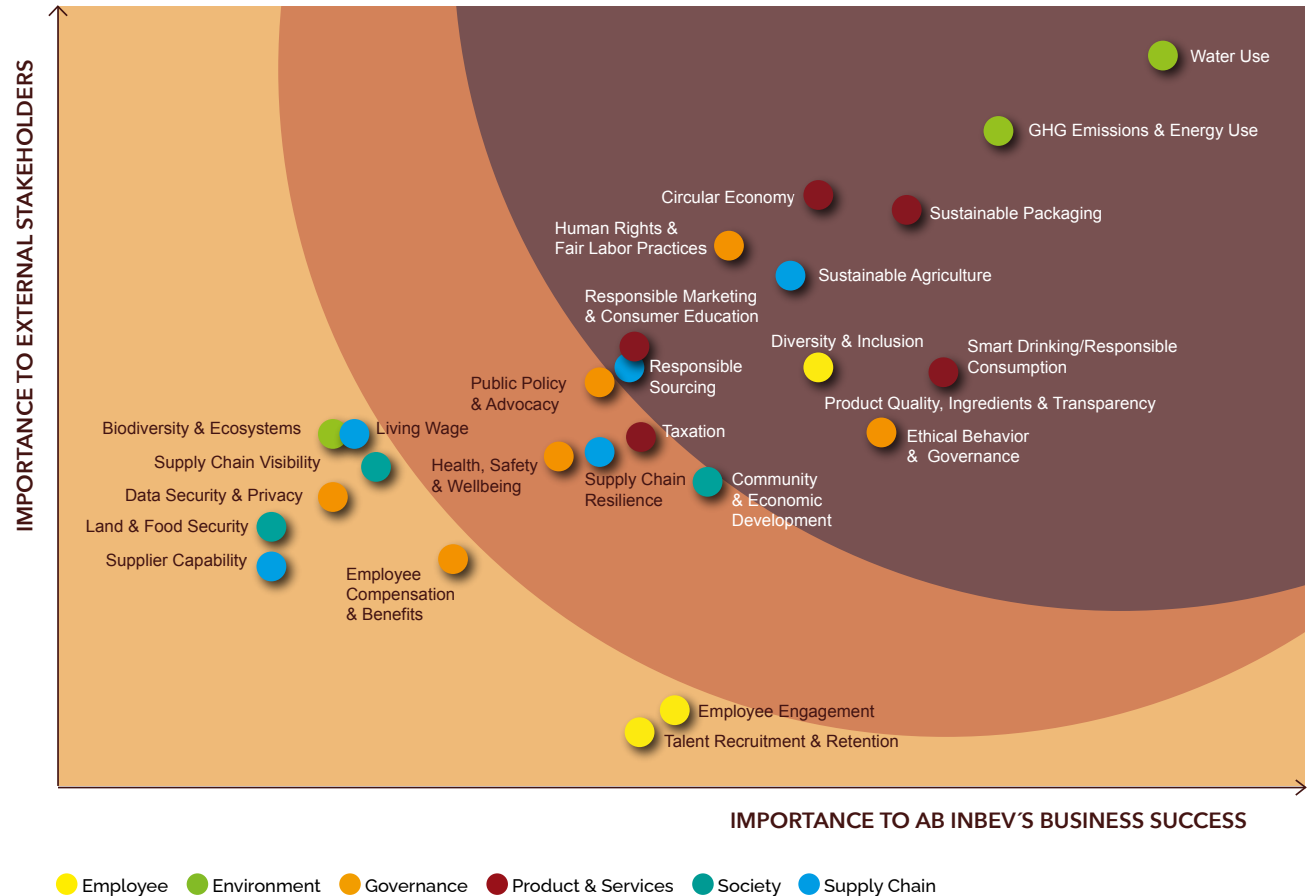
GRI 102-15, 102-40, 102-42, 102-43, 102-44, 102-47, 103-1

In 2017, we formally engaged stakeholders through our materiality review process and the results informed our 2025 Sustainability Goals. Since our 2017 assessment, our business and the world have evolved tremendously. Therefore, in early 2020 we conducted a new materiality assessment to reflect the aspects most material to our stakeholders in order to continue to focus on critical economic, social and environmental issues as a business and community partner.

Our 2020 Materiality Assessment

In 2020, the materiality assessment process* mapped key economic, social and environmental issues on a matrix based on the degree of stakeholder interest and potential business impact. External stakeholders include civil society/non-governmental organizations (NGOs), customers (retailers) and consumers, regulators, business partners, suppliers and investors.

This matrix illustrates the view of internal and external stakeholders interviewed, with the rankings helping to inform the evolution of our sustainability and responsibility strategy. It is important to highlight that we do not view these issues in isolation, as in many cases they are interconnected.



* Our latest materiality assessment was completed in February 2020. As such, the outcome of the formal materiality analysis does not reflect the major events of 2020, such as the COVID-19 pandemic.



Alignment to United Nations Sustainable Development Goals

GRI 102-2, 102-12, 102-13, 103-1



The Life Cycle of Beer

AB InBev's contribution to the UN SDGs

Our 2025 Sustainability Goals, Global Smart Drinking Goals and Road Safety agenda, together with our community and livelihoods impact work, come down to a simple insight: by virtue of our integration in local communities, our beliefs and values, our people and our commercial scale, we have a unique ability to bring people together and to make our world better.

We believe that the UN 2030 Agenda for Sustainable Development and the 17 UN SDGs are the foundation for a sustainable future. Therefore, it is essential that we support their advancement. In fact, we contribute directly to a majority of the UN SDGs through sustainability commitments and initiatives across our entire value chain.

In 2020, our Chief Financial Officer (CFO) Fernando Tennenbaum joined the UN Global Compact CFO Taskforce as a founding member to design a roadmap for how the private sector – and more specifically, corporate finance leaders – can help deliver the UN SDGs by 2030 and build a better world where business, finance and society are aligned for shared prosperity.





2025 Commitment Highlights & Signature Programs

GRI 102-12, 102-43, 103-1, 301-2, 302-1, 302-3, 303-4, 303-5, 305-1, 305-2, 305-3, 305-4, 305-5



2025 Sustainability Goals

Our 2025 Sustainability Goals are our most ambitious public commitments yet. Introduced in March 2018, the goals aim for holistic environmental and social impact and drive transformational change across our entire value chain. Our company's leadership and a cross-functional team of nearly 100+ colleagues designed these goals with the next 100 years in mind, understanding that bold action built on measurable results is the key to resilience and lasting positive impact.

Please see Environmental Stewardship and Inclusive Growth sections and page 55 of this report to learn more about how sustainability and the achievement of our 2025 Sustainability Goals are managed at AB InBev.

The table to the right highlights our 2020 performance against key indicators related to our 2025 Sustainability Goals.

2025 Sustainability Goals metrics

Metric	2025 Goal	2020	2019	2018	2017 (Baseline)
Total water use (in billion hl)	n/a	1.496 [Ⓐ]	1.642 [Ⓐ]	1.632 [Ⓐ]	1.775 [Ⓐ]
Water use by hectoliter of production (hl/hl)	2.50	2.70 [Ⓐ]	2.80 [Ⓐ]	2.95 [Ⓐ]	3.09 [Ⓐ]
Total GJ of energy (in millions)	n/a	55.2 [Ⓐ]	61.4 [Ⓐ]	61.1	61.4 [Ⓐ]
Total GJ of energy purchased (in millions)	n/a	53.2 [Ⓐ]	59.4 [Ⓐ]	59.2 [Ⓐ]	*
Energy usage per hectoliter of production (in MJ/hl)	n/a	99.7	104.6	110.1*	111.6 [Ⓐ]
Energy purchased per hectoliter of production (in MJ/hl)	n/a	96.2 [Ⓐ]	101.2 [Ⓐ] *	106.8 [Ⓐ]	*
Total direct and indirect GHG emissions (Scopes 1 and 2 in million metric tons of CO ₂ e)	n/a	4.71 [Ⓐ]	5.36 [Ⓐ]	6.03 [Ⓐ]	6.18 [Ⓐ]
Total direct and indirect GHG emissions (Scopes 1,2 and 3 in million metric tons of CO ₂ e)	n/a	28.37 [Ⓐ]	31.8 [Ⓐ]	31.21	32.35
Scope 1 and 2 GHG emissions per hectoliter of production (in kg CO ₂ e/hl)	4.77	6.50 [Ⓐ]	6.92 [Ⓐ]	8.04 [Ⓐ]	8.55 [Ⓐ]
Scopes 1, 2 and 3 GHG emissions per hectoliter of production (in kg CO ₂ e/hl)	44.5	53.13 [Ⓐ]	55.3 [Ⓐ]	57.0	59.4
% Renewable Electricity: Operational**	100%	31.2% [Ⓐ]	20.0% [Ⓐ]	16% [Ⓐ]	--
% Renewable Electricity: Contracted**	100%	70.6% [Ⓐ]	61.3%	50%	--
% Returnable Packaging	n/a	36.4% [Ⓐ]	40.9% [Ⓐ]	43.5% [Ⓐ]	46%
% Recycled Content in primary packaging					
Glass		43.2% [Ⓐ]	42.3% [Ⓐ]	41.4% [Ⓐ]	37%
Cans	>50%	57.6% [Ⓐ]	59.1% [Ⓐ]	58.9% [Ⓐ] ***	59%
PET		26.0% [Ⓐ]	22.8% [Ⓐ]	15.7% [Ⓐ]	21%
Direct farmers skilled, connected and financially empowered****				--	--
Skilled	100%	76%	50%	--	--
Connected	100%	57%	45%	--	--
Financially Empowered	100%	60%	35%		

[Ⓐ] Assured Metric (please refer to External Assurance Report on page 59 of this report).

- Our goals (and data as included in the table) on water, GHG emissions per hectoliter of production and energy pertain to our beverage facilities only and do not encompass our vertical operations such as malt plants and packaging facilities.
- Total direct and indirect GHG emissions data encompass beverage facilities and most vertical operations, including malt plants and packaging facilities.
- Scope 1 accounts for 55% of our operational emissions and includes CO₂ equivalent (CO₂e) from fuel used in our manufacturing processes and in cogeneration plants that generate on-site electricity. Scope 2 accounts for about 28% and represents emissions from purchased electricity.
- Scope 3 emissions constitute estimates based on a mix of supplier-based numbers, global emission factors and assumptions. Data's main categories include, Purchased Goods and Services, Upstream and Downstream Distribution, Product Cooling (including on and off premise and excluding at home cooling) and End of Life. Around 50% of emissions are calculated with own data or data reported by suppliers through the CDP.
- In line with our new sustainability goals, energy reporting will shift to energy purchased versus energy usage. Energy purchased per hl aligns with our RE100 sustainability goal of offsetting 100% of our purchased electricity with electricity sourced from renewable resources. Energy purchased per hl was not reported for breweries acquired from SABM in 2017.
- ** For 2020, renewable electricity is reported by two metrics: operational electricity and contracted electricity. Our primary strategy is to help fund new build renewable electricity projects, and as these can take time to build, we believe it is important to report both metrics. The contracted electricity metric tracks the commitments we have already made to our 100% renewable electricity goal, while our operational electricity measures our actual annual realization.
- *** 2018 Recycled Content percentage in primary packaging for cans has been updated. The data correction has been done following the external supplier audits.
- **** Smart Agriculture data is based on up-to-date estimates.



100+ Accelerator

Our sustainability goals are ambitious. To help us achieve these, we collaborate with passionate entrepreneurs, innovators, engineers, investors and scientists who are working to solve some of the world's most pressing challenges. In 2018, we launched the 100+ Accelerator to find partners who can deliver breakthrough advancements in water stewardship, farmer productivity, circular packaging, responsible sourcing, green logistics and more. Since launching, the 100+ Accelerator has worked with 36 startups across 16 countries, with more than half of the startups securing long term contracts with our company, with scale-up plans to deliver over 80 million USD in annual cost savings to AB InBev by 2025, while collectively attracting over 200 million USD in capital from investors.

We view innovation as a necessity to make progress towards our 2025 goals. We support these startups by providing mentoring, funding and opportunities to pilot and scale their ideas within our business and value chain. While these startups help us reach our goals, we in turn commit to being their advocates and champions in the market to peer companies, investors and media.



"We are really proud to have worked together with AB InBev for six years to develop the systems that help young leaders deliver positive change around the world. This year, we are delighted to be working together with their 100+ Accelerator on the Sustainable Development Goals - awarding outstanding projects of young leaders in different countries. One of our core shared beliefs is that young leaders in the corporate sector can make the world a better place. AB InBev set an example in driving real transformation."

Kate Robertson
Co-Founder, One Young World



The 100+ Accelerator and the startups we have worked with have earned awards and recognition from Fast Company, Fortune, Financial Times and The Ethical Corporation. Our 100+ Accelerator startups have also received grants and/or investment from the European Union Horizon 2020 Fund, Sustainable Development Technology Canada and 43N. In the spirit of collaboration and advancement, we are also actively sharing case studies of our startup pilots with multilateral organizations, NGO partners and peer companies to help them address similar sustainability challenges in their value chains and potentially scale successful solutions.

We are proud of the diverse range of startups and founders that our accelerator has brought together. In 2020 we announced our partnership with One Young World to begin the search for the most impactful women-led enterprises that are tackling sustainability challenges to join our third accelerator cohort in 2021.



AB InBev & One Young World team up for SDG 5: Gender Equality

Eclipse: sustainability-dedicated collaboration platform

To further scale and accelerate our impact, we are working with our supplier network to encourage sustainable practices. 2020 marked the second year of supplier collaboration through our Eclipse platform, which convenes our supply chain partners to address shared sustainability issues. In November, we held a second annual summit in the US and launched Eclipse Activate to further collaborate with North America suppliers on reducing greenhouse gas (GHG) emissions. To kickstart supply chain collaboration in Brazil, we hosted a virtual event that was recognized by the UN Global Compact Brazil Chapter. In addition, we were able to stay close to our suppliers throughout the pandemic through a series of webinars in which we covered topics such as renewables and Scope 3 accounting. We have also invited external experts to share their knowledge. These webinars are now live on the platform and available for public viewing, providing educational tools to our broader community of partners. The platform was recognized by RE100, the global initiative bringing together the world's most influential businesses committed to 100% renewable electricity, as being a finalist for the 2020 RE100 Awards for "Best Green Catalyst."

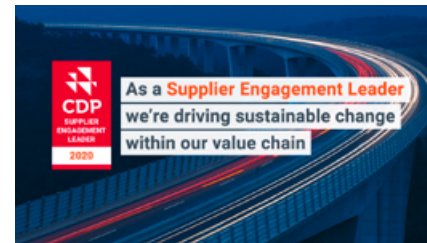


Eclipse supplier Learning Hub



"AB InBev is showing real climate leadership with Eclipse, its new supplier collaboration platform. Committing to reduce emissions in line with the most ambitious goals of the Paris Agreement is the first step. With Eclipse, AB InBev is stepping up to radically drive down emissions, right across its supply chain. It's only through collaboration and a commitment to act together with suppliers and clients that we will not only reduce air pollution and avert climate change but we will also create more jobs and economic prosperity."

Maria Mendiluce
CEO, We Mean Business Coalition





Global Smart Drinking Goals

We established our Global Smart Drinking Goals in December 2015 to contribute to the World Health Organization (WHO) and UN SDG targets to reduce the harmful consumption of alcohol globally. The goals are intended to serve as a laboratory to identify and test evidence-based programs, implement them in partnership with others and provide for independent and transparent evaluation. We moved from awareness raising campaigns to evidence-based programs that drive positive social and behavior changes in the communities where we live and work.

Please see pages 26-36 and page 55 of this report to learn more about how our Global Smart Drinking Goals are managed at AB InBev.



Check out the Global Smart Drinking Goals data library

AB InBev Foundation

In 2017, the AB InBev Foundation was created with the mission to reduce harmful consumption globally by implementing a model of public-private partnerships anchored in evidence-based programming and measurement to advance positive social and behavior change. The Foundation has achieved notable progress over the past three years and its work has yielded valuable insights on community-based interventions to reduce underage and binge drinking, improve road safety, increase alcohol screening and encourage enhanced responsible beverage service. The data from this work will continue to be collected and shared to advance knowledge and inform current and future efforts to reduce harmful consumption.

Looking back at the last year, the Foundation has made notable strides. These include contributions to support the COVID-19 response and recovery, such as the launch of the COVID Community Fund to fund multi-stakeholder initiatives. Additionally, in partnership with HBSA, the third party evaluator of the Global Smart Drinking Goals initiative, we launched the Global Smart Drinking Goals Data Library—an independent, external warehouse designed to make all the outcome data sourced in pursuit of the Foundation’s programs available to

the public. People can visit this valuable resource to browse the data sets and learn more about how the Foundation is fulfilling its commitment to transparency.

In July 2020, the AB InBev Foundation expanded its scope and is now focused on five pillars, reflecting the goals of the UN SDGs: reducing harmful consumption, supporting sustainable agriculture, clean water, nurturing entrepreneurs and engaging with our communities where it matters most. These pillars will advance the Foundation’s purpose, bringing together innovative ideas, talent and technology, and empowering the change-makers, in particular women leaders, in our communities to catalyze sustainable social impact.

To strengthen the Foundation’s efforts, AB InBev will also provide greater access to the skills, resources, capabilities and global reach that the company offers. These will allow the Foundation to build on its accomplishments to date and drive further progress.





Our COVID-19 Response Overview

The COVID-19 pandemic represents, by far, the greatest challenge in modern history to our business and to the communities we serve. With virtually every major economy around the world brought to a sudden standstill; consumers required to quarantine at home; restaurants and bars closed or forced to radically alter their operations; supply chains stressed in unprecedented ways and above all, the health and safety of every one of our people, consumers and partners at risk, our company had to respond with resilience and agility.

While the pandemic is still impacting communities around the world and our efforts to address it are ongoing, we are proud of our response thus far. Using a data-driven, evidence-based approach harnessed by a spirit of innovation and experimentation, we were able to extend meaningful support to our people, communities and partners; deepen our relationship with our customers and contribute to the vast global effort to mitigate the pandemic's harm and set the stage for recovery.

Our approach

At the center of the effort was a cross-functional Ideas for Good task force that we convened, bringing together our expertise from around the world in manufacturing, supply chain, logistics, marketing and more. Since March 2020, we have selected and scaled 68 ideas, and 10 ideas have already been transformed into global platforms.

Within this initiative, our team at our Global Innovation Technology Center (GITeC) in Leuven, Belgium led the Infrastructure for Good workstream, focused on leveraging our manufacturing capabilities, knowledge and scale to help local communities and governments respond to the pandemic and to keep our operations running safely. The results have been extraordinary, with over four million units of hand sanitizer produced

and donated in more than 30 countries, more than three million face shields donated, six million liters of drinking water donated in 16 countries and testing capabilities made available at 98% of our facilities (where legally allowed).

Our people

At all times, the health and safety of our people is a top priority. In the face of COVID-19, that commitment has become even more critical – and more challenging – than ever. To address it, we have implemented a range of measures and guidelines to help protect our colleagues, including a global plan to return to the workplace when it is safe and permissible to do so. We also have launched new policies and initiatives to support the physical and mental well-being of our people. With that support and drawing upon the same spirit that has always been exemplified in our company, our people have responded magnificently. From the frontlines of our facilities, breweries and distribution, to all those working from home, our people have kept our business running during the COVID-19 pandemic, while taking measures to help to keep themselves and others safe.

Our communities

COVID-19 has not spared any of the communities where we live and work. Our customers, partners and neighbors have experienced sickness, disruption and other hardships. It has never been a question of whether we would be there for them, rather how we could most effectively show up to support them.

Below are just a few examples of what we did in 2020:



- Produced and donated more than four million bottles of hand sanitizer and disinfectant to hospitals and frontline health workers in more than 30 countries.
- Provided water and medical supplies to frontline emergency workers around the world, including the donation of three million face shields in Brazil.
- Contributed to the enhancement of health infrastructure in several countries. For example, in Brazil, we partnered with Gerda, Hospital Albert Einstein and others to build a public hospital with a 200-bed capacity; in Colombia we worked with ITAU and the Ministry of Defense to donate 2,000 beds and 30,000 masks for medical staff; and in Mexico we partnered with Mexico Social Security Institute (IMSS) to build a temporary hospital, including the donation of 60 beds. In Ecuador,



- we launched the “Heroes Unit”—a space built for frontline health workers to rest, receive medical attention or sleep if they need to isolate from their families at home.
- Identified available arenas, stadiums and our own facilities to be used by the American Red Cross for temporary blood drive centers across the US.
- Mobilized our truck fleets in markets such as Colombia, Peru and Ecuador to deliver essential food and medical supplies to areas where they were most needed in coordination with the government agencies in charge of responding to the COVID-19 crisis.
- Donated billboard space intended for our brand campaigns to be used for important public health messages in Belgium, France and the Netherlands.



Supporting our partners to promote a strong recovery

While many industries have been impacted by the pandemic, the hospitality industry has been particularly hard hit. With customers sheltering at home and public health authorities taking necessary steps to either close restaurants and bars or sharply limit their capacity, our partners in the hospitality sector have faced a threat to their very existence.

These businesses are among our most valued partners. Local restaurants and bars are not only a primary customer for our products, they are also our friends and colleagues. Without them, our company could not achieve its ambitions. So, when they faced these enormous difficulties, we worked to stand shoulder-to-shoulder with them.

That effort included a series of ongoing programs in more than 20 countries, including:

- Stella Artois launching the “Rally for Restaurants” initiative globally, allowing consumers to purchase discounted vouchers to help sustain local restaurants during the crisis.
- In Belgium, launching Café Courage, an online platform that lets consumers pre-order and pay for their favorite beer at participating bars, to be enjoyed when the bars reopened.



- In the UK, delivering the “Save Pub Life” campaign that provided urgent financial support to trade partners during the initial mandatory closure period by giving consumers the chance to buy a gift card to spend at a local pub at a future date. We offered up to 1 million GBP in total gift card value matching. As the UK faced a second wave and more closures in December, the program was revived to encourage Britons to buy a gift card to a local pub as a holiday present.
- In the US, Bud Light launching the “Open for Takeout” initiative, making it easy for consumers to view local bars and restaurants open for takeout or delivery in their area simply by entering their zip code.
- In Latin America, our Tienda Cerca digital platform supporting more than 465,000 small retailers across Colombia, Ecuador, Peru, Mexico, El Salvador, Dominican Republic, Panama, Paraguay and Honduras by giving them access to tools and functionality that better enable them to serve consumers, including free access to an online virtual directory, e-commerce enablement, inclusion in delivery programs and tools to make the in-store shopping experience safer for retailers and consumers alike.
- In Mexico, expanding our Academia de Meseros Modelo to support over 5,000 servers with online training and rewards.



Our consumers

As a global company whose relationship with consumers is at the very heart of who we are and what we do, we leveraged the power and scale of our brands to engage, inspire and bring hope to consumers around the world. Some examples include:

- Redirecting sport sponsorship funds to emergency efforts, such as our US team donating to the American Red Cross, our South Africa team contributing to the nation’s Solidarity Response Fund and our China team donating money and supplies to Wuhan Charity in China.
- Promoting smart drinking behaviors during lockdown with social marketing campaigns such as #WePlayThisMatchatHome from Aguila in Colombia, #SomosResponsables by Quilmes in Argentina and #NoExcuse in South Africa.
- Developing unique in-home activities, including Michelob Ultra’s fitness programs in the US, Budweiser’s e-clubbing partnerships in China and Brahma’s virtual country music concert series in Brazil.
- Supporting preventative measures like social distancing in creative marketing campaigns, including Budweiser “Buds, from a distance” series in the US.



