



US\$1Bi Investment Criteria

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Global Smart Drinking Goal #2 "Social Norms"

Influence social norms and individual behaviors to reduce the harmful use of alcohol by investing at least 1 billion USD across our markets in dedicated social marketing campaigns and related programs by end 2025



Objective

This "Criteria Document" is an internal Anheuser-Busch InBev (ABI) document, which aims to serve the following purposes:

- (i) To provide to all Corporate Affairs & Marketing employees (GHQ & Zones) clear definitions as to the territories and the type of investments that are in scope and can therefore be counted towards the company's US\$1B commitment during the time period 2016-2025;
- (ii) To align with the external assurance provider on the type of investments to be audited globally each year for the time period 2016-2025 (GHQ & Zones);
- (iii) To provide to all Corporate Affairs & Marketing employees (GHQ & Zones) a uniform structure for the annual planning, tracking, reporting and evidence collection for all investments as they relate to AB InBev's US\$1B commitment for the time period 2016-2025.



Scope:

For the purpose of the Social Norms Global Smart Drinking Goal (GSDG), AB InBev is defined as the company as it existed on December 31st, 2016. The inclusion of any Social Norms investments in markets, in which business is added to AB InBev through an acquisition after December 31st, 2016 will be determined by an AB InBev Committee following the acquisition.

Investments included in the US\$1B GSDG are to be accounted for during the calendar year for which the investment has been made (Ex: 2017 membership dues for Together for Safer Roads are to be accounted for in 2017 even if the invoice was issued in 2016 and the payment took place in 2016)

The original multiple markets across Anheuser-Busch InBev's original six geographical Zones (2016)

Zone	Country	Count of Countries
North America	United States, Canada	2
Mexico	Mexico	1
Latin America	Brazil, Dominican Republic, Guatemala, Puerto Rico, Costa Rica, Cuba, Panama, Barbados, Saint Vincent, Dominica, Antigua, Aruba, Curaçao, Saint Martin, Bahamas, Trinidad	16
Latin America North		
Latin America South	Argentina, Bolivia, Chile, Uruguay, Paraguay, Colombia, Peru, Ecuador	8
Europe	United Kingdom, France, Italy, Spain, Germany, Belgium, Luxembourg, Netherlands, Russia, Ukraine	10
Asia Pacific	China, South Korea, India, Vietnam	4
Total		41

New multiple markets across Anheuser-Busch InBev's created (i.e. post-combination with SAB Miller) nine geographical Zones (2017-2018):

Zone	Country	Count of Countries
North America	United States, Canada	2
Middle Americas	Mexico, Honduras, Salvador	3
Latin America	Brazil, Dominican Republic, Guatemala, Puerto Rico, Costa Rica, Cuba, Panama, Barbados, Saint Vincent, Dominica, Antigua, Aruba, Curaçao, Saint Martin, Bahamas, Trinidad	16
Latin America North		
Latin America South	Argentina, Bolivia, Chile, Uruguay, Paraguay	5
Latin America COPEC	Colombia, Peru, Ecuador	3
Europe	United Kingdom, Ireland, France, Italy, Spain, Germany, Belgium, Luxembourg, Netherlands, Russia, Ukraine	11
Asia Pacific North	China, South Korea, Japan	3
Asia Pacific South	Australia, New Zealand, India, Vietnam, Cambodia, Laos	6
Africa	South Africa, Botswana, Swaziland, Mozambique, Malawi, Namibia, Zambia, Lesotho, Uganda, Ethiopia, Tanzania, South Sudan, Kenya, Nigeria, Ghana	15
Total		64

The new Anheuser-Busch InBev’s geographical zones in scope for this goal (2019-2025)

Zone	Country	Count of Countries
North America	United States, Canada	2
Middle Americas	Colombia, Mexico, Ecuador, Panama, Honduras, Guatemala, Dominican Republic, El Salvador, Peru, Barbados	10
South America	Brazil, Argentina, Chile, Bolivia, Uruguay, Paraguay	6
Europe	United Kingdom, France, Italy, Spain, Germany, Belgium, Luxembourg, Netherlands, Russia, Ukraine, Canary Islands	11
Asia Pacific	China, India, South Korea, Vietnam, Japan	5
Africa	South Africa, Botswana, Swaziland, Mozambique, Namibia, Zambia, Lesotho, Uganda, Tanzania, Nigeria, Ghana, Mauritius	12
Total		46

