

Press Release

International Breweries Celebrate its Distributors

It was a time to appreciate a section of its critical stakeholders when brewing giants, International Breweries Plc, a proud part of AB InBev, the world's largest brewer with over 400 beer brands held a conference in honour of its distributors.

The event organised by the makers of premium lagers, Hero, Budweiser, and Trophy had in attendance select distributors who contributed to the remarkable results the company recorded over the last year. Officials of International Breweries Plc and members of the press were also present at the occasions held in the cities of Lagos and Asaba.

In his welcome address, Managing Director, International Breweries Plc, Hugo Rocha expressed appreciation to the distributors whom he described as 'loyal and supportive.'

"You have weathered the storm with us through difficult times and continue to prove yourselves worthy partners on this journey to consistently deliver great results for the company as well as our consumers, and that's why we thought it fitting to celebrate and reward you in our own modest way by asking you to be here with us today in an atmosphere of joy, celebration and mutual appreciation," Rocha said.

Over the last 50 years, the foremost brewers have made giant strides as producers of some of the finest quality beverages while initiating and executing various CSR projects in the fields of health, education, poverty alleviation and environmental sustainability across Nigeria in fulfilment of the United Nations Sustainable Goals; especially SDG 1: No Poverty; SDG 3: Good Health and Wellbeing; SDG 4: Quality Education; SDG 9: Industry, Innovation and Infrastructure; and SDG 11: Sustainable Cities and Communities.

Acknowledging the role of the distributors as strategic trade partners in the organisation's supply value chain, Lagos Transformation and High-End Director, International Breweries Plc, Carlos Coutinho thanked the distributors for staying the course 'on this long, often challenging, but no doubt rewarding journey to building an exceptional, impactful, and far-reaching brand.'

He also reiterated the company's commitment to producing products of the highest quality standards to ensure consumers enjoy wholesome and safe products of the finest quality which comply with all legal requirements as stipulated by regulatory bodies such as Standards Organisation of Nigeria (SON), NIS standard for Alcoholic and Non-Alcoholic Products, and NAFDAC.

According to him, "We recognise and acknowledge your efforts in doing your bit to stem the tide of employment in the country through job creation and getting our products into the

hands of the consumers who reside in the most remote areas of the country. Our products are household names because of your support and dedication, and more than ever before, we are committed to improving our internal processes to help you achieve more.”

The annual distributors’ conference is one of the initiatives of International Breweries Plc to celebrate its numerous distributors and spur them to score even greater results in partnership with the organisation.

The End.

About International Breweries Plc.

International Breweries Plc (IBPLC), is a proud part of the world's largest brewer, Anheuser-Busch InBev, (AB InBev), the world’s largest brewer with over 400 beer brands.

In Nigeria, IBPLC is the proud producer of Trophy, Hero and Budweiser beer brands, including Beta Malt & Grand Malt.

International Breweries was established in 1971 and was listed on The Nigerian Stock Exchange in 1995. The company, AB InBev consolidated its business stakes in Pabod Breweries Limited, Intafact Beverages Limited into its majority ownership of International Breweries Plc in a merger that was concluded in December 2017.

As a global brand, International Breweries has a dream of bringing people together for a better world through the building of great brands that stand the test of time and brewing the best beers using the finest natural ingredients.