Our COVID-19 response by the numbers

4 hospitals with enhanced infrastructure

4+ million bottles of hand sanitizer donated

6 million liters of emergency drinking water donated

1 million face masks donated

3+ million face shields donated

465,000+ small retail partners supported through Tienda Cerca

20 countries with dedicated Smart Drinking campaigns during the COVID-19 pandemic

5 million USD redirected from Anheuser-Busch’s sports marketing budget & donated to the American Red Cross

98% testing capabilities were made available at 98% of our facilities (where legally allowed)



Environmental Stewardship: Together for a resilient environment

GRI 102-2, 308-2

Now more than ever, it is critical to come together as one global community. During these extraordinary times, we are again reminded that climate change remains the single greatest challenge to the future of our planet and the prosperity of our communities. We believe that collective action is key to mitigating and combatting the impact of climate change. We are proud of our unwavering commitment to environmental stewardship, and we are working in partnership with others to tackle climate change, water stress, packaging and waste and biodiversity loss.

Climate change has a far-reaching impact on our business and the communities where we live and work. To better understand current and future scenarios, we are leveraging technology and partnerships to evaluate impacts at the local level and develop action plans accordingly. At AB InBev, we are building climate resilience through our 2025 Climate Action Goal and through our work in Smart Agriculture, Water Stewardship and Circular Packaging.



“Sustainability is embedded in how we do business — and has been for decades. The events of 2020 have laid bare the pressing need for collective action on the climate crisis as well as social equity. At AB InBev, we are not only working to build a resilient, inclusive and sustainable value chain for the next 100+ years, but also accelerating transformation and prosperity in our communities today. Through our invaluable partnerships and the commitment of our team of teams we are building a better world – together.”

Ezgi Barcenas
Global Vice President of Sustainability, AB InBev



Climate Change: Our most pressing global challenge

GRI 102-15, 308-2

The world faced unprecedented challenges in 2020, many of which we are still grappling with collectively. We believe climate change remains the most pressing global challenge facing society. In fact, in the World Economic Forum's 2021 Global Risks Report, four of the top five risks in terms of likelihood and three of the top five risks in terms of impact were environmental.

Climate change is also the most pressing challenge facing our company globally. We are proud of our more than 600-year heritage of brewing beers. Our business is one that is closely tied to the natural environment: agricultural crops and water are our key ingredients, we require raw materials for our packaging, and we need energy and fuel to brew and transport our beers. All of these have the potential to be impacted by climate change, and we are already experiencing some climate-related impacts in our value chain.

We know that understanding the potential climate-related risks and opportunities for our business and using that understanding to inform our strategy is critical to our success and longevity. It will enable us to innovate, create shared value for our company and our stakeholders and engage our consumers and future talent on the issues that matter to them.

We leverage the framework developed by the Task Force on Climate-related Financial Disclosure (TCFD) to evaluate the potential impacts of climate change on our business. Following TCFD guidelines, we have analyzed two scenarios: a sustainable future in which global warming is limited to 1.5 degrees Celsius above pre-industrial levels (representing rapid alignment with the Paris Agreement) and an extreme global warming scenario in which global warming reaches 4 degrees Celsius (representing a failure of the Paris Agreement). We have

examined transition risks, including policy and legal, technology, market and reputation impacts, as well as both acute and chronic physical risks. We have also analyzed potential climate-related opportunities. In addition, we have undertaken a deeper analysis of our barley sourcing to identify areas of high production potential and assess the possible impacts of climate change. We use a multi-pronged approach, engaging with academia, NGOs, government institutions and industry alliances to understand climate patterns and evaluate future risk.

A number of key themes emerged from these evaluations. A significant area of potential climate-related impact for our business is in our supply chain. Climate change is expected to result in yield declines of key commodity inputs for beer, including rice, wheat and maize, with yields expected to decline more significantly in the extreme global warming scenario. Our barley sourcing analysis revealed that impact likely will be highly localized, though we need to respond with resilience and adaptation strategies such as new variety development, crop management, watershed management and informed sourcing decisions.

Water also emerged as an issue of critical importance. Climate change is already impacting water quality and availability globally, and some of our operational sites are located in communities facing water stress today. The water stress in some of our communities is expected to increase in the next 10-20 years in both scenarios based on predictions from the World Resources Institute.

At the same time, both scenarios suggest that we have positioned our company well through our 2025 Sustainability Goals, which directly address key climate-related impacts that we are facing and enable us to help build more climate-resilient ecosystems, economies and communities. We expect to benefit from less exposure to fossil fuel



price increases through adoption of renewable energy sources like wind and solar and long-term return on investment from our power purchase agreements (PPAs). We also expect reduced operating costs due to our commitment to improving efficiencies in our breweries and optimizing our distribution and modes of transport. Our Global Barley Research Center is working on developing more resilient barley varieties, focusing on characteristics such as drought tolerance. Additionally, we see opportunity to further fulfill our company's commitment to consumer centricity as sustainability and purpose-driven brands and products become increasingly important to consumers.

We recognize how important it is to continue analyzing potential climate-related impacts and further integrate the results of these analyses into decision-making processes as our company evolves and climate-related science progresses. As the world's leading brewer, we are dedicated to working towards a lower carbon economy through our 2025 Sustainability Goals as pioneers in sustainable brewing.





OUR ROLE IN BUILDING RESILIENCE

Climate Action

GRI 102-13, 305-5

Our ambition

100% of our purchased electricity will be from renewable sources and we will reduce our carbon emissions by 25% across our value chain by 2025

24%

reduction in Scopes 1 and 2 GHG emissions vs 2017 baseline

10.4%

reduction in Scopes 1, 2 and 3 GHG emissions vs 2017 baseline

31.2%

renewable electricity operational

70.6%

renewable electricity contracted



Our approach

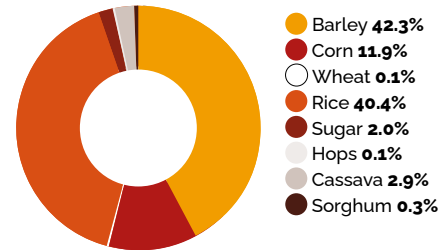
We are building climate resilience by committing to transition our global operations to 100% renewable electricity and reduce our GHG emissions by 25% across our value chain. Following the Intergovernmental Panel on Climate Change recommendation, in March 2018 we set a science-based target that is in line with reductions required to keep warming to 1.5 degrees Celsius. We are committed to reducing absolute Scopes 1 and 2 GHG emissions by 35% by 2025 from a 2017 base year, in line with the 1.5 degrees pathway. Furthermore, we commit to increasing annual sourcing of renewable electricity from 7% in 2016 to 100% by 2025. We also commit to reducing emissions across the value chain (Scopes 1, 2 and 3) by 25% per beverage by 2025, from a 2017 base year. We include over 87% of our total Scope 3 emissions in our science-based target, putting us well over the two thirds inclusion threshold that is required by the Science Based Targets initiative.

Through our 2025 commitment, we aim to organically reduce GHG emissions. Our strategy centers on reducing Scope 1 and 2 emissions and categories within Scope 3 emissions that have the most material impact. Scope 3 categories included represent more than 87% of Scope 3 emissions:

- Purchased goods and services
- Upstream transportation
- Emissions from fuel use not included in Scopes 1 and 2
- Downstream transportation
- Use of sold products (product cooling)
- End of life

About 5.8% of our emissions, or around 1.6 million tons CO₂e, come from electricity consumption in our own operations. We are committed to reducing 100% of these emissions by adopting renewable electricity by 2025. Our strategy to reach this goal

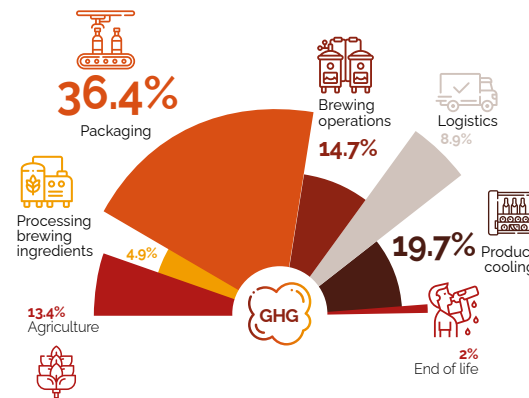
GHG emissions by crop



Agriculture represents 13.4% of our value chain emissions. It is part of Scope 3 within our value chain, included in Category "Purchased Goods and Services."

Our partnership with Indigo Ag in the US with our rice farmers showed good promise in reducing emissions from rice production and will provide insights into how we can expand the approach more broadly. In this partnership in 2020, we have seen a more than 20% reduction in water use and more than 14% reduction in nitrogen use among participating farmers.

Breakdown of GHG emissions by scope category



To reduce our Scope 3 emissions generated from electricity consumption at the point of sale while also ensuring our products are kept cool in a sustainable way and reducing emissions of participating retailers by 100%, we are working to provide renewable electricity to our retail partners. Z-Tech, our technology and innovation hub that was launched to connect small and medium-sized businesses in our value chain with digital platforms to improve their business and their livelihoods, has partnered with the startup Lemon Energia to provide small retailers in Brazil with renewable, clean energy. Retailers sign up to the Lemon Energia platform and are connected to the nearest solar farm in the region. Through this partnership we aim to bring renewable electricity to 50,000 retailers across Brazil, reducing more than 50,000 tons of CO₂e in our value chain. Similarly, in Mexico, through the installation of on-site solar panels on our Modelorama retail stores, we will aim to provide our franchisees with renewable electricity from our own energy company Modelo Power. Initially, we aim to power over 1,000 stores in 2021 with the potential to scale to additional small retailers across Mexico. Modelo Power will provide franchises with renewable electricity over the next five years, reducing emissions in our value chain by more than an estimated 450,000 tons CO₂e while reaching over 30,000 stores by 2025.



Countries with renewable electricity operational or contracted



is based on additionality and proximity, adding additional capacity to the grid and taking a market-by-market approach to identify solutions for each individual grid. As members of the global corporate renewable energy initiative RE100, we follow the initiative's guidelines with our renewable electricity sources coming from solar, wind, biomass, biogas, geothermal and water. We also follow RE100 guidelines on energy generation, leveraging self-generated energy through either on-site installations or off-site PPAs.

Logistics, including upstream and downstream distribution, represents around 8.9% of our global GHG emissions. These emissions come from the burning of petrol, diesel and other fuels in all forms of transportation, including trucks, ships and trains. As a part of our commitment to reduce our emissions by 25%, we look to reduce our emissions from logistics and transportation through route optimization to reduce fuel usage and the use of alternative fuel vehicles, the latter of which we have piloted across all our zones.

We also engage our consumers in our climate action ambition by leveraging one of our global brands, Budweiser, to champion a renewable electricity transition globally and empower consumers to choose renewables. Budweiser's renewable electricity symbol celebrates our commitment to brew with 100% renewable electricity.

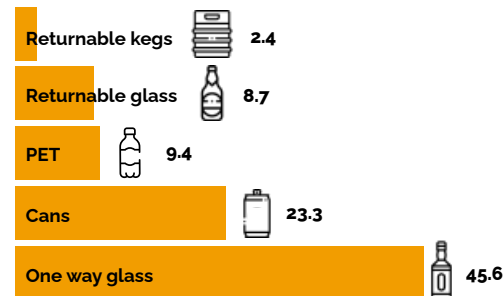
Through our strategic plan, we estimate we will eliminate over five million tons of CO₂e across our value chain, by 2025.



"AB InBev is setting a strong leadership standard through their active membership of the RE100 initiative. Not only have they set a 100% renewable electricity target for their own operations, which they aim to achieve through 'additional' renewable capacity – AB InBev is also highly active in the campaign, helping to overcome barriers in difficult markets, thereby enabling others to follow their lead."

Sam Kimmins
Head RE100, The Climate Group

Emissions by packaging type



Reducing emissions with low-carbon aluminum

We are utilizing partnerships and innovation to reduce the carbon emissions in our packaging, currently the largest contributor of emissions by sector in our value chain compared to all other segments within the operational boundary and Scope 3 categories in scope. In 2020 we formed a partnership with Rio Tinto to deliver a new standard of sustainable aluminum cans, made from low-carbon aluminum that meets industry-leading sustainability standards. The low-carbon aluminum is produced with renewable hydropower, offering a potential reduction in carbon emissions of more than 30% per can compared to similar cans produced using traditional manufacturing techniques. The partnership will also utilize outcomes from the development of ELYSIS, a disruptive low carbon aluminum smelting technology. Initially focusing on North America, the first pilot will go live in 2021 with one million Michelob Ultra low carbon cans.

Maintaining energy efficiency during the pandemic

As the COVID-19 pandemic significantly lowered our production volume in 2020, our brewery teams responded by deploying multiple methods of reducing the baseload energy usage within our plants as many of our utilities systems must operate with or without production. Our teams in China were first to respond by quickly developing best practices to minimize the impact from these fixed energy loads across 98 breweries. These best practices were captured from the China team and cascaded globally in a newly developed plant modulation policy. With these best practices we have been able to reduce our fixed energy usage by an estimated 40% in regions most impacted by the COVID-19 pandemic. This improved visibility and awareness of minimizing baseload is now being incorporated into our operating routines and will continue to provide energy consumption benefits even as our production volume returns to historic levels.





Renewable electricity in Europe

In January 2020, we announced a deal with global renewable energy developer BayWa r.e. to purchase 100% renewable electricity for our Western European breweries. The 10-year PPA will provide power supplied from two solar farms to be built in Spain with a combined power output of almost 200 megawatts, of which we will receive 130 megawatts to cover our 12 breweries in Western Europe. This makes it the largest Pan-European corporate solar power deal in history. The new solar capacity is expected to be added and connected by BayWa r.e. by March 2022. Our goal is to brew all Budweiser in Western Europe with renewable electricity, which we plan to feature through a new symbol on pack.



Forging a green path in China

We started working on green logistics in China in 2014, and in 2019 we achieved 62% use of electric forklifts at distribution warehouses in the country and piloted hydrogen fueled trucks in partnership with FoQi. Following that, in 2020, we deployed more than 200 vehicles using alternative energy, such as liquefied natural gas, electric and four newly deployed hydrogen trucks. These initiatives, among others, will continue to be tested going forward, and we estimate they will reduce our emissions coming from logistics in China by 11% in 2021 compared to 2018.

Our progress & lessons learned

To date, we have decarbonized over 10% from our 2017 baseline and have contracted 70.6% of our renewable electricity volume with 31.2% operational at the end of 2020.

Through our market-by-market approach in securing renewable electricity across our global footprint, we have learned that each site must be assessed individually for grid structures, enabling policies and technological advancements to determine the best path forward. Looking beyond our four walls, we are also beginning to use our scale to bring renewable electricity to retailers to further reduce our Scope 3 emissions from product cooling.

In addition to exploring renewable electricity for our retailers, we continue to install eco-coolers across the world. Over the last three years, we have installed an estimated 200,000 coolers in our own operations and with retailers; alongside grid decarbonization, this amounts to an estimated 18% reduction in emissions. The number of fridges installed in 2020 was less than the previous year due to COVID-19, though we anticipate installations to increase again as communities come out of pandemic restrictions. Further contributing to our plan to reduce emissions, we have implemented electric vehicle (EV) pilots in all our zones to reduce emissions related to transportation. Several EV scale-ups were pushed back this year, as availability and production were delayed due to the COVID-19 pandemic. However, we look to continue scaling these pilots as the needed infrastructure and technology continue to improve.

Over the last three years we have continued to evolve our thinking on how we can further reduce emissions across our value chain through innovation and partnership. We are exploring pilots that use renewable heat options to replace fossil-fuel based technologies currently used in the brewing process

and are partnering with Greenline Africa and Absolicon through our 100+ Accelerator to pilot renewable solar heat. These solar collectors help increase temperatures in the brewing process up to 200 degrees, eliminating the need to use traditional fossil-fuel based technologies for heat generation. The pilot will run throughout 2021 in Mozambique.

Looking forward

COVID-19 presented a temporary relief from GHG emissions globally but researchers warn that the lower emissions are unlikely to last. As economic activity picks up in 2021 and governments gear up for recovery, we believe enabling policies, structural changes and innovation will be key to unlock a green recovery.

We will continue to adopt the recommendations set forth in the TCFD framework, share insights across markets to boost our decarbonization efforts and explore innovative solutions and partnerships to further reduce our GHG emissions. We aim to further leverage our Eclipse platform to collectively decarbonize and measure impact with our suppliers. We believe this collaborative approach will help drive sustainable emissions reduction within our shared value chains for years to come.





OUR ROLE IN BUILDING RESILIENCE Smart Agriculture

GRI 102-4, 102-6, 304-2

Our ambition

100% of our direct farmers will be skilled, connected and financially empowered by 2025

20,000+

direct farmers in 2020

76%

farmers Skilled

57%

farmers Connected

60%

farmers Financially Empowered



Our approach

We depend on high-quality agricultural crops from thriving communities and healthy ecosystems to brew our beers. Our Smart Agriculture Goal focuses on where we can drive the most impact: in our direct sourcing programs with our agricultural development teams who work with over 20,000 farmers across 13 countries to produce our six priority crops of barley, hops, rice, maize, sorghum and cassava.

We see the increasing impact from climate change in our sourcing regions, which is why we work to build resilience through crop management, improved varieties and risk mitigation tools while also exploring how agriculture can be part of the solution to reducing GHG emissions, protecting watersheds and improving biodiversity. Beyond the environmental aspect, we know the impacts of climate change in agriculture are closely linked with the social and economic challenges farmers face across the globe.

Taking a farmer-centric approach in our commitment to supporting sustainable agriculture supply chains, we leverage our direct, local connection through our agronomists and researchers on the ground to reach our goal that 100% of our direct farmers will be Skilled, Connected and Financially Empowered by 2025. These three pillars outline the key elements for how we work with farmers globally by providing access to crop varieties, training, insights and

timely information for better decision making and appropriate financial tools to build resilient supply chains in our local growing regions.

We track our progress as the percentage of farmers we source from each year who meet the defined criteria for each goal pillar. Given that we track and report at the farmer level, transparency is a foundational element of our goal and the way we work with farmers. Whether we are working to improve soil health or to increase farmer profitability, we believe that our Smart Agriculture Goal provides the building blocks to drive locally relevant social, economic and environmental impact across our agricultural value chain.

We partnered with the Sustainable Food Lab in 2020 to develop and begin implementing a bespoke global impact framework to connect our efforts on Skilled, Connected and Financially Empowered farmers to the social, economic and environmental impacts we are working towards. This framework will enable us to learn and share best practices across our global footprint, while also ensuring that our Smart Agriculture Goal continues to support the development of resilient agricultural supply chains.

The success of our farmers and health of our sourcing regions are critical to ensuring the long-

Farmer training in Zambia

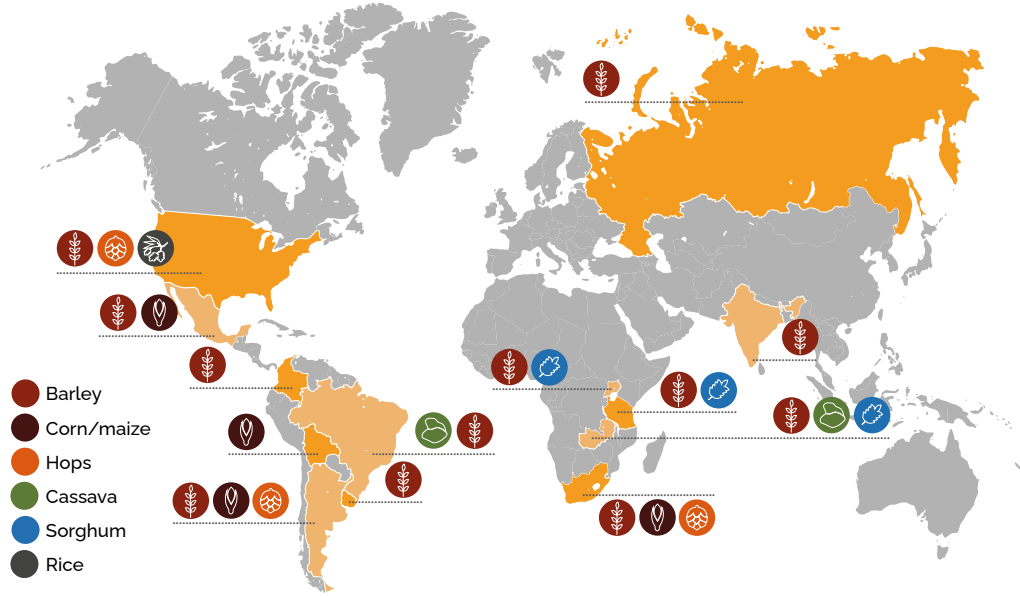
In the Luapula Province of Zambia, we work with over 900 smallholder farmers, of which over 30% are women, to locally source cassava for our locally brewed Eagle Lager beer. To boost the quality of cassava grown in the region, our local team works with the government agricultural research institute to develop new, more disease resistant plant varieties and has developed research-based crop protocols to improve yields and income for the farmers we work with and also the broader cassava industry in Zambia. Extension support is provided through our agronomists on the ground working with lead farmers to disseminate training and information.

The team has been exploring ways to offer more digital support to farmers. In 2020, we piloted digital financial training in partnership with Lusaka-based fintech company Zazu. To scale this type of digital support and expand the digitalization of our supply chain through the blockchain enabled platform BanQu, we continue to work with local mobile networks to increase phone ownership and network access in these rural farming regions.





Agricultural development programs



2025 Smart Agriculture Goal

SKILLED

A skilled farmer:

- grows an approved variety
- has received a crop protocol for that variety
- has participated in two technical engagements annually with AB InBev agronomists or our partners

CONNECTED

A connected commercial farmer:

- receives insights from SmartBarley or a similar platform

A connected smallholder farmer:

- receives at least three digital communications during the year on market, weather or agronomic advice



FINANCIALLY EMPOWERED

A financially empowered commercial farmer:

- has access to cost sharing or risk mitigation tools

A financially empowered smallholder farmer:

- receives financial training annually and has access to appropriate financial tools

LOCAL IMPACT

Skilled, Connected and Financially Empowered define the way in which we work with farmers to build productive, resilient and financially sustainable supply chains

- Environmental impact: GHG reduction, water, soil health, biodiversity
- Economic impact: farmer profitability & productivity
- Social impact: women & youth empowerment, on-farm health & safety, dignified work

Soil health

We have worked with The Nature Conservancy (TNC) for many years as a global partner in water. In July 2020, we expanded our work with TNC and launched a partnership in regenerative agriculture. Our agronomists and researchers from around the world have been collaborating with TNC to develop a framework for designing impactful soil health programs across the spectrum of farm sizes, crops and sourcing regions in our direct supply chains. Teams are working to identify, encourage and measure the practices that improve soil health locally and make farmers more economically and environmentally resilient over time. Practices are tied to key principles of soil health, including soil fertility management, minimal tillage, crop rotation, continuous cover and regenerative landscapes. Our approach to soil health builds on our Smart Agriculture Goal, transforming data into actionable insights and providing technical support to advance the best regenerative farming practices.

