



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

Implementing in the Delivery
Decade – UN SDG 12

ABInBev at a glance

~180,000 colleagues

~100 nationalities

~5.5m jobs sustained
worldwide

50+ markets we operate in

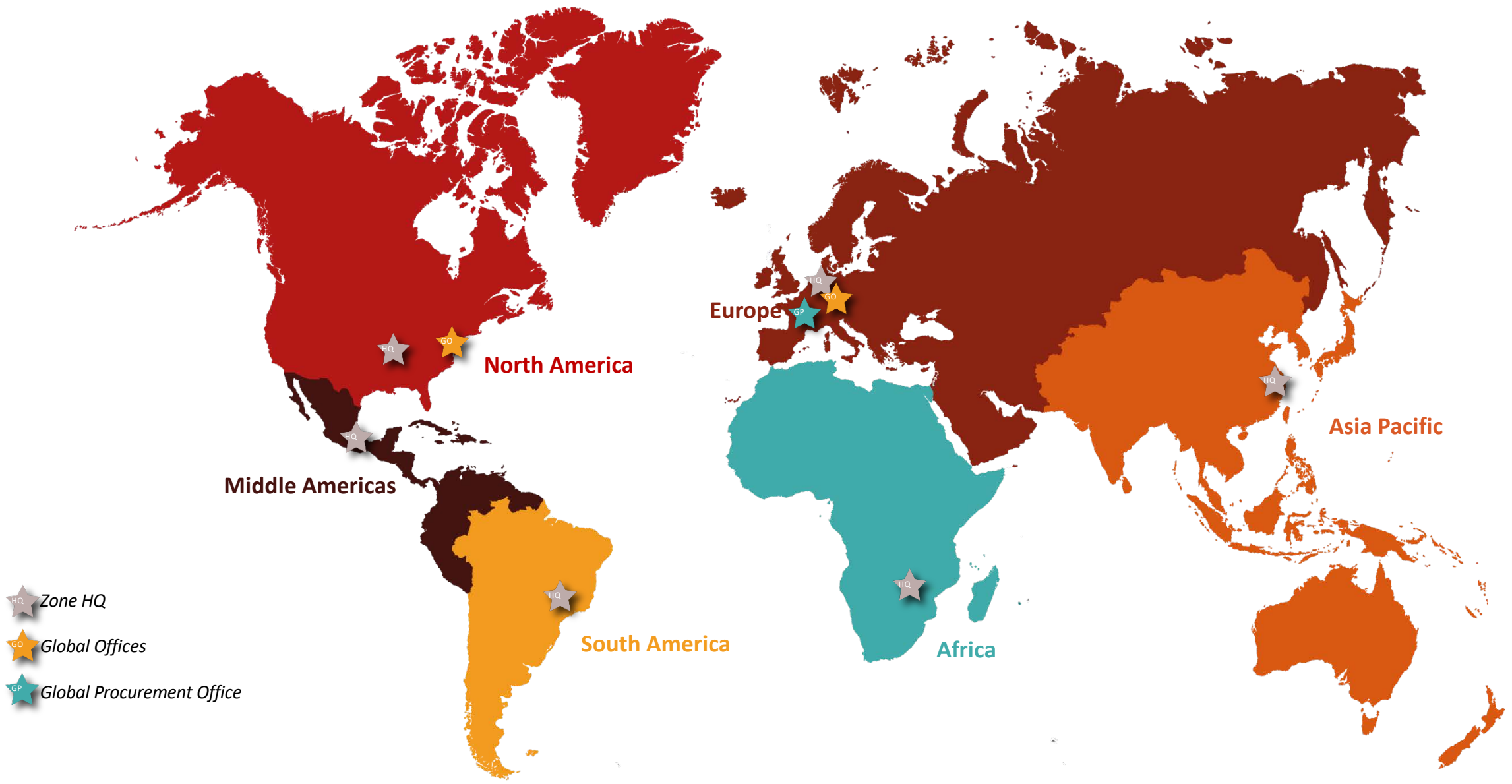
100+ markets we sell in

~50m people buy our
products each day

400+ brands that we own and
distribute



Truly global and diverse geographic reach





SUPPLY SECURITY



PEOPLE



CONSUMERS



INNOVATION

Sustainability Is Our Business



Sourcing the highest-quality ingredients



Brewing the best beers in the best ways



Driving efficiencies & cost savings



Embracing new technologies & innovation



Telling great stories & making an impact



2025 Sustainability Goals



Smart Agriculture

100% of our direct farmers are skilled, connected and financially empowered



Water Stewardship