Other AB InBev business entities in scope for this goal (2016-2025):

- AB InBev Global Headquarter Office (GHQ)
- Anheuser-Busch Foundation (ABF)
- AB InBev Foundation (ABIF)



Definitions

Definition of Harmful Use of Alcohol:

The World Health Organization (WHO) defines Harmful Use of Alcohol as a pattern of psychoactive substance use that is causing damage to health. The damage may be physical or mental. The WHO also says the harmful use of alcohol can result in harm to other people as well, such as family members, friends, co-workers and strangers. Moreover, the harmful use of alcohol results in a significant health, social and economic burden on society at large.

The WHO identified harm areas addressed by AB InBev's Social Norms GSDGs include, but are not limited to the following:

- Underage drinking
- Drink driving
- Binge drinking
- Fetal Alcohol Syndrome (FAS)
- Road crashes

- Various other behavioral areas of harm (e.g. drownings, etc.)

Definition of Dedicated Social Marketing Campaigns:

Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good.

This practice is guided by ethical principles; it seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition-sensitive and segmented social change programs that are effective, efficient, equitable, and sustainable.

Social marketing campaigns may use social norms to encourage the positive behavior of the majority, rather than focusing on the negative behavior of the minority. This is often referred to as Social Norms Marketing.

In the case of alcohol-associated harm reduction, Social Norms Marketing is one type of social marketing that is evidence-based and supported by harm reduction experts.

Social marketing campaigns include both Above-The-Line (ATL) and Below-The-Line (BTL) initiatives:

- Examples for ATL: TV, Cinema, Radio, Print Advertising, Out-of-Home Advertising, etc.
- Examples for BTL: Promotions, Events, Public Relations, Search Engine Marketing, etc.

Definition of Related Programs:

For the purpose of AB InBev's Global Smart Drinking Goals (GSDGs), Related Programs are defined as any initiatives, which are designed for the purpose of addressing the harmful use of alcohol.

- Related Programs are:
 - I. Aimed at multiple target audiences
 - II. Funded and executed by a variety of program executioners, i.e. (i) AB InBev / GHQ (any department); (ii) AB InBev Zones (Any department); (iii) AB InBev Foundation (ABIF); as well as (iv) business entities that are in partnership with AB InBev in the addressing of harmful use of alcohol
 - III. Comprised of a wide variety of programs and initiatives
- Multiple Target Audiences may include, but are not limited to:
 - I. Consumers of legal drinking age (LDA) and above
 - II. Parents of children below the legal drinking age (LDA)
 - III. Youth, i.e. persons aged 13 years or older, but below legal drinking age (LDA)
 - IV. Employees of retail accounts, both on-trade and off-trade

- V. Members of the media community (TV, Print, Social Media, etc.)
- VI. Educators and teachers
- VII. Government officials
- VIII. Law enforcement

- Program Executioners, which are funding and/or executing programs include, but are not limited to:
 - I. AB InBev and its employees
 - II. AB InBev Foundation (ABIF)
 - III. Local AB InBev-affiliated Foundations (e.g. Anheuser-Busch Foundation; Fundación Grupo Modelo, etc.)
 - IV. Wholesaler Operations that are committed to Smart Drinking
 - AB InBev's wholly owned distributorships (WODs)¹
 - Independent whole sellers
 - Trade Associations



US\$1B Commitment - Investment Categories (1-30):

3% Better World Media Investment Policy - Smart Drinking Campaigns²:

Investment Category 1: Social Marketing Campaigns - Media

- Media placement cost related to "Dedicated Social Marketing Campaigns" focused on Smart Drinking
- Media placement cost related to Non and Low-alcohol beers marketing campaigns that meets three criteria's:
 1. The campaign promotes a social norm of drinking NABLAB among current or prospective alcohol drinkers
 2. The campaign targets at least some occasions and or situations where alcohol could be consumed
 3. The campaign or packaging (primary and secondary) explicitly includes a message to prevent underage drinking such as "Stop underage drinking; only for [LDA+]"
- Market value of Bonus Media received via paid brand media buys, provided that the advertising placed free-of-charge is solely focused on Smart Drinking messaging or Non and Low-alcohol beers.