- Experimenting with innovative methods for growing rice in the state of Arkansas in the US in partnership with Indigo Ag
- Managing a model farm in the Western Cape of South Africa to research innovative practices to improve soil health
- Committing more than 500,000 USD to support model farms that promote the adoption of sustainable practices at four universities across our barley and rice sourcing regions in the US (University of Arkansas, University of Idaho, North Dakota State University and Montana State University)



Check out our global framework for improving soil health

While the framework gives us the needed structure to continue building our approach, our teams are already taking steps to improve soil health:

- Partnering with Instituto Nacional de Tecnología Agropecuaria (INTA) and Soil Capital to train early adopter farmers in Argentina on regenerative agriculture practices, demonstrating how soil health and farm productivity go hand in hand
- Working with the Sustainable Food Lab to harmonize the way we measure impact of and capture insights from our programs and scale the adoption of practices that improve our farmers' resilience





India farmer support during COVID-19

In India, the COVID-19 pandemic hit just as our farmers were ready to harvest. Harvesting is a time-sensitive process in which farmers collect, sell and transport crops within a short timeframe. Lockdowns meant our farmers could not hire the usual seasonal workers, leaving families to harvest alone. Closed communities and industries meant farmers were unable to sell or trade their crop, and a lack of on-site storage threatened the quality of the crops. Our agronomists quickly mobilized to provide storage solutions and safety equipment and to reassure our smallholder farmer partners that we would uphold our promise to purchase their harvest. The team kept constant contact with farmers through calls, SMS and videos, advising on harvesting and storage, as well as providing updates on government COVID-19 guidelines. Once markets reopened, our agronomists supported farmers who were still unable to bring their crops to aggregation points by bringing cleaning and quality testing equipment directly to the farm to ease the selling process. Even in light of the pandemic, India recorded higher-than-anticipated barley volumes, resulting in a successful harvest season.

term viability of quality brewing crops, supporting thriving agricultural communities and contributing to a healthier environment. To read more about how we are working with farmers to improve livelihoods and embed our Responsible Sourcing Principles for Farms, please see page 50 of the Inclusive Growth section of this report.

Our progress & lessons learned

We continue to make strong progress in our Skilled pillar because of our agronomic teams that work directly with farmers and the investment we have made in our crop research teams that oversee both crop breeding and the development of crop management protocols. Over 15,000 farmers received at least two technical trainings in 2020. While the COVID-19 pandemic posed challenges, our teams were able to leverage digital tools or socially distanced visits when safe and possible to continue providing support to farmers throughout the growing season.

We also have made progress in Connected (57%) and Financially Empowered (60%), though at a slower pace compared to Skilled (76%). Since our Smart Agriculture Goal is tracked by farmer, the Goal is more heavily weighted towards our smallholder

programs, where we typically source from more farmers. Our largest smallholder programs are in Africa, specifically in Tanzania, Uganda and Zambia. Rural infrastructure in these geographies can make it challenging to achieve the Connected and Financially Empowered pillars of our goal, which rely on increasing mobile phone penetration and the development of basic financial ecosystems. Innovative partnerships will be key to addressing these challenges going forward and driving lasting impact in these regions.

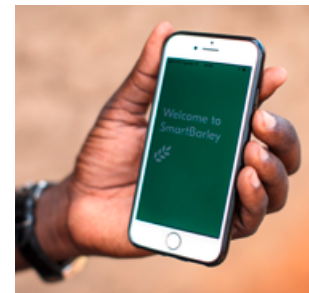
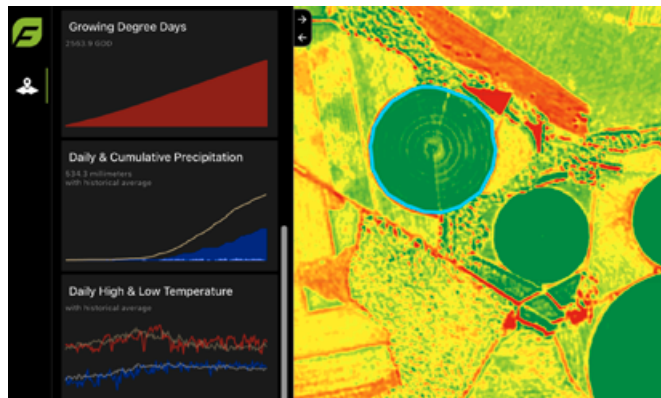
Technologies piloted in Uganda and Zambia through the 100+ Accelerator with partners like BanQu and OKO (see page 50 for more details on these partnerships) show strong promise in helping us achieve our Connected and Financially Empowered goals in these smallholder programs. In order to scale these technologies further, we continue to look for best practices from our other programs in countries like India, Mexico and Brazil, where we have increased the percentage of farmers who are Connected and Financially Empowered over the last few years. Additionally, in 2020 we worked to improve data and analytics across our global programs by integrating our internal platform SmartBarley with our technology partner Sentera to provide in-season weather and satellite data alongside farmer and crop management data,

which we believe will help support the broader achievement of our 2025 Smart Agriculture Goal.

Additionally, in 2020 our Global Barley Research team developed a partnership with the ag biotech company Computomics to help us breed varieties today for the environments of the future. By pairing the Computomics platform with predictive climate modeling, this partnership will help us build resiliency in the supply chain by accounting for multiple factors that would impact a future crop variety when grown at commercial scale, enabling our team to adapt to emerging production challenges faster. Early results from the pilot study showed on average approximately 25% improvement in prediction accuracy compared to previous methods. While we will not see the results of this partnership in the field immediately, it is setting us and our farmers up for a more resilient future.

Looking forward

Innovative partnerships with startups, mobile and network providers, financial institutions, NGOs and multilateral organizations will continue to be a key focus in smallholder markets to enable and scale critical remote services and digital ecosystems. We will also continue to seek out partnerships that will enable scalable approaches to soil health, improved biodiversity and other regenerative agriculture practices across geographies and crops. Our crops are often grown in rotation as part of a larger food system, and the skills and innovation we are developing aim to build resilience across supply chains more broadly. Therefore, we are working with the World Economic Forum, the Government of Netherlands and other public and private sector partners on a multi-stakeholder initiative to develop Food Innovation Hubs that can be scaled to accelerate innovation for food systems transformation.





OUR ROLE IN BUILDING RESILIENCE

Water Stewardship

GRI 102-13, 102-43, 303-1, 303-2, 303-3, 304-2

Our ambition

100% of our communities in high stress areas will have measurably improved water availability and quality by 2025

2.7 hl/hl

water use efficiency ratio

100%

of sites located in high stress areas have analyzed local water challenges

78%

of sites located in high stress areas have started implementing solutions



Our approach

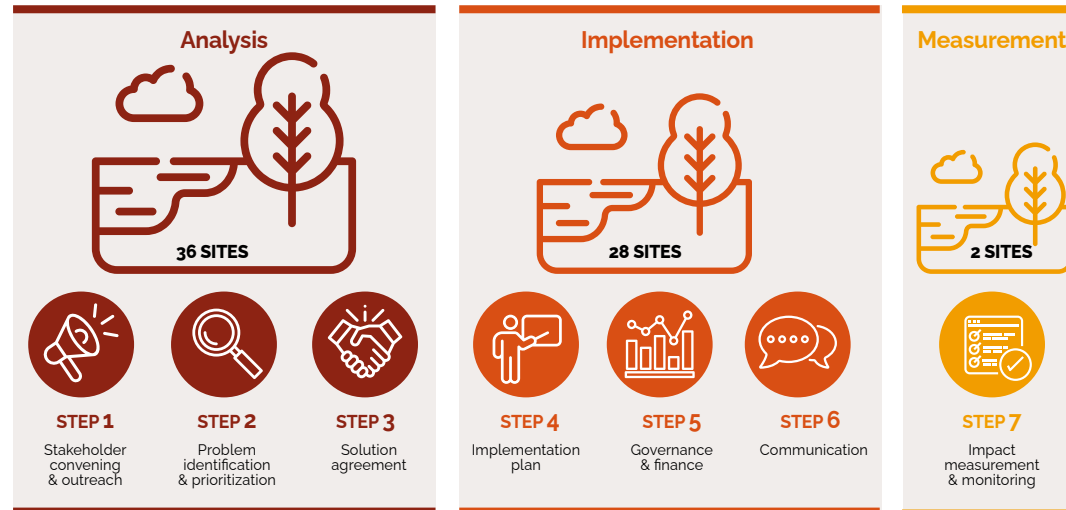
More than just a key ingredient in our products, water is a critical resource for the health and well-being of every community around the world. Water resource challenges are magnified by climate pressures, inadequate infrastructure and poor governance. The growing scarcity of freshwater resources is not just a material issue for our company; it is a global risk to the economic, social and environmental well-being of our communities. As the world's leading brewer, we are committed to being a part of the solution to the growing water challenges across our communities and supply chain.

Within our breweries, we brew our beer aiming for the highest level of water efficiency and we continuously challenge ourselves to do even more. We leverage our internal data management system Voyager Plant Optimization (VPO) to monitor and

manage our water use on a routine basis and cascade best practices across the business; more information about our VPO system can be found on page 56 of this report. We also seek to identify and deploy new technologies and approaches to further drive water efficiency across our operations, wherever possible. Through the Every Single Drop challenge in our 100+ Accelerator, we have identified, mentored, piloted and established contracts with promising startups focused on improving operational water efficiency and addressing the global water crisis.

Incorporating publicly available water risk data from the World Resources Institute and The World Wide Fund for Nature (WWF) as well as internal data and expertise, we have developed a bespoke water risk assessment tool to review our operational risk on a quarterly basis. Using this tool, we have identified

AB InBev 7-step watershed management process



Improving water quality in Colorado

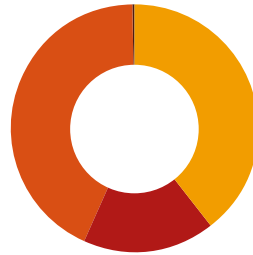
In the US, we are partnering with TNC on watershed improvement in Fort Collins, Colorado. In Colorado, the Cache La Poudre and Big Thompson forested watersheds provide critical clean water to Fort Collins. Climate change, increasing drought and years of fire suppression have put forested watersheds at risk for high-severity wildfires, the impacts of which degrade water quality. We are partnering with TNC as well as local NGOs, government agencies and the local utility to improve water quality in the Cache La Poudre and Big Thompson watersheds through proactive forest management. Implementation of forest management practices such as thinning and prescribed burning began in 2019, and impact measurement has begun. The impact indicators we are focused on for improving water quality are reduction in number and magnitude of forest fires, soil erosion and sedimentation and increasing miles of restored flows.



Protecting critical water sources in Colombia

The primary source of water for the city of Bucaramanga, Colombia, is the Surata River, which originates in the Santurban High Andean Wetland. Approximately two million people depend on this fragile ecosystem, which is being affected by agricultural practices, formal and informal mining, deforestation and rising global temperatures, resulting in water availability and quality challenges. In Colombia we are a founding partner of the Alianza BioCuenca, the water fund for Norte de Santander, where 70% of the Santurban High Andean Wetland is located. Through our Bavaria Foundation, in 2018 we established the MiParamo watershed protection project, which is focused on forest conservation, ecosystem restoration, environmental technical training in communities, sustainable agricultural practices and watershed monitoring. MiParamo is operated by Alianza BioCuenca and funded in part by proceeds from the sale of Zalva, a water brand we launched in Colombia in 2019 with the express purpose of engaging our consumers in our work protecting the High Andean Wetlands. Since the start of the MiParamo project, it has preserved or restored more than 5,200 hectares, planted more than 260,000 trees, provided sustainable agriculture support for more than 800 hectares and benefited more than 1,200 local families.

Brewery water intake by source



- Ground water **39.5%**
- Surface water **17.3%**
- Third party **43.2%**
- Rain water **<0.1%**

Where we are working towards our 2025 Water Stewardship Goal



and continue to prioritize our sites that are located in high water stress areas. We know that our water challenges go beyond the walls of our breweries, which is why our Water Stewardship Goal applies to communities facing water stress across 16 countries, home to 36 of our facilities.

Water security is very complex, and there is no single solution. To address the challenges specific to the local context, we have developed and implemented a comprehensive seven-step watershed management process at sites located in water-stressed areas. The process focuses on convening stakeholders, identifying specific local water challenges and potential solutions, implementing agreed solutions with governance and financing mechanisms in place, communicating progress and measuring impact. We are taking a results-based approach and have established baselines for measurement and tracking techniques based on pilot initiatives in a number of our high-risk communities. We aim to lead a corporate shift toward measurability and accountability, ensuring that our local investments and programs translate into lasting impacts on water quality and availability for our communities and our business.

We are also engaging our consumers in our efforts to improve water security through one of our global brands, Stella Artois. Through its partnership with Water.org, Stella Artois is helping provide millions of people in the developing world with access to clean, safe water. Stella Artois supports the work of Water.org through direct donations and the sale of special edition chalices, packs and pours.

Our progress & lessons learned

We are making progress towards our goal of achieving measurable impact in our communities facing high water stress. Thus far, all 36 (100%) of our sites located in high stress areas have conducted local outreach, analyzed the water challenges specific to their community and identified potential solutions—the first three steps of our seven-step watershed management process. In 28 (78%) of these sites, we have started implementation of solutions such as infrastructure improvements, ecosystem restoration and other nature-based solutions and improvements in water governance. We have already started piloting the process of demonstrating measurable impact of these solutions on water availability and quality in two locations.





While water security is a global challenge, it manifests within specific local contexts and there is no one-size-fits-all solution to be implemented everywhere, which our seven-step watershed management process reflects. While this process enables us to customize solutions to address the unique challenge in each location, it also presents challenges in terms of measurement and achieving scale. This makes the development of clear guidelines for impact measurement and best practice sharing even more imperative.

We met our internal water efficiency ratio of 2.8 hl/hl across the business in 2019, ahead of schedule, and in 2020 we made further improvements, enabling us to achieve a water use efficiency ratio of 2.7 hl/hl. And we continue to strive for more demanding standards, including aiming for water use efficiency of 2.5 hl/hl across all our brewery sites and setting a more demanding ambition of 2.0 hl/hl for our breweries located in communities facing high risk for water stress, both by 2025.

Given the scale and complexity of water challenges, we know we cannot do this work alone. We continue to strengthen our global water partnerships with TNC and WWF to invest financial and technical resources in efforts such as green infrastructure initiatives, conservation and reforestation projects, habitat restoration and improved water infrastructure. Both TNC and WWF share our belief that measurable impact at scale is the next frontier in water stewardship. With TNC, we made progress in the establishment or integration of water funds in Argentina, Mexico and Colombia and began measuring the impact of watershed solutions implemented in Colorado and California in the US in 2020. Through our partnership with WWF, we began implementing identified solutions to local water challenges after having completed in-depth situational analyses in our countries of focus: Bolivia, Mozambique, Uganda and Zambia.

Additionally, in 2020 we continued our engagement in global collective action as a notable corporate member of the 2030 Water Resources Group, a multi-stakeholder water partnership based at the World Bank with local implementation partners in priority markets for our business, such as Peru and South Africa.



Looking forward

Our focus will be on continuing the implementation of identified solutions across all our sites located in communities facing water stress, to reach our goal of achieving measurable improvement in water availability and quality. We will also continue to partner with others to identify and test innovative solutions to improve our internal water use efficiency as well as our external watershed work. We know that engaging in multi-stakeholder collaboration, although complex, is critical to scaling our impact. In March 2020, we co-founded the Water Resilience Coalition, an industry-driven, CEO-led initiative of the UN Global Compact that aims to elevate global water stress to the top of the corporate agenda and preserve the world's freshwater resources through collective action in water-stressed basins. Through the Coalition, we will continue to seek solutions and partnerships to deliver net-positive water impact.



"AB InBev has been at the forefront of water stewardship over the past decade, assessing water risks to their operations, setting targets and engaging beyond their factory fence: our partnership is driving even greater collective action that will benefit economies and ecosystems."

Stuart Orr
Lead Freshwater Practice, WWF

Addressing water availability in India

Our Crown Beers and Charminar breweries are located in the Sangareddy district in the state of Telangana, India. The area has faced lower than average precipitation and recent droughts and regularly faces high rainfall variability and substantial runoff. Working with local stakeholders including International Crop Research Institute for the Semi-Arid Tropics (ICRISAT), Let's Endorse, the Ground Water Board and other local authorities, we are responding to these water availability challenges in 13 villages in the Sangareddy district by helping to build water storage structures including check dams, well water recharge infrastructure, rainwater harvesting structures and farm ponds and promote climate smart agriculture through water and soil conservation and management initiatives. Our aim is to increase water access to the community and increase aquifer recharge, helping to provide sufficient water for household use and irrigation, as well as enhance agriculture productivity and profitability. Since implementation of these interventions began in 2010, approximately 150,000 KL of cumulative recharge potential has been developed.





OUR ROLE IN BUILDING RESILIENCE

Circular Packaging

GRI 301-2, 306-1, 306-2, 306-4

Our ambition

100% of our products will be in packaging that is returnable or made from majority recycled content by 2025

36.4%

volume in returnable packaging in 2020

57.6%

recycled content in cans

43.2%

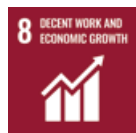
recycled content in glass

26.0%

recycled content in PET

99.2%

global production waste recycling in breweries in 2020



Our approach

As the world faces increasing resource scarcity, taking a circular approach to packaging and improving the materials we use will deliver long-term financial benefits and provide our business with long-term packaging supply security while eliminating waste. More than 36.4% of our volume is sold in returnable packaging. Packaging alone is accountable for almost 36.4% of our GHG emissions, further underscoring the importance of this commitment to our business and our efforts to address climate change. To achieve our goal, we take an approach of reducing packaging and the need for virgin materials where possible, increasing recycled content, identifying opportunities to recycle materials and promoting the recovery and reuse of packaging in its original form. We are leveraging our packaging design and brand innovation capabilities to rethink our packaging and its distribution models, working closely with our team at GTeC in Leuven, Belgium to assess, develop and implement sustainable packaging technologies.

Currently, 16 of our breweries produce zero waste, while our other breweries continue to pursue 100% recycling rates in their operations. In 2020, we achieved a 99.2% recycling rate globally. Our packaging goal applies to our primary packaging which represents more than 85% of our total packaging volume by weight globally, though our work in circularity extends to secondary packaging and post-consumer waste. In many markets, our local businesses have been engaging in transformational programs that seek to change mindsets and behaviors towards waste, working in partnership with local governments, cooperatives, entrepreneurs and NGOs to create the systems needed to build circular economies locally.

We believe that bringing sustainable solutions for packaging recovery and return to our consumers



will help increase public awareness of the value of adopting circular options like returnable bottles and in turn drive more sustainable consumer behavior. Approximately 35% of our volume is sold in returnable glass bottles, which are nearly five times less carbon-intensive when compared to returnable glass bottles and one-way bottles. The majority of our bottles can be used up to 15 times and some can be used up to 100 times. Although the pandemic impacted our returnable packaging mix, as we open markets we continue to drive returnable type of packaging. Another 1.7% of our volume is sold in kegs that can be reused for many years, reducing the need for virgin packaging materials and GHG emissions.

For packaging that is not returnable—namely one-way glass bottles, aluminum cans and polyethylene terephthalate (PET) bottles—we are committed to reaching a minimum of 50% recycled content. By 2025 we aim to avoid the use of more than 1.3 million tons of virgin material per year (when compared to a 2017 baseline) by increasing the amount of recycled material used in our packaging. The increase of recycled material also will stimulate local collection programs, reduce waste leakage into the environment, substantially decrease the amount of energy needed for packaging production and reduce the GHG emissions generated by packaging materials in our supply chain.

Corona is our global brand championing our Circular Packaging efforts, aiming to support the reduction of plastic waste from investing in packaging innovation



Michelob Ultra teams up with Conscious Container

In the US, together with Conscious Container, one of the startups in the second cohort of the 100+ Accelerator, we are piloting returnable bottles in markets that today operate almost exclusively with one-way bottles in order to better understand consumer needs and incentives that will help build feasible circular systems in the future. Conscious Container has partnered with Globelet, an app that allows users to gain insight into how much trash they are preventing from entering landfill and oceans through their choices. When returning their empty bottles, consumers sign into the app and are prompted to scan the QR code on the Conscious Container collection bin and on specially labeled bottles and 12-pack cartons to learn more about their impact.



Going beyond primary packaging

In addition to focusing on our primary packaging, we also look to minimize secondary packaging material to conserve resources and foster a cleaner environment. In 2019 in Belgium, packs of our Jupiler brand are now sold in 100% recycled shrink packaging, transforming what was previously waste into packaging again. In 2020 in the UK, we made a nearly eight million USD investment to replace plastic rings with technologies like KeelClip™, a recyclable paperboard alternative. In 2020, we reached an exciting milestone – our entire portfolio of beers in the UK and Ireland is now plastic-ring free. Along with decreasing our usage of plastic shrink wrap, we will be eliminating 850 tons of plastic waste.



Brazil plastic waste commitment

In January 2020, our Brazil business publicly committed to eliminate plastic waste from its packaging by 2025 – a significant step forward given our soft drinks portfolio in that market and the prevalence of PET in soft drink packaging. To accomplish this, the team will undertake a multi-disciplinary effort: eliminating and replacing plastic use, promoting returnable and recycled packaging, stepping up recycling and investing in innovation and partnerships.



to promoting collection programs. Since 2017, Corona has worked in partnership with the organization Parley for the Oceans to protect Corona’s homeland—the world’s oceans and beaches—from plastic pollution, taking on the challenge of protecting more than 100 islands through clean-ups, awareness campaigns and other initiatives. As a result of these efforts, Corona and Parley have collected more than 54,900 kilograms of plastic waste and engaged more than 2,700 volunteers between 2017 and 2020.

For our company, the value of achieving packaging circularity goes beyond just the environmental impacts—it enables us to contribute to building economic security and resilience through the creation and support of networks of local businesses that improve livelihoods. You can find more about our work in building impactful recycling collector programs in the Inclusive Growth section of this report.

Our progress & lessons learned

By the end of 2020, 74.2% of our products were in packaging that was returnable (kegs and returnable glass bottles) or made from majority recycled content (cans portfolio with more than 50% recycled content). Progress towards our Circular Packaging commitment was particularly affected by COVID-19 in 2020 for both returnable packaging and recycled content. Lockdowns impacted recycling sorting operations as well as collection rates, reducing the amount of recycled content available in the short term. We also saw a shift in consumption from returnable to one-way packaging solutions that has impacted our packaging portfolio mix between glass and cans, as cans currently over-index to the in-home consumption occasion. Furthermore, the closure of on-premise channels such as bars and restaurants reduced the demands for returnable glass and kegs. We also delayed the implementation of a few key circular packaging projects, namely in China, for the safety of our workforce and partners.

The challenges we faced in 2020 from the pandemic highlighted the importance of these returnable, recovery and recycling ecosystems to our business and reconfirmed our resolve to be a part of the creation of circular solutions. Even with the obstacles faced, we have continued to explore how we can strengthen these systems with innovation through our 100+ Accelerator and local partnerships to develop sustainable solutions. For example, in China, Henan Zhongfu Industrial Company, one of our can sheet suppliers, invested in a new recycling facility. Though there were delays due to COVID-19, the project was implemented, adding more can recycling capacity in China.

