

| Security



AB InBev has contracted AFIMAC to provide security services and Intelligence reports for the duration of the 2014 FIFA World Cup. AFIMAC's primary responsibility is to offer logistical and security support in addition to facilitating all the movements of and ensuring the safety of all AB InBev guests.

Guest security will be provided on all airport transfers, match transfers, company sponsored activities/excursions and the company hotel accommodation.

AFIMAC Security Point of Contact On-Site

Ruben Mena - (7 June – 15 July) radio and tel number : **Ph number to be distributed**

ABI Security Point of Contact On-Site

Mark Carleton (7 June – 18 June) radio and tel number : **Ph number to be distributed**

Guillermo Macias (18 June – 1 July) " "

Marcelo Piccolo (1 July – 7 July) " "

Mark Carleton (7 July – 15 July) " "

Security 24 Hour Assistance Ph Number: 55-21-2493 7836

Factors Determining Security

- ❖ The recent increase of protests, strikes, anarchy and general civil unrest combined with Brazil's high crime rate exposes the vulnerability of a security incident to the company guests.
- ❖ The guests represent an International brand which may potentially be targeted.
- ❖ The FIFA World Cup will draw extreme large crowds; security strategies we have planned will be adaptable.
- ❖ The nature of Brazil's protests etc. and crime patterns is to such an extent that a security incident is possible at anytime and likely.

Security Objective

- ❖ Provide a safe and secure event for everyone working or as a guest at our FIFA World Cup events, and protect our assets.
- ❖ Implement reasonable and responsible security systems, measures and procedures at all company sponsored events.
- ❖ Heighten Security Awareness
- ❖ Reduce the likelihood of an attack or incident
- ❖ Create favorable conditions by minimizing incident opportunity

- ❖ Crime is a serious, pervasive concern in Brazil. Brazilian police and media report that overall crime rates are higher in World Cup host cities than in rural areas. According to a recently published United Nations report on international homicide, Brazil's murder rate is more than four times higher than that of the United States, and rates for other violent crimes are similarly high. Violence linked to organized crime groups, drug trafficking gangs, and police shootings account for a large share of homicides in Brazil.
- ❖ Travelers will encounter a substantial array of criminal risks in Brazil, but the most prevalent security risk during the FWC will be street crime. Opportunistic street crime -- pick-pocketing, mugging, armed robbery, car theft/carjacking, home burglaries, and ATM/credit card fraud -- are predominant. Other crimes of opportunity that pose considerable risks to visitors are express kidnapping and sexual assault. While the risk is greater during the evening and at night, street crime also occurs during the day, and safer areas of cities are not immune. Incidents of theft on city buses are frequent.
- ❖ The incidence of crime against tourists is greater near beaches, hotels, discotheques, bars, nightclubs, and other tourist destinations.
- ❖ Individuals perceived to be wealthy may assume a greater risk profile than others. In airports, hotel lobbies, bus stations, and other public places, pick pocketing and the theft of hand-carried luggage and laptop computers are common. "Good Samaritan" scams are common. If a tourist looks lost or seems to be having trouble communicating, a seemingly innocent bystander offering help may actually be a participant in a scam.
- ❖ Given the high levels of crime and violence in most unpacified shanty towns, or "favelas," all staff and guests are strongly advised against traveling into favelas.

- ❖ We anticipate an increase in the frequency of public demonstrations. Protest organizers are already promoting anti-World Cup and anti-government protest marches on social media networks, and the government announced that up to 170,000 police, military troops, and emergency response personnel will be on-hand to respond to civil unrest prior to and during the tournament.
- ❖ Protestor disagreement with exorbitant government expenditures on the world's largest and most popular sporting events will be compounded by a rare opportunity to amplify their concerns against the backdrop of the 2014 FIFA World Cup. While it is still too early to forecast the size, scope, location, and demographics of protests; demonstrations are very likely in most, if not all, FWC host cities.
- ❖ Black Bloc Anarchism - is a fairly new movement, sharing tactics and motivations with anarchists active elsewhere in Latin America. Black Bloc anarchists first gained notoriety in Brazil when nationwide demonstrations erupted in June during the 2013 FIFA Confederations Cup.
- ❖ Intermittent protests in Sao Paulo and Rio de Janeiro continue and have turned violent because of infiltration by anarchist elements.
- ❖ Protestors using Black Bloc anarchist tactics often instigate violent confrontations with riot police and vandalize property.
- ❖ The general Brazilian protest population condemns Black Bloc-related violence, and Black Bloc protestors represent a very small percent of actual demonstrators. Peaceful protestors have occasionally made efforts to distinguish themselves from Black Bloc elements by splitting demonstration routes to avoid linkages and associations.
- ❖ The group "Anonymous" a loosely associated international network of activist and hacktivist entities has also been active. Groups have promised that sponsors websites will be targeted. ABI website monitoring and protection is ongoing.
- ❖ **Immediately avoid and stay away from Protests, Civil Disturbances, and Labor Strikes.**