¹ **Note:** In the U.S., wholesalers are contractually committed by AB InBev to invest annually in Responsible Drinking initiatives in their local markets. Details of the financial commitment to this mutual commitment to alcohol responsibility can be found in the Community Outreach, section of Exhibit 9 of the standard Wholesaler Equity Agreement

² **Note:** This category was updated on January 2020 to cover Non and Low-alcohol beer campaigns.

Investment Category 2: Social Marketing Campaigns - Agency Fees

- Advertising agency fees related to the development and production of "Social Marketing Campaigns"
- Advertising agency fees related to the development and production of "Non and Low-alcohol beers Marketing Campaigns"

Investment Category 3: Social Marketing Campaigns - Production Cost

- Production cost related to "Social Marketing Campaigns"
- Production cost related to "Non and Low-alcohol beers Marketing Campaigns"

Investment Category 4: Social Marketing Campaigns - Royalties

- Royalties paid to actors, musicians, etc. related to "Social Marketing Campaigns"
- Royalties paid to actors, musicians, etc. related to "Non and Low-alcohol beers Marketing Campaigns"

Multi-year "City Pilots":

Investment Category 5: City Pilots - Toolkit Programs to reduce Underage Drinking

- Investments made in the Pilot Cities as part of the Global Underage Drinking Toolkit, and funded by AB InBev (GHQ or Zones) or by the AB InBev Foundation (ABIF)

Investment Category 6: City Pilots - Toolkit Programs to reduce Drink Driving

- Investments made in the Pilot Cities as part of the Global Drink Driving Toolkit, and funded by AB InBev (GHQ or Zones) or by the AB InBev Foundation (ABIF)

Investment Category 7: City Pilots - Toolkit Programs to reduce Binge Drinking

- Investments made in the Pilot Cities as part of the Global Binge Drinking Toolkit, and funded by AB InBev (GHQ or Zones) or by the AB InBev Foundation (ABIF)

Investment Category 8: City Pilots - Social Norms Toolkit for Programs and Social Marketing Campaigns

- Investments made in the Pilot Cities as part of the Global Social Norms Toolkit, and funded by AB InBev (GHQ or Zones) or by the AB InBev Foundation (ABIF)

Investment Category 9: City Pilots - Screening & Brief Intervention (SBI)

- Investments made in the Pilot Cities as part of the Global Screening & Brief Intervention initiative and funded by AB InBev (GHQ or Zones) or by the AB InBev Foundation (ABIF)

Investment Category 10: City Pilots - Locally developed programs to reduce harmful use of alcohol

- Investments in local programs in the Pilot Cities, which have been developed outside of the global Toolkits and SBI initiatives

- Financial contributions by AB InBev to NGOs, Universities, Educators, Health Care Providers, etc. in the pilot cities to implement and execute alcohol harm reduction programs

Investment Category 11: City Pilots - No-Alcohol Beer (NAB) product portfolio investments³

- It is AB InBev's firm belief that one of the key ways to help addressing the harmful use of alcohol is to provide consumers with choice, i.e. by making product offerings available that they can turn to on different drinking occasions. One such choice is No-Alcohol Beer (NAB). This Investment Category (IC) includes initiatives, which aim to change consumer behavior through the availability of NAB products at the point of purchase or at the point of consumption (e.g. avoidance of drinking and driving; alternating regular-strength beer with NAB during a night out with friends, etc.). Such investments include, but are not limited to:
 - I. NAB sampling activities in the on-trade, i.e. bars, nightclubs, soccer stadiums, music events, etc.
 - II. NAB sampling activities in the off-trade, i.e. grocery stores, convenience stores, liquor stores, etc.
 - III. Other promotional support of NAB in the on-trade (e.g. bars, night clubs, soccer stadiums, concert venues, etc.)
 - IV. Other promotional support of NAB in the off trade (e.g. grocery stores, liquor stores, convenience stores, etc.)
 - V. Point-of-connection materials (POCM) to inspire responsible consumption (e.g. Beck's Blue: "Replacing just one or two drinks with a Beck's Blue Alcohol-Free is a great way to cut back."⁴)