Even prior to the pandemic, we were seeing a trend toward one-way packaging in some of our key markets, moving away from returnable packaging with several factors such as market maturity, convenience and consumer behavior shifts contributing to this trend. In 2020, we continued to invest in innovation and partnerships to develop consumer-centric programs and product offerings in order to protect and promote returnable packaging.

Looking forward

We will continue to work across our operations and within our local communities to champion circular economy and systems transformation. We will leverage our internal experts and supplier base to test and scale technologies that help us further eliminate packaging waste, reduce the need for virgin materials and decrease carbon emissions from packaging while also meeting the needs of our consumers. We will also continue to pilot programs that increase packaging recovery, improve livelihoods among recycling collectors and increase transparency in the waste collection chain and will work to develop methodologies for measuring the social impact of more circular systems. Finally, we will continue to engage our consumers through our brands to build awareness about the interconnection between their packaging choices and recycling behaviors and impacts on our climate.



Smart Drinking: Reducing harmful consumption

GRI 102-2, 102-13, 417-1

As the world's leading global beer company, no stakeholder commitment is more critical than our role in addressing the harmful consumption of alcohol. We fulfill this commitment as a company through a range of efforts that include responsible marketing and communications, changing social norms in markets around the world, identifying evidence-based interventions to reduce the harmful consumption of alcohol that can be scaled around the world, empowering consumers with information and choice, and focusing on the specific, critical issue of road safety.

Responsible marketing

We recognize that our products must be marketed responsibly. Our products and our messages are not intended for those who are not of legal age to purchase our products, nor are our messages meant to promote excessive consumption. Our Responsible Marketing and Communications Code sets the standards for this. Compliance with this Code is mandatory for all our marketing, sales, promotion and communications efforts, including both traditional and digital media.

We also launched a new version of our consumer information website where users can read more about our beers, their history, and Smart Drinking behaviors. TapIntoYourBeer.com provide links to additional sources of information on drinking and health provided by the governments of many countries and public health agencies.

We also count on our own colleagues as Smart Drinking champions. Every year, we participate in the Global Be(er) Responsible Day (GBRD), a day we proudly initiated through which dozens of countries, hundreds of organizations and thousands of our colleagues join efforts to promote responsible alcohol consumption. The pandemic disruptions this past year gave us the opportunity to take GBRD

to the digital world with activities across all our business units, such as "Reinventing How We Drink: A GBRD Webcast," which brought together our Chief Executive Officer and senior leadership team with startup leaders who are disrupting and reinventing how we drink.

In addition, this past year, as a member of the International Alliance for Responsible Drinking (IARD) we engaged with academic institutions and public health bodies in four virtual dialogues covering topics such as e-commerce and influencer marketing standards with wide geographical representation.

Through these and other efforts, we are driving ever higher standards of marketing responsibility for the beer, wine and spirits industry, including in the digital space. In 2020, we also facilitated a partnership between IARD and Google to introduce a new feature that lets consumers have greater control over whether they see alcohol ads. In addition, in a partnership with IARD and the World Federation of Advertisers, we used avatars that resemble underage Internet users to monitor whether minors are exposed to alcohol advertising. After reviewing over 500,000 online ads watched by underage users in 14 countries, we found out that only 0.1%



of these ads were related to alcohol products. This indicates that while we still need to do more to reach zero percent, the standards we have developed with other leaders of the industry to protect minors in the digital world are working.



TapIntoYourBeer.com provides links to additional sources of information on drinking and health provided by the governments of many countries, public health agencies and organizations and industry.



Check out the new ad feature developed with IARD and Google



CHANGING BEHAVIORS AND SOCIAL NORMS

Marketing Campaigns

Our ambition

Invest 1 billion USD across our markets in dedicated social marketing campaigns and related programs by the end of 2025.

250 million USD

invested in Social Norms Marketing Programs and Campaigns

80+

Social Norms Marketing Campaigns launched since 2016



Our approach

Social marketing theory is a new and exciting front in public health. Around the world, innovators across a range of disciplines are using data to develop powerful insights that translate into marketing campaigns that help people make better, healthier choices.

At AB InBev, we are harnessing the creativity that drives our company to this emerging concept and partnering with others to further the entire field. In doing so, we are committed to rooting our work in data and evidence. Social norms marketing is not about doing work that is engaging or interesting, or about winning awards or plaudits. Rather, the measure of our success is in whether and how we are impacting real world outcomes.

Our brands share the purpose of reducing harmful consumption of alcohol, and that their social marketing campaigns promote behavior change connected to that purpose in a sustained way.

Our aim is to move beyond awareness-building by using social norms and social marketing theory to help affect positive behavior change.

Our progress & lessons learned

Beginning in 2018, we implemented an Annual Social Marketing Competition that has collectively garnered 105 submissions from more than 30 countries to date and led to the creation of iconic Cannes Lion award winning social norms marketing campaigns, such as Aguila's Abuse Disclaimers (2019 Cannes Silver Lion Winner). Winning campaigns from this competition have also included initiatives from Harbin in China, Poker in Colombia and Skol Beats in Brazil.

During 2020, we kept investing more in social marketing programs and campaigns, resulting in an investment of 250 million USD since 2016 in 81 social norms marketing campaigns and other programs to positively influence social norms around drinking behaviors. Funding for these campaigns is supported through our internal Better World Media Investment Policy that requires a minimum of 3% of our annual media buying budget to be invested in Smart Drinking campaigns. To help align our marketing campaigns with social norms marketing principles, we created a Social Norms Marketing



Aguila: Live Responsibly

In Colombia, our beer brand Aguila's "Live Responsibly" campaign was evaluated by an external agency and was found to achieve measurable positive outcomes for consumers. Promotions for food, hydrating beverages and safe transportation were offered right on Aguila bottle caps and resulted in more than 40,000 redemptions. Compared to a control group, people exposed to the campaign were up to 9% more aware of the risks of drinking alcohol in excess and up to 14% more likely to moderate their drinking, hydrate, designate a driver or eat before drinking. This campaign received multiple awards at Ojo de Iberoamerica and, due to its measurable positive impact, is currently being replicated in other markets.



Engage with Aguila's Live Responsibly Campaign



Carling Black Label: No Excuse

We leveraged our popular Carling Black Label beer brand in South Africa to raise awareness amongst the brand's largely male consumer base and help make progress towards putting an end to a critical national issue: violence against women. The #NoExcuse campaign kicked off in 2017 and has seen continued success. In 2020 #NoExcuse created a helpline in partnership with the local police, an NGO and the messaging platform WhatsApp to provide support and assistance to victims of abuse during the COVID-19 lockdowns. The campaign was also featured in a Harvard Business Review article titled "Marketing Meets Mission" as an example of how brand marketing can bring about real social change.



Find out more and join the movement

Mozambique: Calmalá

In Mozambique, we leveraged our Social Norms Marketing Toolkit to design and launch a social marketing campaign across our portfolio named "Calmalá." Calmalá is a Mozambican Portuguese expression that means "calm down," "slow down" and "take it easy." This campaign aimed to promote three specific behaviors among our consumers: "Drink Slowly," "Alternate with food and water" and "Did you drink? Catch a lift." We promoted these behaviors by creating a video clip with appellative lyrics and launching the Calmalá Dance Challenge. We then invited digital influencers to perform the Calmalá Dance Challenge and expand the campaign's reach on social media. We created short versions of the video clip for TV, radio, social media and digital outdoor campaigns. We also added a two-second Calmalá vignette at the end of our brand ads on TV and featured a Calmalá message highlighting the three behaviors on our secondary packaging.



"As marketers we have a great opportunity to develop highly creative initiatives around responsible consumption to capture consumers' attention and to leverage on the power of our brands to drive behavior changes. However, if we want to meaningfully change social norms, isolated actions are not the way; that is why we have built our brand's portfolio to include the sustainable commitment to the Global Smart Drinking Goals for years to come."

Miguel Merino
Aguila Brand Director, AB InBev

Toolkit in 2018 with McCann Global Health that we use to train our brand teams every year.

In 2020, our brands developed more than 20 Smart Drinking campaigns. During the COVID-19 lockdowns, we promoted Smart Drinking behaviors with social marketing campaigns such as #WePlayThisMatchatHome from Aguila in Colombia, #SomosResponsables by Quilmes in Argentina and #NoExcuse in South Africa.

We work closely with the social norms marketing experts Bill DeJong, Professor of Community Health Sciences at Boston University School of Public Health (retired) and Adjunct Professor, Tufts University School of Medicine, and Dr. Myriam Sidibe, Senior Fellow at Harvard Kennedy School, who provide coaching to enhance the capabilities of our teams and the impact of our brands on social norms surrounding responsible drinking.



"I chose to highlight the work of Carling Black label in South Africa because the stakes are so high and the obstacle for the brand so formidable. An alcoholic beverage that claims it wants to reduce violence against women must confront the fact that it contributes to the very problem it's seeking to solve. Nonetheless, Carling is showing sustained commitment to this issue and I encourage them to pursue their social goals and continue embedding these initiatives and transforming norms around domestic violence."

Professor Myriam Sidibe
Founder and Author, Brands on a Mission



CHANGING BEHAVIORS AND SOCIAL NORMS

City Pilots

GRI 102-43, 416-1

Our ambition

Reducing the harmful consumption of alcohol requires identifying, testing and scaling interventions that empower consumers, retailers, law enforcement, public health authorities and other stakeholders to change behaviors for the better. To that end, AB InBev worked with the AB InBev Foundation to identify six cities around the world to launch pilot programs with the goal of reducing the harmful consumption of alcohol in those markets by at least 10% by the end of 2020 and implementing the best practices from those pilots globally by the end of 2025.

29

different programs tested within our City Pilots

3

best practices identified for scaling up that effectively drive behavior change



Our approach

Harmful consumption stems from a number of entrenched norms and behaviors, as well as potential gaps in regulation and law in societies and communities. The six City Pilots — launched in Leuven, Belgium; Brasilia, Brazil; Jiangshan, China; Zacatecas, Mexico; Columbus, Ohio, US and Johannesburg, South Africa — have been the cornerstone of our efforts to identify, test and independently evaluate evidence-based interventions that can save lives and improve public health. The initiatives within these pilots focus on addressing drinking and driving, underage drinking, binge drinking, gender-based violence and other issues of local relevance.

Underpinning the City Pilot initiative is a commitment to rigorously collect, analyze and act upon data. For too long, efforts to reduce harmful consumption have been rooted in assumptions, guesswork and anecdotal evidence. We believe that with the right partnerships, we can all do better. That is why we engaged with HBSA, a supporting organization of the Pacific Institute for Research and Evaluation, to oversee the measurement and evaluation of the City Pilot program. HBSA has developed a groundbreaking evaluation design that it is applying across City Pilots and their respective interventions. What is unique about this methodology is that it facilitates the identification and targeting of the more prevalent forms of harmful consumption.

Other researchers, including HBSA, are also conducting focused evaluations, designed to assess the effects of promising prevention and early intervention strategies included in the City Pilot program. Since this evaluation tool has been published in a scientific journal, others can now use it to measure their own efforts in this space.

Local knowledge and leadership are critical components of the City Pilot approach. In each city, a Steering Committee has been formed with local stakeholders, including government, academia and other organizations. These committees set the direction of their City Pilot; select programs to implement; manage execution of those programs; and promote coordination of all partners involved.

To equip the Steering Committees with knowledge and practical resources, the AB InBev Foundation supported experts from the University of Southern California, San Diego State University and The Ohio State University to develop an Evidence-Based Alcohol Harm Prevention Toolkit. The Toolkit compiles key principles from social marketing, behavior change and implementation science to help Steering Committees maximize impact.



Learn more about the findings of the City Pilots Program



Brasilia City Pilot: Brasilia Vida Segura

Brasilia Vida Segura was the first project in Brazil to bring together local government and other organizations across industry, academia and non-profit social organizations to reduce the harmful consumption through locally adapted, evidence-based interventions on a large scale. Collaborative and community-based approaches were guided by best practices from around the world in cooperation with a team of national and international specialists. This collaborative approach made it possible to translate intervention insights into policy action in other cities and regions across Brazil. To date, the program has contributed to a methodology to assess alcohol related car crash fatalities, produced an estimated 7,000 screenings as part of the screening and brief intervention program, implemented brief intervention and motivational interviewing among an estimated 1,000 students and launched an innovative responsible beverage service program.



Columbus City Pilot: Safe Rides Intervention

The City Pilot initiative in Columbus, Ohio, involved local partners, such as the Columbus Police Department, to launch a Safe Rides intervention designed to reduce the burden of alcohol-related car crashes in communities. Through Safe Rides, consumers at a high risk of alcohol-impaired driving in high-risk areas are offered free round-trip transportation when consuming alcohol. The campaign had three elements: Lyft coupons, increased enforcement and an associated media campaign. One unintended consequence was that some took the ride-share option as an excuse to drink excessively. When the external evaluation of the program showed unexpected results, the AB InBev Foundation held a cross-sectoral convening in Columbus to discuss whether and how safe rides programs could be redesigned to play a role in advancing public health goals. The outcome of that event is the Safe Rides Convening Memo, funded by the AB InBev Foundation and developed in partnership with FSG, a leading social impact consulting firm. Today, we use the insights from this convening to optimize our Designated Driver and Safe Rides campaigns.



Our progress & lessons learned

The AB InBev Foundation has tested 29 different programs within the City Pilots, identifying best practices on community-based interventions to reduce underage drinking, improve road safety, increase alcohol screening, reduce binge drinking and encourage enhanced responsible beverage service.

Early in 2020, two of these city pilots – Zacatecas (Mexico) and Brasilia (Brazil) – were expected to achieve a 10% reduction by end of 2020. Leuven (Belgium), Johannesburg (South Africa) and Columbus, Ohio (US) were expected to achieve a 10% reduction by 2022. Due to the COVID-19 pandemic and the effects of lockdowns and behavioral changes in communities, all of the city pilot interventions were disrupted.

Ultimately, the City Pilots did not meet the goal of reducing harmful consumption by 10% in all six cities within the expected time frame, but they nevertheless yielded important lessons about the interventions tested. We are excited to share the important knowledge we have gained from these



interventions, along with how we are planning to make even more of an impact in the coming years. Among the more successful interventions – those focused on road safety, responsible beverage service programs and screening and brief interventions – we are sharing our lessons learned broadly, making the underlying data widely available and will scale up what worked.



You can download the Safe Rides Implementation Guidelines





EMPOWERING CONSUMERS WITH INFORMATION AND OPTIONS

Voluntary Labeling

GRI 417-1

Our ambition

We aim to place a guidance label on all our beer products in all of our markets by the end of 2020 and increase alcohol health literacy by the end of 2025.

The guidance label will be implemented in those markets where there is not already government mandated labeling in place and where it is permissible by local regulation; this covers more than 20 countries, representing 49% of our global beer volume.

81%

of the eligible beer volume included a guidance label by end of 2020, and we plan to reach 100% in 2021

25

markets implemented alcohol guidance labels in 2020



Our approach

To improve alcohol literacy, AB InBev is driving a global voluntary labeling initiative, the largest in the world of any single beer, wine, or spirits company.

The AB InBev Foundation engaged researchers at Tufts University School of Medicine to develop alcohol guidance labels that could be used by any alcohol company. These guidance labels seek to promote alcohol health literacy by including messages on actionable advice about how to avoid harmful consumption.

In 2019, we created an internal toolkit based on the said research. In 2020, we used that toolkit to voluntarily update the labels on our bottles and cans to include alcohol health literacy messages.

Our guidance label includes five components:

- **Actionable Advice:** a message providing specific behavioral advice such as “Don’t drink and drive”, “Eat before or while drinking alcohol” or “Alternate your drinks with non-alcoholic drinks”
- **Three visual icons:** graphics to prevent underage drinking, drinking while pregnant and drunk driving
- **Link to consumer information website:** TapIntoYourBeer.com is our consumer information website where users can learn more about Smart Drinking and our products
- **Legibility requirements:** requirements covering text orientation, font size, contrast, frame, size, relative positioning, place and iconography
- **Percentage of alcohol by volume (ABV)**



Multi-language labels in Canada

In Canada, our new labels will feature the message “Don’t drink and drive.” One specific challenge for Canada was the need to communicate in two languages and account for jurisdictions with different legal drinking ages. To address this, our messages are both in English and French and we added the message “Must be of legal drinking age.”

Guidance labels in Uganda

In Uganda we implemented one of our first guidance labels on our new product Nile Special Stout. This label features the message “Alternate your alcoholic drinks with non-alcoholic drinks,” the three icons and the link to our consumer information website.





Secondary packaging messaging

To further expand our reach, we went beyond our initial Guidance Label Goal to also include Smart Drinking messages on much of our secondary packaging, giving us the opportunity to use bigger, bolder messaging. In Colombia, our Smart Drinking label features messages and associated icons to remind consumers to drink slowly, drink water in between drinks and eat while drinking. We expect these labels to reach consumers by April 2021 and we are already replicating this best practice in Bolivia, Mozambique and Brazil.



Going beyond our commitment in Argentina

In Argentina, we included a guidance label across our Adjacencies Portfolio. The message reads “Don’t Drink and Drive” and includes our three universal icons.



Where we are voluntarily including guidance labels



Our progress & lessons learned

To date, we have implemented guidance labels on 81% of our beer volume in more than 20 countries where there is no existing regulation on the matter. The remaining 19% will be executed in 2021. As stocks rotate, consumers will gradually see more and more of these labels in the market.

Altogether, 90% of our global beer volume is now covered by some type of alcohol guidance label (either government-mandated or voluntary). We learned that alcohol health guidance should be noticeable and actionable, which is why we added legibility requirements and specific behavioral steps. We welcome further advice from public health experts to keep improving these labels.



EMPOWERING CONSUMERS WITH INFORMATION AND OPTIONS

No- and Low-Alcohol Beer

GRI 416-1

Our ambition

Consumers around the world are becoming interested in no- and low-alcohol beers that allow them to enjoy a beer experience, with less or no alcohol involved. Making that choice available to more consumers globally is a core pillar of advancing our Smart Drinking Goals. Specifically, we aim to have no- and low-alcohol beer (NABLAB) products represent at least 20% of our global beer volume by the end of 2025. No-alcohol beer contains 0.5% alcohol by volume (ABV) or less and low-alcohol beers contain 3.5% or less.

6.58%

of our global beer volume is no- and low-alcohol beer

81

no- and low-alcohol beer brands

63%

of our markets have no-alcohol beer brands in their portfolio

53%

of our markets have low-alcohol beer brands in their portfolio



Our approach

We have experience and expertise serving beer drinkers and consumers around the world. We are confident that there is an opportunity for no- and low-alcohol beers, as well as other beverages, to satisfy emerging consumer trends connected with health and well-being and align them with our agenda that seeks to reduce harmful consumption. Our approach involves gaining insights on relation to consumer preferences, developing, testing, and refining products, building the appropriate supply chains and distributions to put those products in front of consumers, and delivering marketing campaigns that attract consumer interest.

Our effort is in line with the objectives of the WHO's Noncommunicable Diseases (NCDs) Action Plan 2013-2020 and the indicators established by the WHO in the NCDs Global Monitoring Framework of 2015. Our intent is also in line with the 2030 UN SDGs, specifically UN SDG 3 on good health and well-being.

Our progress & lessons learned

To date, we have launched no-alcohol beers in many of our key markets, including the US, Brazil, Mexico, Colombia, South Africa, Canada, Belgium, China, Argentina and the UK. Over 60% of our markets now have no-alcohol beers in their portfolio. We also have introduced new low-alcohol beer products in a number of countries including Mexico, Canada, South Africa and multiple European markets.

Today, AB InBev is the world's largest producer of NABLAB, with a portfolio of more than 80 brands. In 2020, we produced 32 million hectoliters of these products, more than the total annual beer consumption in Colombia. Altogether, our NABLABs accounted for 6.58% of our beer volume in 2020.

Introducing Budweiser Zero

In 2020 our NABLAB portfolio reached an important milestone with the launch of our global no-alcohol beer, Budweiser Zero, launched in the US and the UK and re-launched in Canada in its reformulated form. Developed and co-founded with NBA legend, entrepreneur and responsible drinking advocate Dwyane Wade, this zero-sugar, 50 calorie beverage has the same refreshing, full-flavored taste you can expect from Budweiser with zero percent ABV. Just like our other NABLAB options, Budweiser Zero is brewed using the same process as our flagship Budweiser brand, with beechwood aging and hopping to maintain the same flavor profile. It then undergoes dealcoholizing to reach 0% ABV.





Lower alcohol beer options

In 2020 we created a new category of low-alcohol beer at 1.8% ABV in Mexico to promote Smart Drinking, diversify of our portfolio to new occasions and support the local economy in times of financial distress due to COVID-19 related economic restrictions. Chingones Unidos is the 1.8% extension of Victoria and Corona Ligera is the 1.8% extension of Corona in Mexico.



In 2020 we expanded our NABLAB offerings across our entire portfolio. In the non-alcohol segment, our efforts were spearheaded by Budweiser Zero, which was rolled out across five markets. Developed and co-founded in partnership with National Basketball Association legend, entrepreneur and ambassador Dwyane Wade, Budweiser Zero is brewed over Budweiser’s iconic beechwood for a refreshingly smooth non-alcoholic beverage, with only 50 calories, zero sugar and zero percent ABV.

We also launched Stella Artois Alcohol Free in the UK and Belgium, which has already won two awards—the Drinks Business Beer Masters and Imbibe No & Low Taste Awards 2020. These new products were complemented by launches of zero-alcohol variants for some of our largest core brands, like Cass 0.0 in Korea and Quilmes 0.0 in Argentina, among others.

Other important launches include Corona 1.8% and Victoria 1.8% in Mexico, which contributes towards our low-alcohol beer portfolio. We also continue to expand Michelob Ultra 3.5% ABV with pilots in more than five new markets in 2020, including Chile and Brazil. We also launched Becks Ice Super Mild in India, our first low-alcohol beer in this market.

In the UK, we are proud to have worked with our 100+ Accelerator startup Club Soda in promoting NABLAB and helping venues and retailers take advantage of this trend

There is emerging evidence that our no- and low-alcohol products can reduce the harmful consumption of alcohol. Research published in the

scientific peer-reviewed medical journal, Alcohol and Alcoholism, demonstrated that our efforts to increase the share of no- and low- alcohol beers have measurably reduced the amount of all alcohol (expressed in grams) bought by households in the UK.



Learn more about this research

Notwithstanding this progress, we are not on track to meet our goal for no- and low-alcohol beers to represent 20% of our volume by 2025. We are learning the appropriate lessons and incorporating them into our go-forward efforts. These include better understanding the opportunity and identifying alternative solutions such as:

- Liquid optimization in selected existing products when aligned with consumer preferences
- Product innovations that give consumers an option to migrate from higher alcohol content categories into lower alcohol content ones



“No- and low- alcohol beer sales are on the rise. In partnership with AB InBev, Club Soda has been looking at the levers of change that will supercharge growth, so that we can create a world where mindful drinking is for everyone, helping us all to live well. Together we are developing Club Soda as the respected, independent educator in the low and no world.”

Laura Willoughby
Co-Founder, Club Soda





EMPOWERING CONSUMERS WITH INFORMATION AND OPTIONS

Road Safety

GRI 416-1

Our ambition

We share the ambition of the UN SDGs, specifically goal 3.6, of reducing the road traffic injuries and deaths by 50% by 2030.

