

PROFILE OF Anheuser-Busch InBev

Type: Public

Industry: Drink, brewing

Predecessor: Anheuser-Busch,
InBev, Ambev, SABMiller

Founded: 2008

Headquarters: Leuven, Belgium

Area served: Worldwide

Key people: Carlos Brito (CEO)

Employees: 170,000

Products: Alcoholic beverages; beer and soft drinks

Net income: 9.17\$ billion

Sales (revenue): 52.33\$ billion

Website: www.ab-inbev.com



SUMMARY

Anheuser-Busch InBev SA/NV, commonly known as AB InBev, is a multinational drink and brewing company based in Leuven, Belgium. AB InBev has a global functional management office in New York City, and regional headquarters in São Paulo, London, St. Louis, Mexico City, Bremen, Johannesburg and others. It has approximately 630 beer brands in 150 countries.

- Largest brewer in the world
- Owns 7 of the world's top 10 most valuable brands, according to BrandZ
- Employs 170,000 people in over 25 countries with sales in almost 200 countries
- 2014 Results:

-Total beer volume: 408 million hl

-Total non-beer volume: 47 million hl

AB InBev was formed through InBev (itself a merger between Interbrew from Belgium and AmBev from Brazil) acquiring Anheuser-Busch from the United States.

In October 2015, Anheuser-Busch InBev announced a successful all-cash bid to acquire British multinational competitor SABMiller; the merger was concluded in October 2016. It was the world's largest brewer even before the acquisition of SABMiller and is considered one of the largest fast-moving consumer goods companies in the world. The annual sales for the company in 2019 were US\$52.3 billion; prior to the merger, ABInBev had realized US\$45.5 billion in revenue in 2016. The company was expected to have a 28 percent market share of global volume beer sales in 2017, according to Euromonitor International.

"We're building a company to last, brewing beer and building brands that will continue to bring people together for the next 100 years and beyond. With centuries of brewing history, we've seen countless new friendships, connections and experiences built on a shared love of beer."

SOURCES:

- <https://www.ab-inbev.com/content/dam/universaltemplate/ab-inbev/investors/releases/15January2016/Anheuser-Busch%20InBev%20%E2%80%93%20Roadshow%20%E2%80%93%20January%202016.pdf>
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- https://en.wikipedia.org/wiki/AB_InBev