Investment Category 12: City Pilots - Alcohol Health Literacy

- Internal Alcohol Health Literacy training conducted by AB InBev in the Pilot Cities
- External Alcohol Health Literacy training conducted by AB InBev in the Pilot Cities
- Other programs aimed at increasing Alcohol Health Literacy in the Pilot Cities

³ **Note:** Not to be included in the NAB Product Portfolio Investments are cost related to the development of new NAB products, e.g. R&D, brewing equipment, etc.

⁴ **Note:** If the NAB media message is connected to Smart Drinking and the campaign was developed with the intention to reduce harmful consumption of alcohol by providing consumers with choice, the NAB media campaign (incl. media investments, production cost, agency fees and royalties) can be included.

Associated programs:

Investment Category 13: Toolkit Programs to reduce Underage Drinking - All other markets

Investment Category 14: Toolkit Programs to reduce Drink Driving - All other markets

Investment Category 15: Toolkit Programs to reduce Binge Drinking - All other markets

Investment Category 16: Social Norms Toolkit for Programs & Social Marketing Campaigns - All other markets

- Social Norms investments made locally, which are not already captured via (i) the 3% Better World Media Investment Policy (i.e. Investment Categories 1-4) and (ii) are outside of the City Pilots budgets (i.e. Investment Category 8).
- They include, but are not limited to:
 - I. Social Norms Toolkit programs
 - II. Social Norms media campaign investments, incl. media placement cost, agency fees, production cost and royalties (e.g. media investments funded by the Corporate Affairs budget in support of Smart Drinking programs)
 - III. Social Norms media campaign investments made by AB InBev as part of a wider industry effort (e.g. financial contributions to the Drink Wise "How to Drink Properly" campaign in Australia)
 - IV. Funding provided by AB InBev to local Trade Associations to execute Social Norms campaigns and/or programs (e.g. BOB campaign in Europe)

Investment Category 17: Screening & Brief Intervention (SBI) - All other markets

Investment Category 18: No-Alcohol Beer (NAB) Product Portfolio Investments - All other markets ⁵

- It is AB InBev's firm belief that one of the key ways to help addressing the harmful use of alcohol is to provide consumers with choice, i.e. by making product offerings available that they can turn to on different drinking occasions. One such choice is No-Alcohol Beer (NAB). This Investment Category (IC) includes initiatives, which aim to change consumer behavior through the availability of NAB products at the point of purchase or at the point of consumption (e.g. avoidance of drinking and driving; alternating regular-strength beer with NAB during a night out with friends, etc.). Such investments include, but are not limited to:
 - I. NAB sampling activities in the on-trade, i.e. bars, nightclubs, soccer stadiums, music events, etc.
 - II. NAB sampling activities in the off-trade, i.e. grocery stores, convenience stores, liquor stores, etc.

⁵ See notes 2 and 3 in page 6

- III. Other promotional support of NAB in the on-trade (e.g. bars, night clubs, soccer stadiums, concert venues, etc.)
- IV. Other promotional support of NAB in the off-trade (e.g. grocery stores, liquor stores, convenience stores, etc.)
- V. Point-of-connection materials (POCM) to inspire responsible consumption (e.g. Beck's Blue: "Replacing just one or two drinks with a Beck's Blue Alcohol-Free is a great way to cut back.")

Investment Category 19: Alcohol Health Literacy: Guidance Label ^{6 7 8 9}

- This category includes, but is not limited to:
 - I. Cost associated with the development of the Global Smart Drinking Goal "Guidance Label", such as:
 - Expert fees (e.g. Tufts University) funded by the AB InBev Foundation (ABIF)
 - Cost associated with the execution of the Consensus Conference
 - Design agency fees for the development of the Guidance Label
 - Labeling design costs for the roll out of a guidance label
 - Proportional printing costs of the guidance label (e.g. total label = 10 cm² and the guidance label = 1 cm², therefore the investment should have only 10% of the total cost).
 - The inclusion of appropriate market value relative to placing messages in packaging can be counted based on estimates derived from AB InBev's computations from the global media team