3,719

beneficiaries of the Management Practices for Safer Roads Toolkit Trainings

4

languages available in the Management Practices for Safer Roads Toolkit

Our approach

We have developed a scientifically rigorous, data-driven approach to confront this chronic problem. For example, five years ago in São Paulo, Brazil, we embarked on a project to collect all available data related to road safety from multiple organizations. This included time and location of crashes, weather conditions, quality of road infrastructure and data from hospitals, among others. Using the same data analytics tools, we use to improve our business processes, we created an algorithm to identify accident hotspots and underlying variables that were contributing to crashes. The data was presented to local government officials who were then able to undertake a range of actions to combat these factors. This same commitment to a rigorous, evidence-based approach underpins our support for measures such as the deployment of high-visibility enforcement patrols, public education and awareness campaigns and the use of technologies such as ignition interlocks and alcohol detection systems. Additionally, we support the enactment of mandatory blood alcohol content (BAC) limits in every country. We agree with the World Health Organization that a 0.05 BAC limit is generally considered to be the best practice at this time; and we defer to governments to determine the appropriate mandatory BAC limits in their respective jurisdictions.



Mr. Nikhil Seth, United Nations Assistant Secretary-General and Executive Director of UNITAR and our CEO, Carlos Brito, during the signing ceremony in Davos, Switzerland, during January 2020





Our progress & lessons learned

As a direct result of the data-driven approach we piloted in São Paulo, road fatalities in that city were cut by 16% from 2015 to 2019, with more than 1,000 lives saved. This approach has now been adopted at the federal level across Brazil, and is being scaled to Zacatecas, Mexico, Gurugram, India and Shanghai, China.

In January 2018, we announced a two-year partnership with United Nations Institute for Training and Research (UNITAR), with the purpose of making the methodology developed in Brazil available to any local government worldwide. Together in 2019, we launched the Management Practices for Safer Roads Toolkit, in which UNITAR improved our methodology by including its trainings. The toolkit outlines best practices for data collection, identifying key risk factors linked to road traffic accidents, corrective measures and impact measurement. The toolkit is an interactive e-learning tool that can be used by government officials, road engineers, planners and policy makers from the public and private sector. It highlights case studies and best practices from countries around the world including Brazil, China, the Dominican Republic, India, Mexico and South Africa, thereby highlighting the feasibility of its recommended measures and its application in various contexts.

In January of 2020, we renewed our partnership with UNITAR for two more years at the World Economic Forum (WEF) in Davos, Switzerland, so the methodology could be part of its curriculum in 20 training centers around the world. We have continued to make significant progress on our Road Safety Toolkit with new translations of the toolkit and the introduction of an app (see story for more details).



In 2014, we helped establish Together for Safer Roads (TSR) — a coalition of private companies tackling road safety issues by sharing knowledge, data, technology and global networks. It is through partnerships like these that we are developing impactful solutions. See page 45 for more on this partnership.



Download the Management Practices for Safer Roads Toolkit



"[The new UNITAR learning app] serves as a substantive contribution to advance our shared goal of making cities safe, resilient and sustainable. The [UN Sustainable Development] Agenda 2030 reminds us of the urgency to provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons (SDG 11.2)."

Dr. Deisi Kusztra
Member, UNITAR Board of Trustees and President, World Family Organization

United Nations Institute for Training and Research

Through our renewed partnership with UNITAR, we delivered two important deliverables in 2020 – translating the Safer Roads into four languages to train over 2,000 people in more than 90 countries around the world and launching of the Road Safety Toolkit app. The app's methodology has been continuously tested and improved through several local projects in countries such as Brazil, China, Dominican Republic, India, Mexico and South Africa. Its adoption in additional towns, cities and countries will continue to lead to positive results and save more lives.





Inclusive Growth: Together for thriving communities

GRI 204-1, 404-2, 413-1



Over 90% of our products are sourced, brewed and sold locally, deeply rooting our business in the communities where we live and work. As a result, our success as a business is closely linked to the talents of a diverse workforce; the products and services of small suppliers; the millions of shops, bars and restaurants that serve our products; and a thriving consumer base around the world. We seek to create shared value across our entire value chain and aim for inclusive growth because when our communities thrive, our business thrives.

This starts with our people. Our people are our greatest strength and we strive to provide safe workplaces where our people can grow and advance. We believe that by fostering collaboration and encouraging greater diversity within our teams, our business is able to quickly adapt in the face of uncertainty today and will be better positioned to continue adapting for the future. Workforce diversity enables us to look at challenges from multiple perspectives, better equipping us to identify effective solutions.

Outside our own walls, small businesses play a critical role in the economic development of communities by generating employment, providing vital services and contributing towards innovation. We seek to strengthen the small businesses in our value chain through our programs with smallholder farmers, suppliers, retailers and recycling collectors.

It is in communities that we also see the impacts of climate change first-hand and what this means for people and societies. Climate change remains the single greatest challenge for the future of our environment and humanity's prosperity. Our programs aim to create enabling environments that can support people in changing behaviors to mitigate and adapt to climate change. For example, by working to improve the livelihoods of smallholder farmers we can create the security they need to invest in more sustainable farming practices.

Through training, mentorship and improved access to resources, these programs are designed to leverage our scale and expertise to increase resilience in our communities and support a thriving value chain that is critical to our continued success as a business.

We also seek to leverage our capabilities to support our communities in times of crisis and on an ongoing basis through our colleagues volunteering. From natural disaster preparedness and response, to the creation of platforms and opportunities for our colleagues—as well as their families and friends—to engage in impactful volunteering efforts, we seek to support our communities when and where they need it most.

Underpinning all these efforts is our commitment to respect human rights. With our own colleagues and our partners across our broader value chain, we work to embed respect for human rights within our sustainability initiatives to provide an enabling environment where these rights are understood, supported and safeguarded.

The events of 2020 have further highlighted the need for us to play a role in building inclusive and resilient communities that will thrive for years to come. Building a better world in the context of the COVID-19 pandemic means that we put the power of our value chain toward the socio-economic

recovery. Beer is a formidable engine of economic growth. As we look forward to a post-pandemic world, we believe beer can be a booster for a recovery that creates a greener and more inclusive world. This is a task that can only be achieved when we work together. Among other things, the pandemic has strengthened our commitment to sustainability and inclusion and has reiterated the importance of listening and working with others.





OUR PEOPLE

Diversity & Inclusion

GRI 405-1

Our ambition

Continue fostering an inclusive workplace so that underrepresented groups across our different markets are not only represented but can succeed in our business

2 pp

increase in D&I Index in annual employee engagement survey

32%

women in our salaried workforce

120+

nationalities represented in our overall workforce

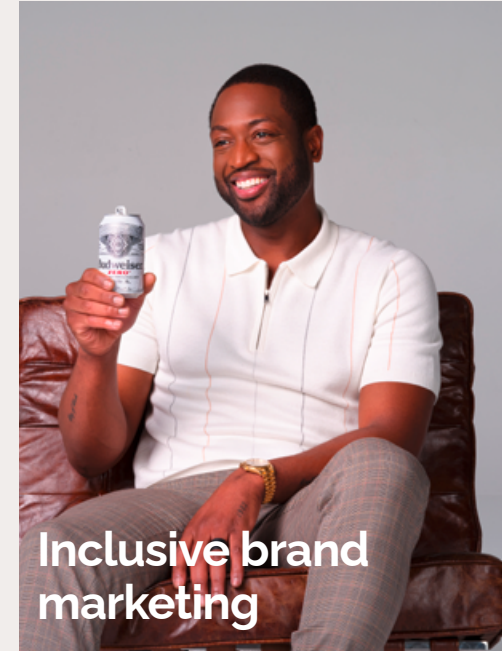
Our approach

Our company must be an inclusive and diverse workplace where everyone feels they belong no matter their personal characteristics or social identities, such as race and ethnicity, nationality, gender identity, sexual orientation, age, abilities, socioeconomic status, religion and others. Our greatest strength is our people and we support every individual to excel.

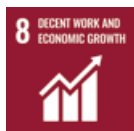
- **We strive to be an inclusive workplace with equal opportunity.** Everyone at AB InBev should feel comfortable, confident and respected to bring their authentic selves to work every day and to grow at the pace of their talent.
- **We aim to make our company as diverse as the communities we serve,** enabling us to create solutions with our brands and services to best meet their needs.
- **We dream bigger and better when we are together.** We promote the diversity of teams and different perspectives that bring innovative ideas to deliver and transform our business.
- **As owners, we are all responsible for Diversity & Inclusion (D&I).** D&I must be embedded into how we think, behave and operate. Everyone at our company has the responsibility to champion an equitable workplace and root out discrimination of any kind.

To deliver on our firm and unwavering commitment to meritocracy, an equitable, diverse and inclusive culture is essential.

Our D&I strategy focuses on bringing people together for a better world through our people, workplace, marketplace, value chain and communities, because a diverse company is critical to connecting with consumers and driving business performance and innovation.



Our approach to D&I does not stop within the walls of our company. We also look to our brands and advertising campaigns as key enablers to driving greater diversity and inclusion. We have embedded D&I into our marketing creative processes so that our advertisements are culturally authentic in the markets that we serve. At the industry level, our US team has partnered with the Association of National Advertisers (ANA) on key initiatives such as #SEEHER and #SEEALL to promote more multicultural and inclusive marketing. Our Chief Marketing Officer in the US, Marcel Marcondes, is on the board of the ANA, a working group of industry leaders that is transforming the way multicultural and inclusive marketing is seen and understood industry wide.





"The Women's Executive Leadership Program was a great initiative which helped me find time for self-awareness, self-reflection and self-improvement at a time when everything around us was looking bleak and disparaging. It equipped me with insights, tools and action plans that I can continue to use to develop myself not just as a women leader but as an AB InBev leader."

Reena Gautam, AB InBev VP Procurement & Sustainability India

Global Women's Executive Leadership Program & BetterUp

Having greater representation of diverse perspectives in senior leadership will enable us to better meet the needs of our diverse consumers and to continue growing our business. In 2020, we invested in developing 48 executive women leaders across different business units and geographies with an immersive, highly personalized program.

This program, which ran from March through the end of 2020, aimed to enhance the leadership capabilities of the cohort, increase their readiness for key leadership roles and equip them with the new capabilities needed to drive future growth for the company. We partnered with Arieli & Company – a specialist executive development firm – to develop and run this unique program that included assessments, roundtable sessions, small learning groups, one-on-one executive coaching sessions and a capstone summit to maximize the program's impact.

In 2020 we also kicked off a partnership with BetterUp, the market leader in mobile, persona-

lized coaching for professionals, to offer a new global pilot program to drive diversity and foster an inclusive work environment and provide coaching and support in the midst of the COVID-19 crisis. The first 150 participants include women in 18 countries at various career levels who were nominated by their managers. Participants have unlimited access to BetterUp's coaching platform, which includes one-on-one personalized coaching and access to specialists providing support on timely topics such as effectively managing remote work, stress management and work-life balance. Each participant's coaching journey is tailored according to individual preferences and learning styles, with the aim of creating a climate of trust, building positive relationships and helping colleagues navigate the uncertainty and difficult circumstances of the global pandemic. Based on the success of the pilot thus far we are expanding the program to 500 participants of all genders in 2021.

Our progress & lessons learned

During 2020, we launched our Global Diversity and Inclusion Council chaired by our CEO. The D&I Council is dedicated to collaborating on high impact decisions and championing D&I at the highest levels of the organization. In addition, each of our zones has implemented local D&I councils comprised of senior leadership. To build a more inclusive culture where everyone feels comfortable to speak up, share ideas and take risks, we invited all senior leaders in the company to participate in a training on psychological safety. We continue to focus on creating greater diversity by attracting diverse talent, providing all colleagues with a fair and equal chance to succeed and implementing inclusive policies, such as our Global Domestic Violence Leave Policy, which was launched in 2020.

We are proud to report that we saw a 2pp increase in our D&I Index in our annual employee engagement survey from 2019. These results show that our work to build a more diverse and inclusive workplace is reaching our colleagues globally.



"Driving greater diversity and inclusion is a global priority for us because we believe in the value of having the diverse perspectives of our consumers reflected in our decision making. We are taking action within our company, with our brands and across our value chain to achieve this ambition. There's more to be done, and we are committed to being transparent on the actions that we are taking and our progress to hold ourselves accountable."

Laura Brady
AB InBev Global Director of Diversity and Inclusion

Select demographic metrics

	2020	2019	2018	2017
Number of nationalities represented in our overall workforce	121	123	122	122
Number of nationalities represented in our global headquarters	54	55	54	48
Percent of women in our overall workforce	19%	19%	18%	18%
Percent of women in our salaried workforce	32%	31%	30%	30%
Female representation among our top five leadership levels	24%	22%	20%	19%
Female representation among our top three leadership levels	14%	12%	11%	10%



We believe in equal pay for equal work. Anheuser-Busch was proud to be the first major brewer to sign the White House Equal Pay Pledge. Following the review of 2018 and 2019 data in the United States, looking at both gender (women compared to men) and race (minorities compared to non-minorities) and adjusting for variables such as time in position and location, we found no statistically significant differences in compensation. We are proud of our work to date and are expanding this assessment globally.

We are also proud to be listed on the 2021 Bloomberg Gender Equality Index (GEI), a globally recognized index that brings transparency to gender-related practices and policies at publicly listed companies increasing the breadth of ESG data available to investors. AB InBev was included in the 2021 index for disclosing our gender data and scoring above a global threshold for disclosure and overall performance across the framework's five pillars: female leadership and talent pipeline, equal pay and gender pay parity, inclusive culture, sexual harassment policies and pro-women brand. Our inclusion in the Bloomberg GEI publicly recognizes our commitment to gender equality and transparency.



In many of the communities where we live and work, 2020 has been a wake-up call to the pain and impact of long-standing racial inequality and social injustice. In June, we pledged to be part of the solution, reconfirming our commitment of bringing people together for a better world – not just for some, but for everyone.



We are proud of the work our local teams are doing to expand racial diversity in our workforce as well as foster greater diversity in our supply chains.

Looking forward

We believe the actions we are taking today will yield the progress and results we aim to achieve going forward. Having greater representation of diverse perspectives across our global workforce will enable us to better meet the needs of our diverse consumers and grow for the next 100+ years. Providing more transparency and updates on our annual progress not only holds us accountable, it also creates opportunities for us to learn and prioritize our efforts to drive greater D&I. We will continue to share our progress and take measures to increase D&I within our company and across our value chain.



Our Commitment to a Better and Equal World for All



In 2020 our team in North America announced the UNCF Budweiser Natalie Johnson Scholarship. Named after our first ever Black female brewmaster in St. Louis, this scholarship promotes diversity in the brewing industry by encouraging Black students to pursue educational opportunities in Science, Technology, Engineering and Math (STEM), all of which can lead to careers in brewing. In all, 25 scholarships will be awarded per year. This partnership builds on our 42-year relationship with UNCF through which we have invested a total of 4.7 million USD. Between the AB InBev Foundation, our North America team and our brands, over 2 million USD has been contributed in 2020 in support of community organizations that champion civil rights and economic opportunity for underrepresented communities in the US.

Our team in Brazil, where we have nearly 30,000 colleagues, expanded offerings in 2020 from Building Opportunities for Colleagues of all Kinds (BOCK), the company's first group of its kind created by Black colleagues in 2017. BOCK promotes racial diversity and equal treatment in the workplace through education on topics like structural racism and

ways to be anti-racist. BOCK hosts events, offers online trainings and toolkits and leads reading groups and town halls to facilitate thought-provoking discussion among colleagues and experts.

After demographic statistics and surveys revealed a lack of diversity in the São Paulo office, specifically among Black Brazilians, our team in Brazil also joined other corporations in signing a 'Business Initiative for Equality' with Zumbi dos Palmares, a prestigious university nationally recognized for its focus on Black culture and anti-racism. In 2020, the team also increased the number of interns invited to Representa, an internship program giving young talent access to scholarships, mentoring and business courses, as well as psychological, legal and financial support. The program proved a success, providing specialized development opportunities for interns and resulting in more than 100 new Black interns working in Brazil.





OUR PEOPLE

Engagement

GRI 404-2

Our ambition

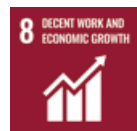
Maintain high levels of engagement by continuously improving the employee experience

3 pp

increase in our Employee Engagement Index from 2019

94%

of our colleagues participated in the annual engagement survey globally



Our approach

Employee experience is the perception of every interaction with our company, from recruiting to onboarding, to career development to offboarding. This is what determines whether our people join, stay or leave and whether they are engaged, energized and supported to go the extra mile. In order to drive engagement through exceptional experiences, we must collect feedback throughout the year, not just at a single point in time, and use the insights we gather to drive action. Our annual engagement survey, along with periodic pulse surveys, provides us with quantitative and qualitative data to help us continuously improve, so that together, we build a company to last.

Our progress & lessons learned

In November 2020, 94% of our colleagues globally took time to share their feedback in our annual engagement survey. We are proud to report that we saw a 3pp increase in our Employee Engagement Index from 2019. In a year filled with challenges, it is encouraging to see an increase in all four dimensions of our Global Employee Engagement Index: satisfaction (+1pp), pride (+1pp), commitment (+4pp) and advocacy (+4pp). We believe that this is only possible by the hard work and dedication of our people throughout the pandemic. Seeing these results, we know that in times of crisis, we have a strong team of colleagues in place globally to get through it together.

In 2020, we learned that continuous listening is more important than ever. In a challenging year, periodic pulse surveys enabled us to understand what our colleagues were thinking and feeling so we could adapt quickly and support them more effectively. This is a lesson we can take forward as we emerge from the pandemic to enable continued strong connection and engagement with our colleagues.

For the second consecutive year, Willis Towers Watson has designated AB InBev as a High Performance Organization, because we have achieved both outstanding financial performance and exceptional employee engagement.

Looking forward

In 2021, we will continue to evolve towards more continuous listening. Our ambition is to empower managers and leaders with the right data, insights and resources to effectively work on the engagement of their team throughout the year.



At the height of the pandemic in March 2020, when many of our colleagues were having to adapt to remote working and extremely fast-changing circumstances, we realized we needed to listen more frequently in order to understand the changing needs of our people and better support them. We implemented a weekly pulse survey to understand how they were feeling and what they needed at that point in time.

On a weekly basis, we were able to respond with locally tailored support and resources like virtual happy hours and coffee chats, town halls with local and global leadership and virtual training and support sessions covering topics such as:

- Working remotely successfully
- Embracing agile values in times of disruption
- Leading through change
- Navigating through uncertainty and maintaining social connection
- Stress management and simple strategies to keep calm during a crisis

We also pivoted our unconscious bias training prior to our annual performance reviews to help managers build situational awareness and recognize potential biases that may occur during the pandemic.



OUR PEOPLE

Well-being

GRI 403-3, 403-4, 403-5, 403-6, 403-7

Our ambition

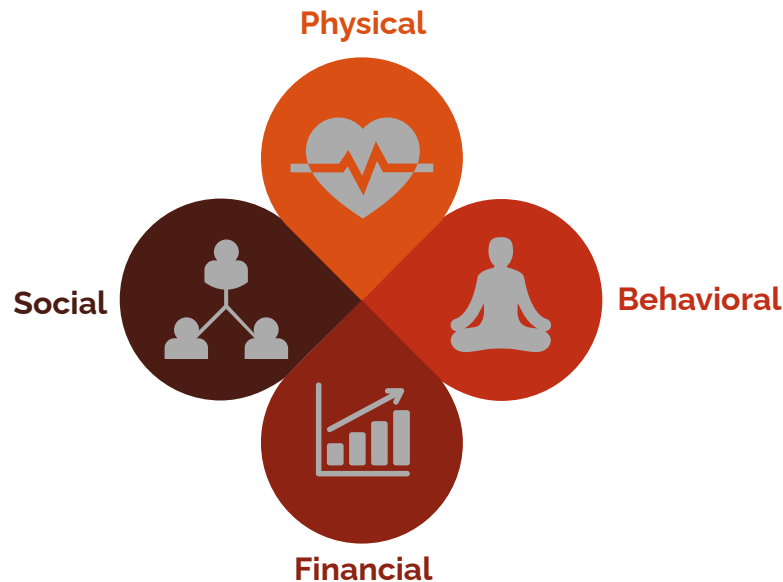
Foster workplaces that support the well-being of our colleagues and enable them to thrive

Our approach

The well-being of our colleagues is critical to our business and is a key component of our overall benefits strategy, as it has significant impact on talent attraction and retention, engagement and cultural adaptability. We aim to foster an environment in which colleagues are able to be proactive in their own well-being and develop mindsets and behaviors to support them in navigating challenging times. We also work to enable professional communities within our company to collaboratively support

each other's health and well-being. We seek to contribute to improved colleague perception of value through enhanced engagement and connectivity to the company. Finally, we use a multi-pronged communications strategy to raise awareness and understanding of company-provided well-being programs.

In 2020 we rolled out our Global Well-being Framework to all our zones, establishing four pillars of well-being: physical, behavioral, financial and social. The framework and its pillars underscore the recognition that our people grow and thrive in an environment where they are challenged to be their best selves, empowered to make decisions and feel truly cared for and invested in by the company.



Domestic Violence Leave Policy

In order to raise awareness of the impacts of domestic violence in the workplace and provide support for the well-being of our colleagues, we launched a Global Domestic Violence Leave Policy. This policy enables our colleagues to confidentially speak up and seek support when experiencing or recovering from domestic violence by providing support where possible such as temporary adjustments to work tasks, flexible working hours, up to 10 days of paid leave and referrals to specialists and counseling.

Our zones have been rolling out this standard locally in support of those impacted by domestic violence, and they are doing so in a way that is bringing awareness to this devastating issue both internally and externally. In South Africa, Carling Black Label has been committed to equipping, inspiring and mobilizing men to stand against gender-based violence since 2017 with the #NoExcuse Movement. In China, our team launched the internal campaign #BreaktheSilence to raise awareness of the Global Domestic Violence Standard and to share an information booklet, *The Silent Pandemic*, covering local facts on the issue along with common myth busters. In Chile, Paraguay and Bolivia, 90% of teams participated in training on domestic violence that provided information including myths and facts about domestic violence and how to help victims, as well as information on the prevention and assistance line for colleagues. Additionally, Bolivia partnered with Pro Mujer (a nonprofit development organization that provides financial inclusion, health and education programs to women) to launch the country's first contact center hotline to support women in violent situations.



Colleague well-being in India during COVID-19

India went into lockdown due to COVID-19 in March 2020, forcing all our colleagues there to work from home. Feedback gathered from our colleagues revealed feelings of fear, uncertainty about the future, high levels of stress from having to manage both work and childcare and challenges in maintaining a healthy work-life balance. To help address these issues, our global shared services team based in India used the Global Well-Being Framework to develop and implement a plan of action with the following components:

1. Providing colleagues coverage for COVID-19 treatment and testing, increased COVID-19 leave allowance and ergonomic furniture for home offices
2. Making colleagues aware of these benefits through increased communications and engagement
3. Getting colleagues involved through working from home pledges to better manage work-life balance and various virtual events
4. Allowing colleagues to lead virtual well-being sessions and team fitness challenges

Following implementation of this plan, our colleagues reported feeling better supported by the company, a better ability to live a healthy lifestyle, increased trust in leadership and more positivity for the future.

