



MEDIA STATEMENT

ANHEUSER-BUSCH INBEV AND KEURIG GREEN MOUNTAIN ANNOUNCE R&D JOINT VENTURE

Anheuser-Busch InBev (AB InBev) and Keurig Green Mountain, Inc. (Keurig) entered into a joint venture focused on the research and development of an in-home alcohol drink system.

The venture, which will bring together the expertise of both companies, will build on the Keurig KOLD™ technology and system innovations and AB InBev's brewing and packaging technology, and evolve them within the realm of the full adult beverage category, including beer, spirits, cocktails and mixers. The partnership will focus on North America.

"We're thrilled to be moving forward with this joint venture and look forward to working closely with the Keurig Green Mountain team to explore the possibilities of what we can achieve together," said Nathaniel Davis, CEO of the new venture. "We can't wait to get started."

"We are excited to partner with AB InBev to develop a new system for the adult beverage category. We look forward to combining our capabilities and technologies to deliver innovation for consumers," said Bob Gamgort, Keurig Green Mountain CEO.

The joint venture employees will come from the current AB InBev and Keurig teams and will be located in facilities in Massachusetts and Vermont.

About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Our dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Our diverse portfolio of well over 400 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck's®, Castle®, Castle Lite®, Hoegaarden® and Leffe®; and local champions such as Aguila®, Antarctica®, Bud Light®, Brahma®, Cass®, Chernigivske®, Cristal®, Harbin®, Jupiler®, Klinskoye®, Michelob Ultra®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, Sibirskaya Corona® and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 200,000 employees based in more than 50 countries worldwide. In 2015, on a combined pro forma basis, AB InBev realized 55.5 billion US dollar in revenues (excluding JVs and associates).



About Keurig Green Mountain, Inc.

Keurig Green Mountain, Inc. (Keurig) is reimagining how beverages can be created, personalized, and enjoyed, fresh-made in homes and workplaces. We are a personal beverage system company revolutionizing the beverage experience through the power of innovative technology and strategic brand partnerships. With an expanding family of more than 70 beloved brands and 445 beverage varieties, our Keurig® hot beverage system delivers great taste, convenience, and choice at the push of a button. As a company founded on social responsibility, we are committed to using the power of business to brew a better world through our work to build resilient supply chains, sustainable products, thriving communities, and a water-secure world. Keurig is a private business owned by an investment group led by JAB Holding Co. For more information visit: www.KeurigGreenMountain.com. To purchase Keurig products visit: www.keurig.com, www.keurig.ca, www.keurig.co.uk, www.keurig.co.kr.