Investment Category 20: Investments in Research as it relates to the reduction of harmful alcohol use

- This category includes, but is not limited to:
 - I. City Pilots: Research conducted for the following purposes:
 - Measurement & Evaluation of harmful consumption in both the target and the control city by external research institutes hired by the AB InBev Foundation (ABIF)
 - Tailoring action plans by the Local Steering Committees
 - II. Investments related to the National Institutes of Health (NIH) multi-year study
 - III. Research studies related to initiatives and innovations designed to reduce the harmful use of alcohol

⁶ **Note:** Costs related to the increase of Alcohol Health Literacy via Training & Education are covered in Investment Category 22.

⁷ **Note:** The guidance label should NOT be mandated by the government in order to be considered an eligible investment in this category.

⁸ **Note:** The inclusion of the link to TIYB will not count, only the guidance label (LRDGs, Actionable Advice or Health Outcome Information).

⁹ **Note:** This category was updated on January 2020 to cover the opportunity cost of a Smart Drinking label in primary, secondary or tertiary packaging.

- IV. Research studies, including formative research and testing, related to the development of the GSDG Guidance Label
- V. Funding provided to institutes to conduct Fetal Alcohol Syndrome (FAS) research

Investment Category 21: Point-of-Connection Materials (POCMs)

- Designed (i) to reduce the harmful use of alcohol at retail by encouraging smart drinking and (ii) to increase the enforcement of local alcohol regulation, e.g. ID check / Legal Drinking Age signage
- Permanent POCMs (e.g. neon signs, mirrors, clocks, etc.)
- Temporary POCMs (e.g. posters, coasters, table tents, lapel pins, etc.)
- Other POC initiatives funded by AB InBev to reduce alcohol-related harm (e.g. electronic devices made available to patrons to measure BAC)

Investment Category 22: Training & Education

- This category includes, but is not limited to:
 - I. Alcohol Health Literacy Training initiatives (internal and external), incl. training development and implementation cost
 - II. Screening and Brief Intervention (SBI) Health Care Professional Training
 - III. Alcohol Education Programs in schools (incl. primary through tertiary education)
 - IV. Cost associated with AB InBev's Consumer Information websites, which are intended to provide relevant product- and health-/science-related information to consumers
 - V. Server training of retail employees (e.g. managers, bartenders, waiters, etc.) in the on-premise environment (i.e. retailers selling alcohol for consumption on the premise, e.g. bars, restaurants, etc.), funded directly or indirectly by AB InBev
 - VI. Seller training of retail employees (e.g. store managers, cashiers, etc.) in the off-premise environment (i.e. retailers selling alcohol for consumption off the premise, e.g. grocery stores, convenience stores, liquor stores, etc.), funded directly or indirectly by AB InBev.

Investment Category 23: Annual Global Be(er) Responsible Day (GBRD) Activation:

- The main objective of GBRD each year is (i) to engage AB InBev employees worldwide in the company's
- Smart Drinking efforts, (ii) to remind retailers of their duty to serve and sell alcohol in accordance with local laws and regulations, and (iii) to encourage consumers to always enjoy alcohol in a responsible way.
- This category includes, but is not limited to:
 - I. GBRD event investments (e.g. venue cost, security, etc.)
 - II. GBRD merchandise (e.g. "Don't Drink & Drive" t-shirts, key chains, etc.)
 - III. GBRD point-of-connection materials (e.g. "We ID" coasters, banners, posters, etc.)

Investment Category 24: Partnerships & Memberships:

- This category includes, but is not limited to:

- I. Investments made on behalf of AB InBev by Wholesaler Operations in the United States that are in support of the company's Global Smart Drinking Goals
- II. Financial contributions by AB InBev to partners such as NGOs, Universities, Educators, Health Care Providers, etc. to implement and execute alcohol harm reduction programs
- III. So-called "Safe Ride Home" program partnerships (e.g. UBER, Lyft, Bud Light Taxi App, etc.)
- IV. Theater companies (e.g. Korea Stage Play to address underage drinking)
- V. Partnership with NASCAR in the U.S., which is intended to change social norms through Smart Drinking messaging ("Don't Drink & Drive") and thus to prevent harmful alcohol consumption
- VI. Fees paid for membership in organizations with a single-minded focus on reducing alcohol-related harm (e.g. International Alliance for Responsible Drinking / IARD etc.)