Our progress & lessons learned

Throughout the year, we worked with each zone to begin implementing the Global Well-being Framework, sharing tools to help our teams introduce and incorporate the framework into local policies and initiatives. We have implemented the framework through workshops and the development of a global toolkit and video, as well as regular monthly calls with a representative from each zone to share best practice examples and discuss the global well-being calendar that was developed to focus on various shared topics throughout the year.

While the development of the framework began prior to COVID-19, the timing of its rollout and implementation has come at a crucial time, as colleagues across the globe have faced challenges and uncertainty from both professional and personal perspectives. We were able to leverage the framework, as well as insights provided through the pulse surveys mentioned in the previous section, to roll out new policies and resources to support colleagues working from home or returning to work safely and coping with the broader impacts of the pandemic.



Looking forward

We will continue to monitor feedback through our well-being index within the engagement survey, create action plans accordingly and continuously develop the framework pillars and programs globally. Longer-term, we aim to foster greater cross-functional collaboration between our People team and other teams across the company to further integrate the Global Well-being Framework and enhance its impact.





OUR PEOPLE

Workplace Safety

GRI 403-1, 403-3, 403-4, 403-5, 403-7, 403-9

Our ambition

Embedding a culture of safety throughout our value chain

Our approach

The health and safety of our colleagues is our number one priority. We are committed to training our colleagues to make the right choices for safety at all times, for themselves and for others. Whether brewing or delivering our products, operating machinery, driving for work in any vehicle or commuting, safety always comes first.

We work vigorously to achieve high standards of health and safety in our offices, breweries, facilities and throughout our value chain by engaging teams to build an independent safety culture through trainings, workshops and coaching sessions. We have rolled out new safety initiatives in 2020 that include a global electrical safety program, violence prevention programs and road safety programs, while also ensuring sustainable implementation of already established safety programs. Safety metrics are cascaded and monitored globally through our supply and logistics safety management systems.

While the safety and well-being of our colleagues has always been a priority, our focus became even more relevant during the COVID-19 pandemic. We have implemented precautionary measures so that working environments meet

or exceed guidelines from the WHO and local governments. We evaluate best practices and have created protocols around personal protective equipment, testing, social distancing, temperature checks and cleaning requirements, then cascaded the approach across our zones. Led by our global and zone safety teams, we pivoted our usual in-person safety trainings and site visits to virtual visits and audits to continue supporting our teams as they work to promote safe workplaces.

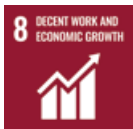
We also look to how we can better leverage technology to help keep our people safe. We have piloted and are scaling up a forklift-pedestrian collision prevention system and telemetry on our trucks. We have also started utilizing artificial intelligence to increase safety in our breweries and warehouses, leveraging existing facility infrastructure such as cameras to add a layer of intelligence that will support safety hazards awareness.



Return to Workplace

As we face the challenge of COVID-19, we are committed to putting our people first and returning to work the right way—with safety first and foremost. At the outset of the pandemic, we created a cross-functional Global Return to Workplace team that worked across zones to allow for the safe and effective reopening of our office environments, breweries, distribution centers and other facilities (where permissible), while staying true to our commitment to put our people first. As a group, we established global guidelines for returning to the workplace, taking into account guidance from local governments and health departments. These guidelines included office capacity limits, provisions of protective equipment, trainings to follow safety procedures when on site, guidance on business and personal travel and access to resources on topics related to well-being and mental health. We recognize that during 2020, the pandemic impacted our workforce in different ways and our people have had different needs and concerns. We have therefore adopted flexible work options when possible in response to the changing and varied local circumstances.

Our teams continue to work closely across the world to support our people as they return to work. Each location is taking site-specific actions, creating guidelines and communications on how colleagues can return to their workplaces safely, and we remain committed to a safe and flexible return to work plan.





Future Fleets: Truck of the Future Initiative

With a fleet and colleagues on the road around the world, road safety continues to be a priority for our company. To help overcome large vehicle design problems that cause driver visibility issues and result in preventable injuries and loss of life, we are partnering with Together For Safer Roads, PepsiCo and Republic Services to launch the Future Fleets: Truck of the Future Initiative. This project will identify and test innovative and cost-effective solutions to eliminate collisions between large vehicle operators and other road users. Driver visibility has been identified as a high priority for the group to address, for which we will seek to partner with innovative startups that have commercially viable emerging technology for key factors such as truck design, improved operating systems and better infrastructure.

Workplace safety metrics

	2020	2019
Lost Time Injuries (LTIs)		
Supply Employees	68 [Ⓐ]	98 [Ⓐ]
Second Tier/Sales Employees	125 [Ⓐ]	208 [Ⓐ]
Contractors (All)	110	262
Total Recordable Injuries (TRIs)		
Supply Employees (Own)	259 [Ⓐ]	315 [Ⓐ]
Second Tier/Sales Employees	729	1 177
Fatalities*		
Supply Employees	0 [Ⓐ]	1 [Ⓐ]
Second Tier/Sales Employees	4 [Ⓐ]	1 [Ⓐ]
Contractors (All)	3 [Ⓐ]	5 [Ⓐ]

[Ⓐ] Assured Metric
(please refer to External Assurance Report on page 59)

Fatalities data do not include commuting and community related fatalities as per AB InBev's reporting definitions. The table also does not include road fatalities of contractors which are fully managed by the contracted firm/company.

Lost Time Injuries (LTIs)
Occupational injury resulting in more than one-day absence from work.

Total Recordable Injuries
LTIs + modified duty injuries + medical treatment injuries.

Supply Employees
Brewery and manufacturing facility employees, including first-tier logistics.

Second Tier/Sales Employees
Second-tier logistics, sales, zone and global corporate employees.

Commuting Fatality
An incident that occurs while coming to work or going home resulting in a fatality to our employee(s).

Community Fatalities
Fatalities that occur to people outside of our operation in the course of doing business.

Assessing our metrics

In 2020 we observed a 47% reduction in Lost Time Injuries (LTIs). These changes can be attributed to our continued focus on rolling out safety initiatives and the impact of COVID-19 in some countries.

We are continuing our programs to prevent Serious Injuries and Fatalities and have reached a milestone of one year without fatalities inside of our facilities. We regret to report 7 occupational fatalities, of which four relate to road-safety and three were the result of random criminal acts against our employees while performing their work off site.

Looking forward

As we look to 2021 and beyond, we will continue our commitment to preventing serious injuries and fatalities and further building a culture of safety across our entire business.



"We believe that multi-stakeholder approaches are key to tackling road safety effectively. The inclusion of our technology incubator in [the Future Fleets: Truck of the Future Initiative] allows us to solve big business challenges with innovation and creativity, all while contributing to the United Nations Sustainable Development Goals and fostering safe communities globally."

Joshua Girard
Global Director of Safety, AB InBev



OUR VALUE CHAIN

Human Rights across our value chain

GRI 102-12, 102-13, 102-43, 412-1, 412-2

Our ambition

Respecting human rights in our operations and across our value chain

Our approach

We believe that respecting human rights is fundamental to creating healthy, thriving communities, as reflected in the United Nations Guiding Principles on Business and Human Rights.

Through our work on human rights, we have learned that human rights cannot be the responsibility of just one function within the business. It must be a shared focus across global, zone and local teams and functions. Recognizing the value and importance of bringing our teams together, we have developed a cross-functional approach to human rights due diligence that brings together colleagues from our Corporate Affairs, Legal, Supply, People, Procurement, Sales and Marketing functions to enable us to identify and address actual and potential human rights impacts throughout our value chain. Based on the outcomes of these due diligence workshops, action plans are developed and signed-off by the respective Zone Compliance Committee to

provide senior level oversight. To further support this cross-functional approach to human rights, we identified the need for a global Human Rights Steering Committee, made up of cross-functional senior leadership, that we are putting in place in 2021. The Committee will provide strategic direction and enhance the level of visibility of our progress on human rights throughout the business and value chain.

Building internal capacity is a key aspect of our approach to support greater cross-functional engagement on human rights and takes place through a range of engagements and trainings. In 2019, we joined the Shift Business Learning Program, which provides us strategic support and guidance on how to embed the UN Guiding Principles within our business and helps us build the capacity of teams working more directly on human rights. We also have developed digital learning modules that are aimed at increasing awareness and understanding of human rights and responsible sourcing. The modules explain the UN Guiding Principles for Business and Human Rights, why they are relevant to our company and the ways teams can help support their implementation. The training has been developed for leadership across the business as well as our Procurement teams and will be rolled out in 2021.

As we make progress on identifying potential human rights impacts across our business and value chains, we know that we also need to deepen our understanding of the issues within specific contexts. To support this, we routinely engage with stakeholders including NGOs, academic

institutions and local communities to understand and benefit from their perspectives on human rights in brewing value chains. During 2020, we engaged with industry experts Verité, Partner Africa, Landesa and Oxfam GB to support us in understanding issues and developing tools. We are a longstanding member of AIM-Progress, a global forum that aims to enable and promote responsible sourcing practices, and a founding member of the Centre for Sports and Human Rights.



Responsible sourcing & farm safety in North America

We know that safety is a challenge on farms and farmers are often exposed to risk. In the US, agriculture is one of the most hazardous industries. We believe our role is not only providing agronomic support. We must also work to help keep farmers and their families safe. Our US team has developed a farm safety program for our US barley, hops and rice farmers, starting off with a mapping of the legal safety requirements for farms in each state where we source. This mapping exercise has provided our team with a more detailed understanding of what farmers need to know and was an important input for our Farm Safety Checklist. The Checklist guides farmers through potential risks and the measures that should be in place to address any gaps. For more specific guidance on key safety themes, our team has provided farmers with safety training videos, safety posters and a periodic farm safety newsletter. We look to leverage this approach as a best practice as we work to roll out similar safety programs across our sourcing regions in other countries.



"The majority of our farmers are family owned and operated. They are partners in our communities as well as our business partners. We see them everyday. Their safety and the safety of their families and employees are very important to us. This project is a great opportunity to provide support to all our farmers to improve their safety on the farm. This will help build a long-term partnership between our farmers and AB InBev."

Jan Adamson
North America Agronomist, AB InBev



Renewable energy & land rights

We believe our goal to reach 100% purchased renewable electricity is a transformational goal that will also bring additional benefits to local communities. As we make investments into renewable energy projects, we recognize that there can be impacts for communities related to land use. As the renewable energy sector grows and pressure on land for food production increases, we are working to help protect the rights of communities around land use. We are partnering with global NGO and land rights expert Landesa to understand the land rights risks in our markets and develop a due diligence approach. To date, this approach has been piloted in Uganda, El Salvador and Honduras. We use this process to engage with our project partners to understand what steps they have taken to resolve any community issues and how they have changed their processes based on their findings.

We continually evolve and strengthen our approach to respecting human rights, learning from our experience and the guidance of stakeholders. An example of this commitment is a situation in one of our operations in India that was successfully and amicably resolved through our voluntary participation in mediation in compliance with guidelines from the Organisation for Economic Co-operation and Development (OECD). We encourage people to raise any concerns to us using our Compliance Helpline which forms our grievance mechanism.



Read more about our mediation case



Compliance Helpline



“Since 2019, Shift has worked with AB InBev through our Business Learning Program to develop internal capacity to help identify human rights risks – both at the global level and within specific markets. It has been important for the company to construct a risk identification model that is not only adapted to the particular corporate culture and pace, but also draws context-specific issues, challenges and opportunities into the broader thinking.”

David Kovick
Senior Advisor, Shift



Our progress & lessons learned

In 2019 we updated our Human Rights Policy to strengthen and clarify our principles around harassment and discrimination and more clearly set out our non-retaliation policy for those who raise grievances in good faith. In 2020 we updated our Responsible Sourcing Policy to reflect these changes and provide consistency between our policies.

We also made progress in rolling out our Human Rights Due Diligence Model in two additional countries, Uganda and Nigeria. To enable participation across our teams and support the safety of participants, we adapted our in-person workshop to a remote five-week program that enabled colleagues to take part and respected the challenges of remote working. Both teams have developed action plan and expect to begin implementing them in 2021. We believe that with some further modifications to the timescales and the level of support provided throughout the process, this remote model can help us increase the speed of our due diligence rollout plans.

To increase awareness and build internal capacity around human rights, we developed online modules for human rights and responsible sourcing. We also developed an online training module focused on how human rights impacts can occur in partnership with the World Economic Forum, the International Organisation of Employers and Labyrinth Training.



Online training module for supply chain ethics

When we launched our 2025 Sustainability Goals in 2018, we positioned respect for human rights as underpinning our goals, recognizing that human rights would need to be embedded within our approach to environmental sustainability. We have

taken steps to better integrate human rights into our programs across Smart Agriculture, Water Stewardship, Circular Packaging and Climate Action. We know that farmers, particularly smallholder farmers, are at the forefront of impacts from climate change. We also know that the agricultural sector presents risks for human rights impacts. To identify the potential human rights impacts within our farming programs, we conducted baseline assessments in 2019. Based on the findings of the baseline assessments, our teams developed and are implementing action plans, which include farmer training, building partnerships and developing tools to support farmers.

As part of our work with the Sustainable Food Lab, we are embedding human rights within our impact framework to provide a more holistic view of our impact. Building on our progress with our direct farming programs, we held a human rights workshop with our team that oversees raw materials procurement to identify key risks and design our approach to human rights within our third-party raw material sourcing.

Looking forward

In 2020, a people-first approach was as important as ever. As we continue to respect human rights across our value chain, we will seek out new partnerships with NGOs, academic bodies and governments as well as our peers to scale our approach and drive lasting impact.

As the world focuses on building back and recovering socially and economically from the COVID-19 pandemic, we recognize that as we work to build resilient communities we must put respect for human rights first and further our understanding of the opportunities related to human rights and economic empowerment in a fair and inclusive recovery.



OUR VALUE CHAIN

Entrepreneurship

GRI 413-1

Our ambition

Empowering small businesses and entrepreneurs across our value chain to help promote their success

38,000

women retailers empowered

465,600

retailers with access to digital tools through Tienda Cerca

25 million USD

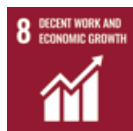
in loans granted to small businesses in Mexico & Peru

30 million USD

value of supplier expansion projects supported through SAB Accelerator Program

15,000+

smallholder farmers in 2020, of which 76% are Skilled, 49% are Connected and 47% are Financially Empowered



Building on the legacy of our founders, our company has embodied the entrepreneurial spirit and principle of never being fully satisfied with our results, pushing the boundaries to deliver to our consumers the best beer experiences in the world. We recognize that it is incumbent upon us to support our own entrepreneurial spirit as well as to support and invest in local enterprises across our value chain. We rely on the products and services of millions of small businesses including farmers, suppliers, retailers, startups and recycling collectors. We know that to sustain our business and build inclusive, thriving communities, we have a role to play in supporting their development and growth by providing skills training, mentorship, opportunities to scale and access to needed resources like digital tools, financing and other critical inputs.

Retailers

Globally, we work with over 4.5 million small retailers. Like us, they are closely connected to their communities and often provide access to essential products and services; they also create places that help bring people together. We understand the challenges small businesses can face in accessing financial services, business skills development and the inputs needed to maintain and upgrade stores. Our programs work closely with retailers, using diagnostic tools to understand strengths and opportunities for development. Our teams then work with retailers to create a tailored training plan based

on core themes, including financial management, people management, planning and operations, including smart drinking as a key theme throughout our training programs. The training is delivered through a combination of in-person and digital platforms. Our Z-Tech team focuses on creating digital tools and financial partnerships that meet the needs of our small- and medium-sized retailers.

Our entrepreneurship programs are building in scale and have been a source of vital support for many small businesses during COVID-19. For instance, our Middle Americas team has made a bold commitment to empower 80,000 women-owned small retailers in Colombia, Peru and Ecuador. In 2020 6,870 retailers graduated from our programs and to date we have empowered over 38,000 women retailers.

During 2020, our teams adapted our delivery models so that retailers could continue accessing essential training and included new modules to help them prepare for COVID-19, maintaining their safety and the safety of their customers. As retailers and consumers turned to online marketplaces during the pandemic, our teams provided access to digital solutions to support the transition. For example, to



"I see it as a boost for my business. Of course I would recommend it. It is a great tool for small and medium businesses. With this support, you get a lot of help!"

Mario Ávila
Owner of the retail shop Abarrotes Katia in Mexico City, who obtained a loan through Tienda Pago



Empowering small retailers through digital tools

We understand the role that technology can play in catalyzing the growth of small- and medium-sized businesses. Z-Tech is our global technology and innovation hub that focuses on the development of digital solutions that enable small and medium retailers to enter the digital economy through technology platforms, including the online marketplace and access to financial tools. In 2020, we expanded our activities to offer our tools to more than 30,000 retailers in Latin America. This came at a critical time for small and medium retailers as COVID-19 forced many retailers to move substantial parts of their activities to digital environments.

Because of the high rates of unbanked retailers in emerging countries and their difficulties to get access to fair credit and financial services, Z-Tech partnered with fintech companies to offer credit to small- and medium-sized businesses in Mexico, Peru, Colombia and Brazil. For example, our fintech partner Tienda Pago granted loans of more than 25 million USD to our retailers in Mexico and Peru.



adapt to the new landscape in the US, we partnered with Drizly and Training for Intervention Procedures to launch a partnership to promote the responsible delivery of alcohol and prevent sales to underage and intoxicated customers.

Suppliers

Small- and medium-sized businesses are important in the communities where we work and contribute significantly to employment. We also recognize the innovation that comes from many small businesses. Our supplier development programs have been designed to support different groups of suppliers in our supply chain, and we have adapted our programs to their local context and their needs. Our supplier development teams support both large and small businesses. We have worked to adapt the tools we use in our own operations to support improvements in productivity and efficiency for smaller businesses that can be used at scale.

For our small suppliers, we use a diagnostic assessment which then informs training plans for suppliers.

To encourage greater participation of small suppliers in these programs, we hosted three supplier engagement days in Brazil and Mexico. During these events, we invited small businesses from around our breweries to meet our teams, learn about our business and how we work with suppliers and look for potential opportunities to work together. In Brazil, we have created a supplier platform that provides digital training on topics including financial management, people management and operational management. The platform is free and available for any small business to access. In Middle Americas, we partnered with the Tecnológico de Monterrey to develop an online training that was rolled out in Mexico, Peru, Ecuador and Colombia in April 2020.



“We strongly believe that this partnership brings great benefits for both parties; these small businesses are the engine that supports our economy and provide vital incomes to many families in Latin America. Therefore, while investing in these small businesses we can create new employment opportunities, promote healthy cash flows, improve competition culture, as well as the quality of products and services.”

Daniel Moska
Liaison Director of Mexico City and Southern Region, Tecnológico de Monterrey



The South African Breweries SAB Accelerator Program

The South African Breweries SAB Accelerator Program, which focuses on Black owned supplier development, brings together a series of programs to help our suppliers professionalize and grow their business. The first step is a diagnostic – a detailed, investigative process into both business and technical areas to understand the company performance in the context of the current macroeconomic landscape and identify gaps to develop improvement plans and build capabilities. Suppliers then agree to a development plan and move into our Catalyst or Amplify Coaching programs to support implementation. Catalyst is delivered through a workshop approach and covers topics such as marketing, sales, finance and operations management. Our Amplify Program is for high potential businesses and covers specialized topics delivered on a one-to-one basis. Our teams engage the business throughout the process and regularly monitor progress to identify further support needs.

Once coaching is completed, the business owner is provided with a summary report capturing the gaps identified and improvements delivered through the coaching program. The program undertakes tracking and monitoring initiatives to follow the growth progress of the businesses and may provide additional ad hoc support if required. Additional support that may be provided includes funding application support, mentorship from experts and market access through referrals and the Market Access Platform. During 2020, the SAB Accelerator assisted five suppliers in the development of factory expansion projects, collectively valued at more than 30 million USD.



Crop insurance in Uganda

Many farmers in Uganda face increased risk related to climate change, and crop insurance options are often limited or non-existent. Through our 100+ Accelerator, we are partnering with startup OKO to provide a weather index crop insurance directly to smallholder barley farmers in the Mount Elgon region of the country. As a part of the pilot, local agents from OKO register farmers and provide training to help farmers assess how insurance can help improve the resilience of their farming operations from weather events like flooding or drought. In 2020, of the 68 farmers who participated in the pilot, 26 received a payout because of excess rain. The payout amounted to approximately 3,400 USD, accounting for 9% of the total value insured during the pilot. With improved income security insurance like this provides, farmers can build resilience and continue growing their business in the face of adverse weather due to climate change.

Farmers

Of the more than 20,000 farmers we work with globally, more than two-thirds are smallholder farmers, which in many geographies means they farm less than one hectare (or 2.47 acres) of land. These farmers historically were only able to work enough land to meet their basic needs. However, with greater access to technology, resources, agricultural support and formal markets, smallholder farms are now more productive and becoming more profitable. Through local sourcing and as a part of our Smart Affordability strategy to produce local beers like Eagle Lager in Zambia or Magnifica in Brazil with alternative starch sources, we are creating formal markets and new sources of income for crops like cassava and sorghum that have historically been grown as subsistence crops. As part of our Smart Agriculture Goal to Skill, Connect and Financially Empower farmers in our value chain, we are leveraging our agronomy teams as well as partnerships and innovation to help improve farmer productivity and profitability and to secure greater access to formal markets to help sell their crops.

In 2020, we continued to grow our partnership with BanQu, the blockchain-enabled startup that was a part of our first 100+ Accelerator cohort in 2019, by scaling reach and increasing capabilities in markets like Zambia and Uganda where the platform has been operating for several crop

seasons while also rolling out the platform to our smallholder programs in Tanzania and Brazil. Through distributed ledger, the platform gives us better visibility of farmers in our supply chain and gives farmers greater security in the delivery and payment process, while also creating an economic identity for them that will allow for greater access to formal financial services. We understand that there is an opportunity to expand the impact of this initiative by improving the local digital and financial ecosystems, and we also know that this is not something we can do alone. As discussed on page 20, we continue to explore partnerships and engage in multi-stakeholder initiatives to develop innovative solutions that can address systemic challenges in smallholder farming communities.

Knowing that smallholder farmers would be more vulnerable to the potential market shocks and closures due to the COVID-19 pandemic, our teams understood the importance of keeping programs running so that farmers had access to needed inputs and support as well as reliable markets to sell their crop. To further strengthen

the approach of the teams, we worked with international development nonprofit TechnoServe to assess how our smallholder supply chains had been impacted by the virus and the ability of our programs to respond to these challenges. Through this work, we have highlighted best practices where our teams have quickly and pragmatically responded to meet the needs of farmers at critical points in the production cycle.



“Through its long-standing relationships with farmers in its supply chain, AB InBev has been uniquely positioned to build upon its farmer networks as we work to reach those who are struggling during the pandemic.”

Julian Wassenaar
Director of Strategic Initiatives, TechnoServe



“Our way of farming in the past was farming just enough for us to eat and maybe buy soap. But now with Zambian Breweries we have started farming hectares (10,000 sq/m). If farming develops, our well-being will develop.”

