



Press Release

October 12, 2021

International Breweries Celebrates 2021 Sustainability Month, Launches Global Smart Drinking Week

International Breweries Partners NCF, Others on Sustainability Month, Challenges Consumers on Smart Drinking

In line with its theme, “**Better World for All**” International Breweries Plc has commemorated this year’s Sustainability Month which falls in September with an array of activities to promote the efficient use of assets and resources to improve human welfare, maintain business profitability, and preserve natural capital (air, water, land, and minerals) to ensure business continuity.

The giant brewers who are a proud part of AB InBev, the world’s largest brewer with over 400 beer brands also reinforced its commitment to reducing the harmful use of alcohol in Nigeria by driving positive impact through smart drinking initiatives and reigniting its commitment to making every experience with beer a positive one during this year’s Global Smart Drinking Week.

The company embarked on a tree planting project, beach clean-up and school beautification projects to consolidate their efforts in advancing the United Nations Sustainable Development Goals, specifically, SDG 3: Good Health and Wellbeing; SDG 6: Clean Water and Sanitation; SDG 11: Sustainable Cities and Communities; SDG 13: Climate Action; SDG 14: Life Below Water; and SDG 4: Quality Education.

Speaking at the commencement of the initiative in Lagos, Managing Director, International Breweries Plc, Hugo Rocha explained that in line with International Breweries vision of “Bringing People Together for a Better World,” it was important for the company to demonstrate its unflinching commitment to managing environmental resources effectively through volunteering. “We are determined to build a company to last, but we know we can only do that with a healthy, natural environment and thriving communities. With our 2025 Sustainability Goals, we are proud to be contributing to the UN’s Sustainable Development Goals and the broader global sustainable development agenda while ensuring holistic environmental and social impact as well as drive transformational change across our entire value chain” Rocha said.

Employees and consumers were involved in the Global Smart Drinking Week Campaign through the #smartdrinkingchallenge by taking a pledge committing to the company's smart drinking goals which include not drinking while driving and discouraging underage drinking.

The International Breweries team also visited the Traffic Compliance and Enforcement Corps (TRACE) office in Ogun State to sensitise officials of the agency on responsible drinking while smart drinking messages were deployed on five billboards across three major cities in Nigeria to reach over 10 million consumers with influencers' social media marketing for Smart Drinking Toast.

The smart drinking outreach was also extended to consumers and lovers of the brand through roadshows and a smart drinking happy hour on radio where listeners were enlightened on smart drinking tips such as making plans to avoid driving after drinking, pacing their drinks to one or fewer per hour, alternating alcoholic drinks with water or non-alcoholic drinks and shunning the urge to keep up or outdrink others.

Data collated from eleven countries where AB InBev is present revealed that the organisation's Global Smart Drinking Week message reached more than 17 million consumers directly, a 400% increase in the numbers recorded in 2019 while 25,004 employees participated in its activations. Over 1.3 million customers were also reached, representing twice the number recorded in 2019. 276 pieces of media coverage also ensured that 12.8 million social media impressions were recorded and 436 stakeholders were reached through the campaign.

According to the Legal and Corporate Affairs Director, International Breweries Plc, Temitope Oguntokun, "As an organisation, International Breweries is focused on engendering the values of volunteering, support, and kindness through its projects. As an organisation, we are striving to go beyond traditional corporate social responsibility to create shared value for businesses and communities with the most comprehensive, technology-driven smart drinking portfolio."

The company has also set its sights on aligning with the 2025 Global Goals which include Smart Agriculture, Water Stewardship, Circular Packaging, Climate Action, and Smart Drinking.

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.