Investment Category 25: Consultancy Fees:

- This category includes, but is not limited to:
 - I. Fees paid by AB InBev or by the AB InBev Foundation (ABIF) to independent experts (i) to provide guidance to the company on a wide variety of GSDG-related issues (e.g. Technical Advisory Group, AND Health), (ii) to develop intervention programs to reduce the harmful use of alcohol such as Social Norms marketing campaigns and Tool Kits (e.g. McCann Health, Ohio State University), and (iii) to monitor and evaluate the multitude of the company's GSDG initiatives (e.g. M&E Partner)
 - II. Fees paid to agencies, both by GHQ and locally in the Zones, which are single-mindedly focused on supporting AB InBev in its harm reduction efforts and agenda (e.g. Olson, etc.)
 - III. Fees paid to consultancies, both by GHQ and locally in the Zones, that have been hired to provide support in City Pilot initiatives (e.g. independent City Pilot Steering Committee (Steer Co) Coordinators)
 - IV. Out-of-pocket expenses incurred by the consultants, provided that they are directly related to the development, presentation or execution/implementation of the Global Smart Drinking Goal initiative

Investment Category 26: Road Safety:

- This category includes, but is not limited to:
 - I. Cost related to Road Safety events (e.g. local program launch events)
 - II. Cost to participate or lead the advancement of Road Safety interventions
 - III. Consultancy fees related to advancing road safety initiatives
 - IV. "Together for Safer Road" membership dues

Investment Category 27: Event-related Smart Drinking investments:

- This category includes, but is not limited to:

- I. Events organized by AB InBev for the sole purpose to promote smart drinking among a multitude of stakeholders (e.g. employees, consumers, media, government, etc.)
- II. Presentation materials to educate audiences (incl. employees, consumers, media, government, etc.) about the Global Smart Drinking Goals
- III. Merchandise to promote "Smart Drinking" at company-owned or company-sponsored events (e.g. t-shirts, key chains, lapel pins, wristbands, etc.)
- IV. Event agency fees to promote "Smart Drinking" initiatives and messages pre-/during-/post-event

Investment Category 28: Fetal Alcohol Syndrome (FAS)

- Investments in programs designed to prevent FAS

Investment Category 29: Programs designed to reduce violence related to harmful use of alcohol

Investment Category 30: Investments in Public Relations efforts directly related to AB InBev's GSDG initiatives

- This category includes, but is not limited to:
 - I. PR efforts aimed to inspire support from governments, law enforcement, NGOs, educators, and other stakeholders for AB InBev's effort to reduce alcohol-related harm globally.
 - II. PR efforts in support of AB InBev's City Pilots initiatives

Reporting Estimates

The applicable reporting framework for our investments in dedicated social norms and social marketing campaigns made across our zones in 2021 is set forth in this section summarizing our reporting criteria.

In 2021 the Technical Advisory Group of the AB InBev Foundation confirmed to support the addition of the inclusion of both the design costs and the opportunity cost of a Smart Drinking label in primary, secondary or tertiary packaging, as well as the addition of no and low alcohol beer marketing campaigns as studies show these help to shift social norms in favor of No-and Low- alcohol beer products. In line with this confirmation, these additions have been reflected in the detailed descriptions of investment categories 1, 2, 3, 4 and 19 as of investment year 2021 and management has selected, identified and applied the relevant method, assumptions and sources of data within the applicable reporting framework, in summary as follows.

The method and assumption withheld and as confirmed is to add and estimate the marketing value cost of the visualized smart drinking labels in stores as an investment in dedicated social norms and social marketing campaigns. The sources of data used in the estimate consist of governmental and marketing bureaus statistical data in our markets in scope of this investment goal where said labeling and campaigns are applicable in the year of investment. The application of this method, assumptions and data for 2021 showed an estimated marketing investment value of 48,825,834.23 USD which is 34.7% of our total 2021 investment value of 140,743,389.37 USD in dedicated social norms and social marketing campaigns.