Patrick Chama
Cassava farmer in Kasama, Zambia





Recycling Collectors

Millions of people make their living from waste collection and recycling, and 65% of these people working as recycling, collectors provide crucial income for households. We are involved in recycling programs across our markets, and we recognize the vital contribution of recycling collectors in many countries and particularly the role of women within these supply chains. We have developed projects that integrate collectors, small and medium enterprises and cooperatives to increase collection efficiency, improve the livelihoods of recycling collectors and work towards our Circular Packaging Goal. Through different programs across our zones, we look to partnerships and innovation to work with formal and informal recycling collectors. To help us to understand the impacts affecting recycling collectors and guide the identification of effective solutions, we worked with Oxfam GB to create an impact framework and toolkit that will be piloted in 2021.

Following the pilots in our agriculture programs, we also have introduced BanQu into our recycling collectors programs in Zambia and Colombia. The technology provides transparency into transactions, enabling us to verify that collectors receive a fair price for the bottles and materials they collect and building our understanding of those working within our value chain.



“Besides improving the livelihood of the waste picking community, we make partnerships to fulfill strategies with the purpose of contributing to the protection and preservation of the environment.”

Adriana Castro
Recycling Collector in Bogota, Colombia



“We were very pleased to create the Toolkit to help AB InBev improve livelihoods for vulnerable recyclers in their supply chain. We watch with interest to see how the AB InBev zone teams implement it over the coming months, and capture the impact of their programs.”

Dave Hillyard
Director of Funding and Strategic Partnerships,
Oxfam GB



Return Home: Circular Packaging

Every day in Colombia we sell one million bottles. To rescue one-way bottles and give them a second life in our bottling lines, we launched the Return Home project in 2020 in Bogota to connect recycling collectors and cooperatives with restaurants and bars around the city. Working with Nomo, one of our 100+ Accelerator startups, Return Home helps create collection routes that provide regular pick-up service for bars and restaurants, cutting down the need to store bottles. At the same time, it incentivizes collectors through a price premium with the ambition of improving their livelihoods. Knowing that we needed to confirm that the premium reached the collectors, we partnered with BanQu, another 100+ Accelerator startup that uses non-crypto blockchain technology to increase visibility of some of the most vulnerable people in global supply chains. Using BanQu, we were able to see that the premiums were being paid to collectors and gained insights into how the collectors worked and the challenges they faced. Through our work with Nomo and BanQu, we now know that over 40% of collectors in our project are women and that nearly 70% of those are single head of household. We also learned that over 80% of collectors are using manual carts that impact their physical health.

Return Home and Nomo have helped to dignify the work of recycling collectors by improving incomes and providing uniforms and personal protective equipment. Through BanQu, the recycling collectors are provided a financial history and added security of being part of our value chain. As a result, we have built trust with the cooperatives and collectors and have a greater understanding of the social and human rights impacts that exist, as we build further plans to help address them.



OUR COMMUNITIES

Disaster Response

Our approach

Every year, many communities around the world are affected by droughts, earthquakes, wildfires, floods and other natural disasters. The impact of disasters has been devastating, affecting billions of people and resulting in millions of casualties. Disasters are on the rise and this trend is set to continue, driven by urbanization, the degradation of natural ecosystems and climate change.

We believe we can play a positive role in building communities that are more resilient to disasters by working alongside government, civil society and other private sector organizations to reduce disaster risk and support response efforts whenever disasters occur.

13

countries supported with disaster response measures

6 million

liters of emergency drinking water provided



Our progress & lessons learned

In 2018 we worked with CARE, a world-leading humanitarian organization, to develop a Disaster Preparedness and Response Toolkit, conducted a baseline assessment of our capabilities and trained 15 business units across all our zones. This toolkit is now regularly shared with our teams as a best practice.

In 2020 we supported disaster relief efforts in 13 countries, including:

- In the US, we donated three million cans of emergency drinking water through our partnerships with the National Volunteer Fire Council and American Red Cross to support volunteer fire departments and communities impacted by natural disasters
- In Ecuador, we donated water and Pony Malta for emergency first responders during forest fires
- In Korea, we donated over 58,000 bottles of water to victims of typhoon-affected areas
- In Europe, we provided 80,000 face masks from our local supply to aid workers on the ground after the devastating port explosion occurred in Beirut
- In Colombia, our colleagues donated part of their salaries to help communities affected by Hurricane Iota; the resources will be used towards the re-establishment (or reopening) of stores in the local area to help the economic reactivation

Looking forward

Disasters and disaster risk are on the rise. We look forward to making our Disaster Preparedness and Response Toolkit more broadly accessible so that other private sector partners can find meaningful ways to contribute to the broader efforts to improve disaster resilience.

Donating water in Bolivia

In Bolivia, we produced canned sparkling water to help support firefighters, volunteers and communities who were working tirelessly to control and put out fires in the regions of Santa Cruz, Tarija and Sucre. More than 300,000 cans of water were donated and taken to the communities of Guarayos, San Matías, Concepción, Sucre and Tarija in five company trucks.



Supporting families after tropical storms in Honduras

In Honduras, our team worked in alliance with Fundación Coca-Cola to deliver 12,590 rations of food to vulnerable families affected by tropical storms Eta and Iota. Since the beginning of this emergency, we have helped several communities at the national level by supplying 550,000 liters of drinking water and donating 414,000 units of bagged and bottled water and 13,000 energy drinks.





OUR COMMUNITIES

Volunteering

Our approach

Volunteering is one of the best ways to bring people together for a better world. All around the world, our people are passionate about empowering communities. We encourage these efforts through volunteering initiatives that are often also open to our families, friends, partners and consumers.

16

countries with volunteering programs in place

12,000+

hours of volunteering provided by colleagues

Our progress & lessons learned

Our people are passionate about supporting their communities, which is evident in our volunteering programs that spanned 16 countries in 2020. We encourage these efforts with a Global Volunteering Policy that allows our colleagues to dedicate at least 16 work hours towards volunteering activities that benefit their communities.

One key program is Global Be(er) Responsible Day (GBRD), which engages our colleagues worldwide to promote awareness about smart drinking. Every year in September, we spread smart drinking messages to millions of consumers and engage with points of consumption, retailers and wholesalers. While our GBRD efforts are normally focused on in-person interactions, due to pandemic restrictions in 2020, we engaged our stakeholders through the digital sphere.

One of our most successful volunteering programs to date is VOA, a program in Brazil in which our colleagues volunteer their time and knowledge



to help drive the success of purpose-driven organizations. To increase our impact, we expanded the VOA program to Chile in 2020.

Additionally, our Bavaria brand relaunched its #MeUno volunteering platform in Colombia in 2020 to respond to the onset of COVID-19, tapping into more than 64,000 volunteers who are able to choose how to participate between donations, mentoring, providing cleaning supplies and other initiatives focused on benefiting Colombians in need. #MeUno is the largest volunteering network in the country.

Looking forward

We believe in the power of collaboration between government, civil society and the private sector to solve our world's biggest challenges. Moving forward we aim to further scale our successful volunteering programs to reach more people and create more impact.



Purpose-driven volunteering in Brazil

In Brazil we launched a skills-based corporate volunteering program called VOA in 2018. Through VOA, our colleagues can contribute their skills by working closely with NGOs, supporting them with mentoring and training focused around nine modules including strategy, people and management, communication, financial management and fundraising. We believe we have a role to play in helping to build the capacity of local NGOs, which are vital to create the enabling environment needed to achieve the UN SDGs and to realize our dream of bringing people together for a better world. Since the launch of VOA, we have engaged more than 330 nonprofits that work with over six million beneficiaries and have donated 12,000 hours of volunteering work.

During 2020, one of our colleagues António Bergson was a mentor for Mandaver, an NGO in Maceió in the state of Alagoas. During the mentorship, António and Mandaver's president Carlos Jorge worked together to develop new ways to raise funds that would support Mandaver's social impact initiatives, including the creation of a social currency. This partnership created learning opportunities for Mandaver and also for António, who was recognized in 2020 by our clients as the commercial manager with the best customer service in the state.





Responsible Business & Governance

GRI 102-12, 102-13, 102-16, 102-17, 102-18, 102-19, 102-20, 102-43, 103-2, 103-3, 403-1, 405-1

We have implemented governance mechanisms and global policies to adhere to the highest standards of business integrity and ethics and to embed our approach to sustainable development in the way we work from leadership through to all levels of our business.

Fostering Ethical Conduct

The Board of Directors and management of AB InBev are committed to promoting and maintaining the highest standards of ethical behavior and transparency. This guides everything that AB InBev does as an organization and serves as its foundation for building a company to last.

AB InBev has established ethical rules and internal codes and policies to reinforce this commitment. The Code of Business Conduct sets out the ethical standards to which all colleagues around the world are expected to adhere and provides governance for interactions with third parties. It requires colleagues to comply with all laws, disclose any relevant conflicts of interests, to act at all times in the best interests of the company and to conduct all dealings in an honest and ethical manner. It covers confidentiality of information, limits on the offering or acceptance of gifts or entertainment and the appropriate use of the company's property. The Code of Business Conduct includes policies which define colleagues' responsibilities and expected behavior, and includes the Global Anti-Corruption, Human Rights, Anti-Harassment and Anti-Discrimination and Conflict of Interest Policies. As an example, the Global Anti-Corruption Policy states that AB InBev's employees are strictly prohibited from, either directly or indirectly, giving, offering, promising, or authorizing anything of value, to anyone with the intent to exert improper

influence or inducement, secure an improper commercial advantage for the company, or serve as a reward for past improper conduct. AB InBev's Digital Ethics Policy also contains its data privacy compliance program.

In line with this commitment to integrity, AB InBev encourages its colleagues and third parties to speak up through a global whistle-blowing system. This system allows for a simple, secure, confidential and, if desired, anonymous manner to raise concerns or report actual or suspected violations of law or policies. The Company also uses technology and its BrewRIGHT analytics system to proactively monitor for risk and potential violations of policy.



- Global Code of Business Conduct
- Global Anti-Corruption Policy
- Supplier Anti-Corruption Policy
- Global Whistleblower Policy
- Global Human Rights Policy
- Global Anti-Harassment Anti-Discrimination Policy
- Responsible Drinking Policy
- Global Responsible Sourcing Policy
- Responsible Sourcing Principles for Farms



External recognition

We are proud of our Ethics and Compliance team's awards and recognitions from 2020:

- Our legal team won a Financial Times Innovative Lawyers award for Standout Innovation.
- Matt Galvin, Global VP of Ethics and Compliance, was recognized as a "Compliance Innovator of the Year" by Compliance Week, named a 2020 Innovation Award Winner in the New York Law Journal and was chosen to represent AB InBev in the Organization for Economic Corporation and Development (OECD) as the Vice Chair, Anti-Corruption Committee.
- Rodrigo Cunha, Global Director of Digital Ethics, was nominated in April for Global Investigations Review "40 under 40"—a listing of a leading young investigations specialists from around the world.
- Our Data Privacy Compliance Program was shortlisted in the "Excellence in Compliance Awards".





Sustainability

Governance

Global Sustainability team reports twice a year to the Finance Committee of the Board of Directors to review topics relating to supply chain security and sustainability.

We also have established a Sustainability Council led by our Chief Procurement and Sustainability Officer and is comprised of the Chief Legal & Corporate Affairs Officer, Chief Supply Officer, Chief Marketing Officer, Chief Finance Officer and Chief People Officer. The Sustainability Council meets monthly to oversee the achievement of our goals and to progress our broader sustainability strategy. Bi-monthly updates are provided to the CEO.

External Engagement

We consult regularly with an external group of experts as environmental advisors, as well as other key NGOs, to bring in a diverse perspective and to advise on decision making, target setting and program strategies and implementation across the four pillars of our Sustainability Goals. Additionally, we leverage CDP to manage our climate and water governance.

To continue strengthening a collaborative approach to sustainable development, we engage in industry associations and organizations such as the World Business Council for Sustainable Development (WBCSD), the World Economic Forum (WEF), the Beverage Industry Environmental Roundtable (BIER), AIM-Progress, BSR, the Climate Group, RE100, the 2030 Water Resources Group and Sustainable Food Lab as well as other regional and sector-specific associations.

Remuneration linked to Sustainability

Sustainability-related targets tied to annual variable compensation are cascaded from the highest level of our company to all operating units. In 2020, over 500 colleagues across different zones and functions carried annual targets set against the achievement of the 2025 Sustainability Goals.

Smart Drinking

The AB InBev Foundation has two groups of external advisors who bring expertise and perspective to our programs. Each group has its own set of objectives that, together, promote that the Foundation and the work it supports are conducted objectively, transparently and effectively and are held to the highest and most rigorous scientific and ethical standards.

Technical Advisory Group

Comprised of experts in alcohol science, health communication, measurement and evaluation and related areas, the Technical Advisory Group (TAG) helps the Foundation develop work that is evidence based, follows the highest ethical standards and is conducted transparently. Members of the TAG offer the Foundation technical and scientific guidance in its efforts to reduce harmful consumption of alcohol.

Scientific Partners Taskforce

The Scientific Partners Task Force (SPTF) is comprised of academic and research consultants as well as community organizations that the Foundation contracts with to meet the objective of reducing the harmful consumption of alcohol in the six City Pilots around the world. The SPTF was created to advance program implementation and the science and to foster cohesion, coordination, collaboration and sharing of information, learnings and best practices among its members.

In addition to these two groups of external advisors, we have established an internal Global Smart Drinking Community of Practice that is used to share best practices and lessons learned.

Responsible Marketing & Communications

As a leading global brewer, we take great pride in producing and marketing our beers with quality and care. Our Responsible Marketing and Communications Code helps us to develop communications that are honest, truthful, in keeping with contemporary standards of good taste and sensitive to cultural differences between markets. Compliance with the Code is mandatory for all of our marketing, sales, promotion and communications efforts and includes both traditional, as well as digital media.



Responsible Marketing & Communications Code

Diversity & Inclusion

The company strives to make AB InBev a community where everyone feels included and respected. The company believes that a diverse team improves the quality of decision making, and ultimately improves overall performance.

Diversity and inclusion (D&I) is a global priority for AB InBev's SLT, as they are important enablers of the success of the company and its people. In 2020 AB InBev launched a Global Diversity & Inclusion Council that is chaired by the CEO and includes a diverse group of representative leaders from zones and functions. The Council is dedicated to collaborating on high impact decisions and championing D&I at the highest levels of the organization.

The company believes that its greatest strength is its diverse team of people and that its people should feel comfortable being their authentic selves at work every day, regardless of their personal characteristics or social identities, such as race and ethnicity,

nationality, gender, identity, sexual orientation, age, abilities, socioeconomic status, religion or others. A diverse and inclusive workforce better enables the company to understand its equally diverse consumers and stakeholders. This has resulted in AB InBev's decision to launch a new Global Diversity & Inclusion policy in November 2018 as part of the company's Global Code of Business Conduct. The Global Diversity & Inclusion policy provides additional guidelines for cultivating and maintaining a diverse and inclusive culture. In addition, we launched our first Global Parental Policy in 2018 and updated our Global Policies on Anti-Harassment, Anti-Discrimination and Human Rights in 2019.

While all of the company's geographic zones are covered under the global policy, in order to acknowledge that there is no one-size-fits-all approach to diversity and inclusion, each of the zones has the flexibility to adapt the policy locally to include more information relevant to their local markets. We measure colleague sentiment about diversity and inclusion in the company's annual engagement survey.

AB InBev is proud to have an employee base of 121 nationalities across the business, with 30 nationalities represented on the SLT and the senior management level below. There is one woman out of 18 members on the SLT (compared to one out of 17 last year) and a slight increase in women in the senior management level below compared to last year. AB InBev continues working to promote all aspects of diversity of its senior management team, with a focus on building a diverse talent pipeline, considering the respective skills, education, experience and background.

The process for nominating and selecting candidates for the Board of Directors is described in the Corporate Governance Charter of Anheuser-Busch InBev. The company aims to have a balanced and



diverse Board primarily considering, among other things, the respective skills, education, experience and background. Currently, five out of 15 Board members are women (same ratio as last year).



Global Diversity and Inclusion Policy

Internal Management System

Our internal management system Voyager Plant Optimization (VPO) provides standardized, quantified measures to consistently communicate and implement our business strategy across our global operations. VPO is the foundation for process optimization at our production facilities and was designed to drive efficiency through uniform processes, metrics and standards, targets, best practices sharing, roles and responsibilities and consistent reporting. It is our internal process for collecting and reporting information that influences and supports decision making across key aspects of the business, including our sustainability efforts. Used throughout AB InBev, VPO manages categories such as environment, water use, maintenance, quality, health and safety, people and logistics. Facilities that do not meet our global standards in any of these categories are flagged as having gaps in those processes and lose their internal certification. They are required to close any gaps by following a defined process to recover their certified status.



- Health & Safety Policy
- Global Environmental Policy

Public Policy

Like many businesses, we participate in the political process in various ways at all levels of government. This includes broad-based support of candidates and political organizations throughout the countries where we operate.

We also actively develop strong working relationships with public officials, emerging leaders and influential members of the communities where we live and work. In many cases, we work with outside consultants who are familiar with the legislative process, as well as the federal, state and local laws relevant to the company's business.

All our public policy expenditures and activities comply with relevant federal, state and local laws, as well as with our own approval processes. We focus our efforts on actions that reflect the best interests of our company, colleagues, shareholders and consumers, as well as the communities in which we do business.

Shareholder Communication

AB InBev is committed to creating value for its shareholders. The company encourages its shareholders to take an active interest in the company. In support of this objective, it provides quality information, in a timely fashion, through a variety of communication tools. These include annual reports, half-yearly reports, quarterly statements, financial results announcements, briefings and a section that is dedicated to investors on the AB InBev website.

AB InBev recognizes that a commitment to disclosure builds trust and confidence with shareholders and the public in general. The company adopted a Disclosure Manual to demonstrate its commitment to best practices in transparency. This manual facilitates consistent and timely disclosure of company activities.



More information for investors

Anheuser-Busch InBev is a company incorporated under Belgian law with a primary listing on Euronext Brussels (Euronext: ABI) and with secondary listings on the Mexico Stock Exchange (MEXBOL: ANB) and the Johannesburg Stock Exchange (JSE: ANH) (ISIN: BE0974293251) and with American Depositary Shares ("ADS's") listed on the New York Stock Exchange. As a Belgian company with primary listing on Euronext Brussels, Anheuser-Busch InBev adheres to the principles and provisions of the 2020 Belgian Corporate Governance Code (www.corporategovernancecommittee.be) ("the Corporate Governance Code"), taking into account its specific status as a multinational group with secondary listings in Mexico and Johannesburg and with ADS's listed in New York.



The corporate governance practices of Anheuser-Busch InBev are reflected in our Corporate Governance Charter. The Charter is regularly updated.

For further information relating to our Corporate Governance, please see pages 57-89 of the 2020 Annual Report and the GRI Table on page 61 of this report.

External indices & ratings GRI 102-12

We are proud to have our efforts in sustainable development recognized by industry-leading rating and ranking agencies.



CDP:

Retained our place in CDP's Water A List and improved to Climate A List; selected as a CDP 2020 Supplier Engagement Leader, ranked among the top 7% assessed for supply chain engagement on climate change



MSCI:

Rated AA by MSCI ESG Research in 2020 for our performance on ESG issues



Fortune's Change the World:

Featured in Fortune's Change the World 2020 ranking for our work in supporting farmers in our global supply chain



Bloomberg Gender Equality Index:

Listed on the 2021 Bloomberg Gender Equality Index, which tracks the financial performance of public companies committed to disclosing their efforts to support gender equality through policy development, representation and transparency



Report Scope

GRI 102-4, 102-46, 102-48, 102-49, 102-50, 102-54, 102-56, 306-4

This report provides information about the progress towards our 2025 Sustainability Goals and Global Smart Drinking Goals and covers relevant and significant environmental, social and governance topics for the 2020 calendar year, complementing our 2020 Annual Report.

Alongside our environmental sustainability and Smart Drinking initiatives, information on Road Safety, Diversity & Inclusion, Employee Well-being, Employee Engagement, Workplace Safety, Human Rights, Value Chain Engagement, Community Engagement and Business Ethics can be found on pages 35-56 of this report. Additional information on volunteering and disaster response is also included in this report (pages 52-53). These sections are intended to provide updates to stakeholders, including investors, colleagues, governments, NGOs, customers and consumers in countries where we operate.

AB InBev prepared the 2020 AB InBev Environmental, Social & Governance Report (these chapters and website) using the Global Reporting Initiative's (GRI) Standards and the Sustainability Accounting Standards Board (SASB) Standards as guides. To help determine the content developed, a materiality assessment was conducted, which helped identify the key issues that are of most importance to our stakeholders and our company. Our materiality assessment, the GRI Index and the SASB Index for this year's report can be found on pages 6, 61 and 65 of this report, respectively.

Our 2025 Sustainability Goals and overall sustainability agenda align with several of the UN SDGs established by the United Nations in 2015. Activities throughout our operations and supply chain are aligned to the metrics that are considered the most material to our business and critical to our

stakeholders. We are focused on areas where we can make the most significant positive impact.

The data and stories presented in this report were gathered and verified with the assistance of content owners across all functions and geographic zones.

AB InBev has established processes for accurate and consistent reporting of Smart Drinking, 2025 Sustainability Goals and Safety performance data, as well as key performance indicators (KPIs). In the Assurance Report of the Independent Auditor (page 59) and in key places throughout the report (pages 8 and 45) we have identified which metrics have been externally assured by KPMG.

Environmental data from newly acquired operations are excluded from the running cycle. These facilities will be included in future reporting. Safety data is immediately tracked and monitored for all sites and included unless otherwise stated in text or footnotes. For all environmental and safety data, divestitures and closures are removed from the scope for the reporting year, but prior years are not adjusted.

End of year Incident data in this report is captured in mid-January of the following year and validated based on information from that point in time. Injuries may develop and change status based on further medical diagnosis, treatment and incident management. This is a consistent practice to enable accurate year-over-year data comparison of a single point in time. Subsequent changes to the injury classification in the years following the reporting year are not taken into account for current year's

reporting purposes nor in the comparative data of prior years.

Global goals on water, energy purchased and GHG emissions presented in this report, as well as KPIs such as energy usage, include AB InBev's wholly owned operations unless stated otherwise in text or footnotes. Energy usage and purchased excludes the energy exported to third parties and certain projects under construction. The excluded energy use and purchase does not reflect the amount of energy used in our beer brewing processes.

For 2020, renewable electricity is reported by two metrics: operational electricity and contracted electricity. Our primary strategy is to help fund new build renewable electricity projects, and as these can take time to build, we believe it is important to report both metrics. The contracted electricity metric tracks the commitments we have already made to our 100% renewable electricity goal, while our operational electricity measures our actual annual realization.

For recycled content calculation, a weighted average of recycled content is calculated based on purchases for each supplier and recycled content in the material. Our packaging goal applies to our primary packaging which represents more than 85% of our total packaging volume by weight globally, though our work in circularity extends to secondary packaging and post-consumer waste. For packaging that is not returnable—namely one-way glass bottles, aluminum cans and PET bottles—we are committed to reaching a minimum of 50% recycled



content. Data on recycled content percentage is provided by suppliers and tracked on a regular basis. Packaging purchases are derived from AB InBev's owned procurement system. In 2019 we started with suppliers' audits to further assess reliability of the recycled content data. This year, while we were not able to complete planned visits due to COVID-19, we were still able to engage with suppliers virtually, discussing their key performance indicators, measurements and main projects to enable improving recycled content. We were able to run several engagements across different zones and categories, and we collect data from our suppliers to calculate our recycled content progress. Our aim in 2021 is to be able to resume our suppliers' audits once our internal audit plan has been approved.

