



## Road Safety

At AB InBev we are committed to doing our part to improve the communities where we live and work and improving road safety is a key pillar of that commitment. Road safety is a deeply personal issue for us - our 180,000 colleagues and their families travel the world's roadways every day – and reducing road safety risks is a top priority.

We share the UN Sustainable Development Goals' (SDG) ambitious target of halving the global number of deaths and injuries from road traffic crashes by 2020. Most underlying road safety risk factors are ultimately within human control. Collective action to address these factors is critical to achieving the SDG target – and we believe industry has an important role to play. We also recognize that as the world's largest brewer and a significant global operator of roadway fleets, we have a unique opportunity to take a leadership role in bringing people together to improve road safety and make a significant positive impact on our communities.

Impaired driving is one of the important road safety risk factors to address. Eliminating drinking and driving is an essential component of our smart drinking commitments and our company Dream. We believe that when you drive you should not drink, so we fully support legislative measures that have been proven to reduce impaired driving. But our road safety initiatives do not stop with combatting impaired driving crashes. Our size, global reach and roadway presence provide us with the resources to help identify holistic solutions to a multitude of road safety challenges.

To capitalize on this potential, we spearheaded the creation of "Together for Safer Roads" (TSR) in 2014. TSR is a coalition of private companies tackling road safety issues by sharing knowledge, data, technology, and global networks. Since its founding, TSR has worked with local governments and NGOs to positively impact road safety around the world. In the state of Sao Paulo, Brazil, the government reports a 13% reduction in fatalities between 2015 and 2017, which translates into 496 lives saved. In Shanghai, the Tongji University's Joint International Research Laboratory of Transportation Safety reports a reduction in fatalities on specific roads by 90%, and in Atlanta, the government, after analyzing private sector and public data, suggests that critical road interventions reduced crashes by more than 26%.

In January 2018, we announced a two-year partnership with United Nations Institute for Training and Research (UNITAR) to spread AB-InBev and TSR's insights and methodologies further and save even more lives. Working with UNITAR, we will create a road safety management toolkit that will be available in every city and country worldwide. We will test and continuously improve this toolkit through local projects in the Dominican Republic, India, South Africa, China, Mexico, and Brazil. We will also jointly organize three regional conferences in the Americas, Asia, and Africa with the aim of putting road safety at the top of the public agenda.



## Drinking and Driving

As part of our Global Smart Drinking Goals, we are dedicating 1 billion USD to help reduce harmful drinking behaviors. We are applying our knowledge of consumer behavior and our marketing expertise to help change social norms related to drinking. It is our goal to make impaired driving culturally unacceptable.

We know that brand and corporate communications can play a role in improving social norms related to drinking, but we recognize that effective change also requires the implementation and strong enforcement of effective legislative measures. For this reason, we support targeted legislation and enforcement measures that have been proven to reduce impaired driving, such as:

- Legislation specifying the blood alcohol concentration (BAC) limit that defines impaired driving in a jurisdiction,
- Strong enforcement, including high visibility enforcement patrols,
- Public education and awareness campaigns,
- The use of technologies such as ignition interlocks and alcohol detection system.

We support the enactment of mandatory BAC limits in every country. We agree with the World Health Organization that 0.05 BAC limit is generally considered to be the best practice at this time, however we defer to governments to determine the appropriate mandatory BAC limits in their respective jurisdictions.

We believe in bringing people together to work collaboratively to advance road safety. In conjunction with governments, law enforcement, public safety organizations, academia, other companies, civil society, and the United Nations (UN) we hope that our joint actions will help achieve the UN's Sustainable Development Goal target of halving the number of global road fatalities and injuries by 2020. Public-private partnerships can bring forward important evidence-based results and can accelerate progress.

We are eager to work with additional partners to achieve our shared vision of a safer, and more sustainable world.