- ❖ It is reported that in matters of terrorist targeting it is not so much the company but the Government or Country that it is perceived to represent.
- ❖ The Budweiser brand continues to be an iconic American symbol worldwide and elevates consideration and a necessary heightened awareness.
- ❖ While major sporting events provide an attractive target for terrorist groups, sources are not disclosing they are aware of any specific terrorist threat to the World Cup events, at this time, therefore, the threat of terrorism is generally considered low.

- ❖ The majority of Brazilian physicians and hospitals expect payment in cash at the time services are rendered. Without proof of insurance, deposit, or adequate financial guarantee, medical professionals may withhold even emergency care at private or public hospitals. It is advisable that travelers carry with them proof of health and medical evacuation insurance.
- ❖ Within major cities, prescription and over-the-counter medications are widely available. Emergency services are responsive, and travelers may call a private ambulance company or dial 192 for ambulance transport to a public hospital. Callers must stay on the line to provide their location, as there is no automatic tracking of phone calls. Foreign nationals are entitled to emergency medical treatment in Brazilian public hospitals. Public hospitals, especially in major cities, tend to be crowded.
- ❖ When any staff member observes someone suffering from an illness or injury that requires medical attention, he or she should immediately the Security Management team via radio or phone or local first responders.

Security Plan Overview



- ❖ Secure Transportation – All Cities – Security will be provided for transportation to and from all company sponsored events.
- ❖ Hotel Security – Primary hotel is the Pestana Hotel. Hotel access and control is secured by our security contractor supplemented by the existing Pestana Hotel security. Hotel will be secured by human security and technical screening measures (credentialing system); active security patrol inside and out; Security Command Center set inside hotel and off-site for entire event.
- ❖ Stadium Security- Stadiums are to be secured by FIFA security provisions. All guests will be escorted by our assigned contracted security in to the stadium and will be provided with security contact information in case of separation or incidents.
- ❖ Other Company Sponsored Events- (e.g. Off-site restaurants; tourist sites) Only those sites designated as company sponsored events as part of the hospitality package will be provided with security. All guests will be escorted by our assigned contracted security.
- ❖ City exploring by guests outside of the company sponsored events will not have company provided security. They should be advised to follow Personal Security Best Practices provided in their welcome packets. Staff are advised to follow Security Advice for Staff included in this presentation. All guests and staff are provided with a 24/7 Security Assistance Phone Number in case an incident occurs during their free time.
- ❖ **Security 24 Hour Assistance Ph Number: 55-21-2493 7836**

Crisis Plan Principles & Processes



As an AB InBev partner (contractors) working closely with our business, we want you to be aware of the principles and processes of our crisis management system. While we first aim to prevent any crises before they occur, we want to be sure that all partners are aware of our systems, and the role you would need to play in the event of a crisis.

The following principles guide our crisis management system globally:

- **Easy to trigger crisis teams ...** by detecting the issue at the early stage and escalating it to the right people
- **Timely implementation of a planned process leads to control ...** By falling back on existing procedures and plans,
- **Provide all stakeholders with relevant information in a timely, honest and credible way ...** by communicating extensively, internally & externally

So, what role do you play in this?

- As a third-party, your most important role is to escalate any issues that are or could become crises to your AB InBev contact person as soon as possible – reflecting our company's core value of urgency.

If an issue were to arise, it is your responsibility to document the issue quickly but thoroughly, and escalate it immediately to your AB InBev contact, who will evaluate the issue and escalate it internally via our crisis management processes as appropriate.

It is important to note that, as ever, any public statements about the fact or substance of the work you do with us MUST be aligned and approved in advance with the AB InBev communications team.

It is possible there will be security incidents. If you are involved as a victim, a witness or are informed of a guest, staff or employee impacted by an incident, immediately advise Security and ABI Event Management.