In the scope of our reported Sustainability Goals, both our beverage and vertical operations are included in addition to our Scope 3 emissions regarding information beyond our operations and that impact our supply chain with exception of the KPIs on energy and water usage and the KPI on Scope 1 and 2 emissions per hectoliter of production (in kg CO₂ /hl)", as the relative KPI regarding Scope 1 and 2 emissions also excludes vertical operations. For our beverage and vertical operations, including malting and packaging facilities, we use our VPO global management system. This data is reported annually to CDP. Specific data tables contain footnotes for additional data. Scope 3 emissions are estimated values based on a mix of own and third party data and total percentage follows the Science Based Target initiative, where at least 66% of emissions are to be included in target scope. Approximately 50% of Scope 3 data is own data and data provided by suppliers via CDP. CDP data is used to calculate supplier-based emissions of raw and packaging materials used in the manufacturing of beer. A hybrid approach, that has been validated by the

Science Based Target initiative and CDP is used, which entails a mix of own data, supplier data and market estimates. Scope 3 includes the following out of the 15 categories: Purchased Goods and Services, Upstream and Downstream Distribution, Use of Product (Product Cooling including on and off premise and excluding home cooling) and End of Life. Categories excluded include: Capital Goods, Waste generated in operations (more than 99% of waste generated is recycled), Business Travel, Employee Commuting, Upstream and Downstream leased assets, Processing of sold products, Franchises, Investments. These categories represent approximately less than 20% of total Scope 3 emissions.

This report contains forward-looking statements regarding estimations into the future. These generally include words and/ or phrases such as "will likely result", "aims to", "will continue", "is anticipated", "it is estimated", "anticipate", "estimate", "project", "result", "is predicted", "may", "might", "could", "believe", "expect", "plan", "potential", or other similar expressions. These statements are subject to uncertainties and are out of scope of assurance. Actual results may differ from those stated in this report due to, but not limited, impact to climate change, water stress, financial distress, negative publicity, our availability to hire and/or retain the best talent, emerging regulations and reputation of our brands, the ability to make acquisitions and/or divest divisions, access to capital, volatility in the stock market, exposure to litigation and other associated risks not mentioned as well as risks identified in our Form 20-F filed with the US Securities and Exchange Commission. Additional information about AB InBev's climate and water risks, management and performance of such is available through CDP.




Limited Assurance report of the Independent Auditor

To the readers of the Anheuser-Busch InBev 2020 AB InBev Environmental, Social & Governance Report

Introduction

We were engaged to provide limited assurance on the following information in the Anheuser-Busch InBev 2020 AB InBev Environmental, Social & Governance Report (hereafter ‘the Selected Information’) of Anheuser-Busch InBev SA/NV (hereafter ‘AB InBev’) based in Leuven, Belgium:

- Water Use by Hectoliter of Production and Total Water Use (page 8)
- Total Energy purchased and Energy purchased per Hectoliter of Production (page 8)
- Percentage of purchased (operational) electricity from renewable sources (page 8)
- Percentage of contracted electricity from renewable sources (page 8)
- Total Direct and Indirect GHG Emissions and GHG Emissions per Hectoliter of Production (page 8)
- Total GHG Emissions (Scope 1, 2 and 3 Emissions) and total GHG Emissions (scope 1, 2 and 3 Emissions) per Hectoliter of Production (page 8)
- Percentage of returnable primary packaging (page 8)
- Percentage of recycled content in primary packaging (page 8)
- Lost Time Injuries (LTI) – Supply Employees (own), Second Tier and Sales Employees (page 45)
- Total Recordable Injuries (TRI) – Supply Employees (own) (page 45)
- Fatalities (page 45)

The information reviewed as part of our limited assurance engagement has been indicated throughout the 2020 AB InBev Environmental, Social & Governance Report with the symbol .

Conclusion

Based on our procedures performed and evidence obtained, nothing has come to our attention that causes us to believe that the Selected Information is not prepared, in all material respects, in accordance with the applied reporting criteria as disclosed in the section ‘Report Scope’ on page 57 in the 2020 AB InBev Environmental, Social & Governance Report.

Basis for our conclusion

We have performed our review on the Selected Information in accordance with the International Standard on Assurance Engagements (ISAE) 3000: “Assurance Engagements other than Audits or Reviews of Historical Financial Information”, issued by the International Auditing and Assurance Standards Board.

This review engagement is aimed at obtaining a limited level of assurance. Our responsibilities under this standard are further described in the section ‘Our responsibilities for the review of the Selected Information’ of our report.

Our conclusion has been formed on the basis of, and is subject to, the matters outlined in this report.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Scope of the group review

AB InBev is the parent company of a group of entities. The Selected Information incorporates the consolidated information of this group of entities as disclosed in the section ‘Report Scope’ on page 57 in the 2020 AB InBev Environmental, Social & Governance Report.

Our group review procedures consisted of both review procedures at corporate (consolidated) level and at site level. Our selection of sites in scope of our review procedures is primarily based on the site’s individual contribution to the consolidated information. Furthermore, our selection of sites considered relevant reporting risks and geographical spread.

By performing our procedures at site level, together with additional procedures at corporate level, we have been able to obtain sufficient and appropriate evidence about the group’s reported information to provide a basis for our conclusion on the Selected Information.

Responsibilities of the Board of Directors for the Selected Information

The Board of Directors of AB InBev is responsible for the preparation of the Selected Information in accordance with the applied reporting criteria as described in the section ‘Report Scope’ on page 57 in the 2020 AB InBev Environmental, Social & Governance Report, including the identification of stakeholders and the definition of material matters. The choices made by the Board of Directors of AB InBev regarding the scope of the information

in the 2020 AB InBev Environmental, Social & Governance Report and the reporting policy are summarized in the section ‘Report Scope’ on page 57 in the 2020 AB InBev Environmental, Social & Governance Report.

The Board of Directors is also responsible for such internal control as the Board of Directors determines is necessary to enable the preparation of the Selected Information that is free from material misstatement, whether due to fraud or error.

Our responsibilities for the review of the Selected Information

Our responsibility is to carry out a limited assurance engagement and to express a conclusion based on the work performed. We conducted our engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000, Assurance Engagements other than Audits or Reviews of Historical Financial Information, issued by the International Auditing and Assurance Standards Board. That Standard requires that we plan and perform the engagement to obtain limited assurance about whether the Selected Information is free from material misstatement.

Procedures performed in an assurance engagement to obtain a limited level of assurance are aimed to determine the plausibility of information and are less extensive than a reasonable assurance engagement. The level of assurance obtained in limited assurance engagements is therefore substantially less than the level of assurance obtained in a reasonable assurance engagements.



Misstatements can arise from fraud or errors and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of the Selected Information. The materiality affects the nature, timing and extent of our review procedures and the evaluation of the effect of identified misstatements on our conclusion.

We apply the International Standard on Quality Control 1 and accordingly maintain a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

We have complied with the independence and other ethical requirements of the of the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)* (IESBA Code), which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

We have exercised professional judgement and have maintained professional scepticism throughout the review, in accordance with the International Standard on Assurance Engagements (ISAE) 3000, ethical requirements and independence requirements.

Procedures performed

Our limited assurance engagement on the Selected Information consists of making inquiries, primarily of persons responsible for the preparation of the Selected Information, and applying analytical and other evidence gathering procedures, as appropriate. These procedures included, among others:

- Identifying areas of the Selected Information where material misstatements are likely to arise, designing and performing limited assurance procedures responsive to those areas, and obtaining assurance evidence that is sufficient and appropriate to provide a basis for our conclusion;
- Developing an understanding of internal control relevant to the limited assurance engagement in order to design assurance procedures that are appropriate in the circumstances, but not for the purpose of expressing a conclusion on the effectiveness of the company's internal control;
- Evaluating the appropriateness of the reporting criteria used and their consistent application, including the reasonableness of estimates made by management and related disclosures to the Selected information;

- Interviewing relevant staff responsible for providing the information, for carrying out internal control procedures on the Selected Information and consolidating the data in the 2020 AB InBev Environmental, Social & Governance Report;
- Remote visits to seven production sites in South-Africa, Brazil, China, the United Kingdom, the United States of America (two sites) and Mexico aimed at, on a local level, validating source data and evaluating the design and implementation of internal control and validation procedures;
- Reviewing relevant internal and external documentation, on a limited test basis, in order to determine the reliability of the Selected Information;
- Preliminary and final analytical review procedures to confirm our understanding of trends in the Selected Information at site and corporate level.

Antwerp, 25 February 2021

KPMG Bedrijfsrevisoren - Réviseurs d'Entreprises

Mike Boonen

Partner



Tables

GRI Index

GRI 102-55

Disclosure number	Disclosure name	Source
GRI 102-1	Name of the organization	Anheuser-Busch InBev SA/NV
GRI 102-2	Activities, brands, products, and services	Annual report p. 7, 13-18 Our Brands https://www.ab-inbev.com/our-brands.html
GRI 102-3	Location of headquarters	Annual report p. 19-20 Anheuser-Busch InBev Global Headquarters Brouwerijplein,1 3000 Leuven Belgium
GRI 102-4	Location of operations	Annual report p. 19-20
GRI 102-5	Nature of ownership and legal form	Financial Report: management report Our shareholders https://www.ab-inbev.com/investors/corporate-governance/shareholder-structure.html
GRI 102-6	Markets served	Annual report p. 19-20
GRI 102-7	Scale of the organization	Annual report p. 7
GRI 102-8	Information on employees and other workers by gender, region, type of contract	Annual report p. 7, 45-46
GRI 102-9	Supply chain	Annual report p. 14, 19-20 Our Beers https://www.ab-inbev.com/our-brands/our-beers.html Passion for Beer https://www.ab-inbev.com/our-brands/passion-for-beer.html
GRI 102-10	Significant changes to the organization and its supply chain	Annual report p. 11-12
GRI 102-11	Precautionary Principle or approach	AB InBev applies precautionary approach by managing for risk related to all of our Tier 1 issues Environmental Policy https://www.ab-inbev.com/content/dam/universaltemplate/ab-inbev/Better%20World/ABI_Responsible_Environmental_Policy_2014.pdf Responsible Sourcing Policy https://www.ab-inbev.com/content/dam/universaltemplate/ab-inbev/Better%20World/Our%20Policies/Responsible%20Sourcing%20Policy.pdf
GRI 102-12	External initiatives	ESG report p. 5, 7, 10, 46 - Commitment to the UN Women's Empowerment Principles - Contribution to the UN Sustainability Goals (SDGs) - Support the World Health Organization (WHO) target of reducing the harmful use of alcohol - Signatory to the United Nations Global Compact - Committed to the principles and guidance contained in the UN Guiding Principles on Business and Human Rights
GRI 102-13	Membership of associations	ESG report p. 5, 7, 16-18, 23, 26, 46, 55
GRI 102-14	Statement from senior decision-maker	ESG report p. 3-4
GRI 102-15	Key impacts, risks, and opportunities	ESG report p. 6, 14



Disclosure number	Disclosure name	Source
GRI 102-16	Values, standards, and norms of behavior	AB InBev 10 Principles: https://www.ab-inbev.com/who-we-are/our-vision/our-values.html Code of Business Conduct: https://www.ab-inbev.com/our-policies.html#codeofbusinessconduct
GRI 102-17	Mechanisms for advice and concerns about ethics	ESG report p. 54
GRI 102-18	Governance structure	ESG Report p. 55
GRI 102-19	Delegating authority	CDP Disclosure and ESG report p. 55
GRI 102-20	Executive-level responsibility for ESG	CDP Disclosure and ESG report p. 55
GRI 102-40	List of stakeholder groups	ESG report p. 6
GRI 102-41	Collective bargaining agreements	Human Rights Policy: https://www.ab-inbev.com/our-policies.html#humanrightspolicy.html
GRI 102-42	Identifying and selecting stakeholders	ESG report p. 6
GRI 102-43	Approach to stakeholder engagement	ESG report p. 6, 9, 22, 29, 46, 55
GRI 102-44	Key topics and concerns raised	ESG report p. 6
GRI 102-45	Entities included in the consolidated financial statements	Financial Report: management report
GRI 102-46	Defining report content and topic boundaries	ESG report p. 57
GRI 102-47	List of material topics	ESG report p. 6
GRI 102-48	Restatements of information	ESG report p. 57
GRI 102-49	Changes in reporting	ESG report p. 57
GRI 102-50	Reporting period	2020
GRI 102-51	Date of the most recent report	Annual report 2019
GRI 102-52	Reporting cycle	Annual
GRI 102-53	Contact point for questions regarding the report	corporategovernance@ab-inbev.com
GRI 102-54	Claim of reporting in accordance with the GRI Standards	Core
GRI 102-55	GRI content index	ESG report p. 61
GRI 102-56	External assurance	ESG report p. 59
Universal standards		
GRI 103-1	Explanation of the material topic and its boundaries	ESG report p. 6-10 and in every chapter: Environmental Stewardship, Smart Drinking, Inclusive Growth
GRI 103-2	The management approach and its components	ESG report p. 55
GRI 103-3	Evaluation of the management approach	ESG report p. 55
Procurement practices		
204-1	Proportion of spending on local suppliers	ESG report p. 37
Economic topics		
GRI 201-1	Direct economic value generated and distributed	Financial Report: management report
GRI 201-2	Financial implications and other risks and opportunities due to climate change	Submitted to CDP on an annual basis, see: https://www.cdp.net/en/saml/new
GRI 201-3	Defined benefit plan obligations and other retirement plans	Annual report p. 75



Disclosure number	Disclosure name	Source
Environmental topics		
GRI 301-2	Recycled input materials used	ESG report p. 8, 24-25
GRI 301-3	Recycled content by geography	Not disclosed
GRI 302-1	Energy consumption within the organization	ESG report p. 8 AB InBev energy consumption data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new
GRI 302-2	Energy consumption outside of the organization	Annual report p. 40
GRI 302-3	Energy intensity	AB InBev energy consumption data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new ESG report p. 8
GRI 303-1	Interactions with water as a shared resource	ESG report p. 21-23 AB InBev water data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new
GRI 303-2	Management of water discharge-related impacts	ESG report p. 21-23 AB InBev water data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new
GRI 303-3	Water withdrawal	ESG report p. 21-23 (% per source) AB InBev water data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new
GRI 303-4	Water discharge	AB InBev water data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new
GRI 303-5	Water consumption	ESG report p. 8 AB InBev water data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new
GRI 304-2	Significant impacts of activities, products, and services on biodiversity	ESG report p. 18-19, 22
GRI 305-1	Direct (Scope 1) GHG emissions	ESG report p. 8 Annual report p. 8 (only disclosed per crop) AB InBev Climate Change data is submitted to CDP on an annual basis: https://www.cdp.net/en/saml/new
GRI 305-2	Energy indirect (Scope 2) GHG emissions	ESG report p. 8
GRI 305-3	Other indirect (Scope 3) GHG emissions	ESG report p. 8
GRI 305-4	GHG emissions intensity	ESG report p. 8
GRI 305-5	Reduction of GHG emissions	ESG report p. 8, 15
GRI 306-1	Waste generation and significant waste-related impacts	ESG report p. 25
GRI 306-2	Management of significant waste-related impacts	ESG report p. 25
GRI 306-4	Waste diverted from disposal	ESG report p. 24-25, 57 (in %)
GRI 308-2	Negative environmental impacts in the supply chain and actions taken	ESG report p. 13-14
Social topics		
GRI 403-1	Occupational health and safety management system	ESG report p. 44-45, 56
GRI 403-3	Occupational health services	ESG report p. 42-43
GRI 403-4	Worker participation, consultation and communication on occupational health and safety	ESG report p. 42-45
GRI 403-5	Worker training on occupational health and safety	ESG report p. 42-45
GRI 403-6	Promotion of worker health	ESG report p. 42-43



Disclosure number	Disclosure name	Source
GRI 403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	ESG report p. 42-45
GRI 403-9	Work-related injuries	ESG report p. 45
GRI 404-2	Programs for upgrading employee skills and transition assistance programs	ESG report p. 37, 41
GRI 405-1	Diversity of governance bodies and employees	ESG report p. 39, 55-56 Annual report p. 58-61 Diversity and Inclusion https://www.ab-inbev.com/content/dam/universaltemplate/ab-inbev/Better%20World/Our%20Policies/AB-InBev-Diversity-Inclusion-Policy.pdf
GRI 407	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Human Rights Policy https://www.ab-inbev.com/our-policies.html#humanrightspolicy.html
GRI 408	Operations and suppliers at significant risk for incidents of child labour	Human Rights Policy https://www.ab-inbev.com/our-policies.html#humanrightspolicy.html Global Responsible Sourcing Policy https://www.ab-inbev.com/suppliers/sourcing-responsibly.html
GRI 409	Operations and suppliers at significant risk for incidents of forced or compulsory labour	Human Rights Policy https://www.ab-inbev.com/our-policies.html#humanrightspolicy.html
GRI 412-1	Operations that have been subject to human rights reviews or impact assessments	ESG report p. 47 (not on operations level) All of our operations are required to adhere to our Human Rights policy https://www.ab-inbev.com/our-policies.html#humanrightspolicy.html
GRI 412-2	Employee training on human rights policies or procedures	A human rights policy is included in our Code of Business Conduct, on which we train our employees. ESG report p. 46-47
GRI 413-1	Operations with local community engagement, impact assessments and development programs	ESG report p. 37, 48-51 (not on operations level)
GRI 414-1	New suppliers that were screened using social criteria	Our purchase contracts contain a clause that binds suppliers to our Global Responsible sourcing Policy. Our contracts state that suppliers must comply with all applicable laws, including environment, health, and safety rules, as well as that suppliers shall not use forced or involuntary labor or corrupt business practices. Global Responsible Sourcing Policy https://www.ab-inbev.com/suppliers/sourcing-responsibly.html Suppliers and sustainability https://www.ab-inbev.com/suppliers/stakeholder-engagement.html
GRI 416-1	Assessment of the customer health and safety impacts of product and service categories	ESG report p. 29-30, 33-34, 35-36
GRI 417-1	Requirements for product and service information and labelling	ESG report p. 26, 31-32



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GRI 102-56

Table 1. Sustainability Disclosure Topics & Accounting Metrics

Topic	Accounting metric	Category	Unit of measure	Code	Data (in millions)	Reference
Energy Management	(1) Total energy consumed (2) Percentage grid electricity (3) Percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	FB-AB-130a.1	(1) Total GJ of energy (in millions): 55.2 (2) Total GJ of energy purchased (in millions): 53.2 (3) % Renewable Electricity - Operational: 31.2%. % Renewable Electricity - Contracted: 70.6%	ESG report p. 8, 15
	(1) Total water withdrawn (2) Total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Quantitative	Percentage (%), Billion hl	FB-AB-140a.1	(1) Brewery water intake by source: Ground water (39.5%), Surface water (17.3%), Third party (43.2%), Rain water: <0.1%) (2) Total water use (billion hl): 1.496. Total water use by hectoliter of production (hl/hl): 2.70	ESG report p. 8, 22
Water Management	Description of water management risks and discussion of strategies and practices to mitigate those risks	Discussion and Analysis	N/A	FB-AB-140a.2	100% of sites located in high stress areas have analyzed local water challenges. 78% of sites located in high stress areas have started implementation solutions. 100% of our communities in high stress areas will have measurably improved water availability and quality by 2025 Water use efficiency ratio: 2.70 (hl/hl)	ESG report p. 21-23
	Percentage of total advertising impressions made on individuals at or above the legal drinking age	Quantitative	Percentage (%)	FB-AB-270a.1	All advertising impressions are targeted to those above the legal drinking age. See Responsible Marketing & Communications Code: https://www.ab-inbev.com/our-policies.html#responsiblemarketingcommunicationscode	
Responsible Drinking & Marketing	Number of incidents of non-compliance with industry or regulatory labeling and/or marketing codes	Quantitative	Number	FB-AB-270a.2	We follow labeling mandates in every market we operate in. Where there is not already government mandated labeling in place and where it is permissible by local regulation, we aim to include a guidance label in 100% of the eligible beer volume by 2021. By end of 2020, 81% of eligible beer volume included a voluntary guidance label. ESG Report p. 31	
	Total amount of monetary losses as a result of legal proceedings associated with marketing and/or labeling practices	Quantitative	Reporting currency	FB-AB-270a.3	N/A	
	Description of efforts to promote responsible consumption of alcohol	Discussion and Analysis	N/A	FB-AB-270a.4	81 Social Norms Marketing Campaigns launched. 250+ million US Dollar invested in Social Norms Marketing Programs and Campaigns since 2016. Minimum 3% of AB Inbev' annual media buying budget should be invested in Smart Drinking campaigns. AB InBev's Responsible Marketing and Communications Code. Member of the International Alliance for Responsible Drinking (IARD). Partnership with IARD and Google. Partnership with IARD and the World Federation of Advertisers.	ESG report p. 26, 27
Packaging Lifecycle Management	(1) Total weight of packaging, (2) Percentage made from recycled and/or renewable materials, (3) Percentage that is recyclable, reusable, and/or compostable	Quantitative	Metric tons (t), Percentage (%)	FB-AB-410a.1	(1) N/A (2) % Recycled content in primary packaging: Glass: 43.2%, Cans: 57.6%, PET: 26.0% (3) Returnable packaging: 36.4%. 74.2% of our products were in packaging that was returnable (kegs and returnable glass bottles) or made from majority recycled content (cans portfolio with more than 50% recycled content)	ESG report p. 24
	Discussion of strategies to reduce the environmental impact of packaging throughout its lifecycle	Discussion and Analysis	N/A	FB-AB-410a.2	100% of our products will be in packaging that is returnable or made from majority recycled content by 2025. Our packaging goal applies to our primary packaging which represents more than 85% of our total packaging volume by weight globally, though our work in circularity extends to secondary packaging and post-consumer waste.	ESG report p. 25



Topic	Accounting metric	Category	Unit of measure	Code	Data (in millions)	Reference
Environmental & Social Impacts of Ingredient Supply Chain	Suppliers' social and environmental responsibility audit (1) non-conformance rate (2) associated corrective action rate for (a) major and (b) minor non-conformances	Quantitative	Rate	FB-AB-430a.1	(1) N/A (2) N/A Human rights due diligence Model, Human Rights Policy and Responsible Sourcing Policy, based on the United Nations Guiding Principles on Business and Human Rights	ESG report p. 46, 47
	Percentage of beverage ingredients sourced from regions with High or Extremely High Baseline Water Stress	Quantitative	Percentage (%) by cost	FB-AB-440a.1	N/A	
Ingredient Sourcing	List of priority beverage ingredients and description of sourcing risks due to environmental and social considerations	Discussion and Analysis	n/a	FB-AB-440a.2	N/A	

Table 2. Activity Metrics

Activity metric	Category	Unit of measure	Code	Data	Reference
Volume of products sold	Quantitative	Millions of hectoliters (Mhl)	FB-AB-130a.1	530.6	Annual report p. 7
Number of production facilities	Quantitative	Number	FB-AB-000.B	- 200 breweries in more than 50 countries - 40 verticalized operations (incl. hop farms and barley malting facilities)	Annual report p. 14
Total fleet road miles traveled	Quantitative	Miles	FB-AB-000.C	N/A	