100% of our communities in high stress areas have measurably improved water availability & quality



Circular Packaging

100% of our products will be in packaging that is returnable or made from majority recycled content



Climate Action

100% of our purchased electricity comes from renewable sources & 25% reduction of carbon emissions across our value chain



accelerator

100+





**INTELLIGENT
REVERSE
LOGISTICS**

IN BRAZIL...

- Only 2,0% is recycled
- 90% informal workers





CIRCULAR ECONOMY

Technology

cost-effective reverse
logistics



1

Waste finder system

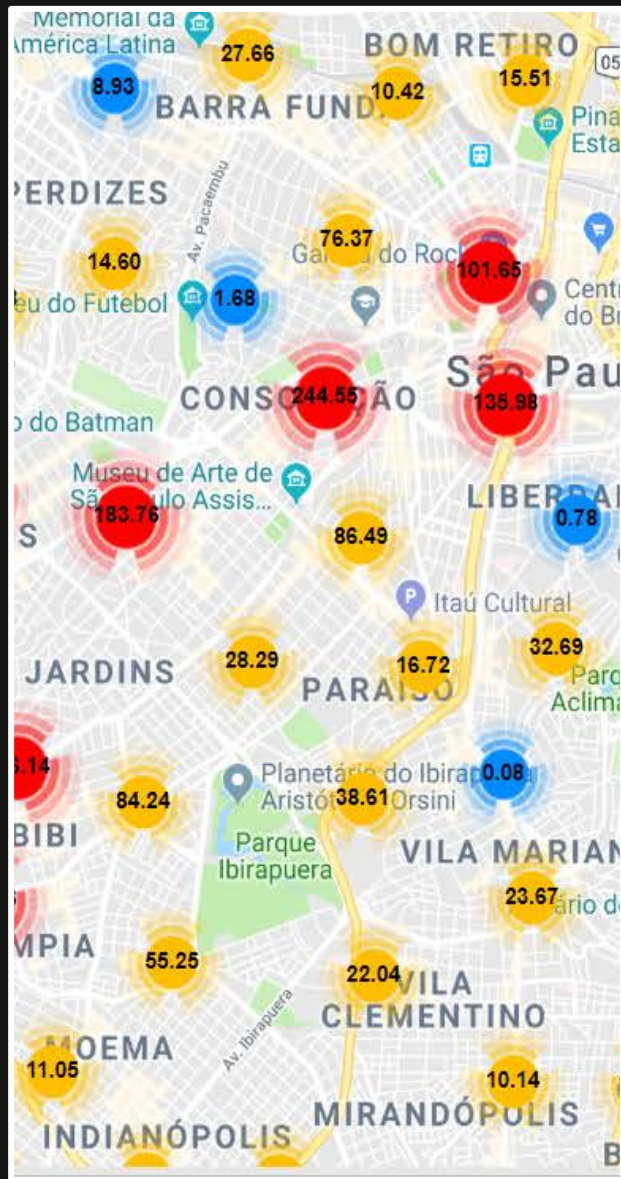
2

Trikes with IOT



3

Traceability by
blockchain



PHASE 1 - B2B : RESULTS SO FAR

10 HUBs

São Paulo, Rio de Janeiro and
Brasília



- 300 tons of material collected
- 50 tons of CO2e Avoided
- 310 pubs and restaurants engaged

Official
partner



BUSINESS MODEL

- REVERSE LOGISTICS AS A SERVICE
- 100% LABOR COMPLIANCE



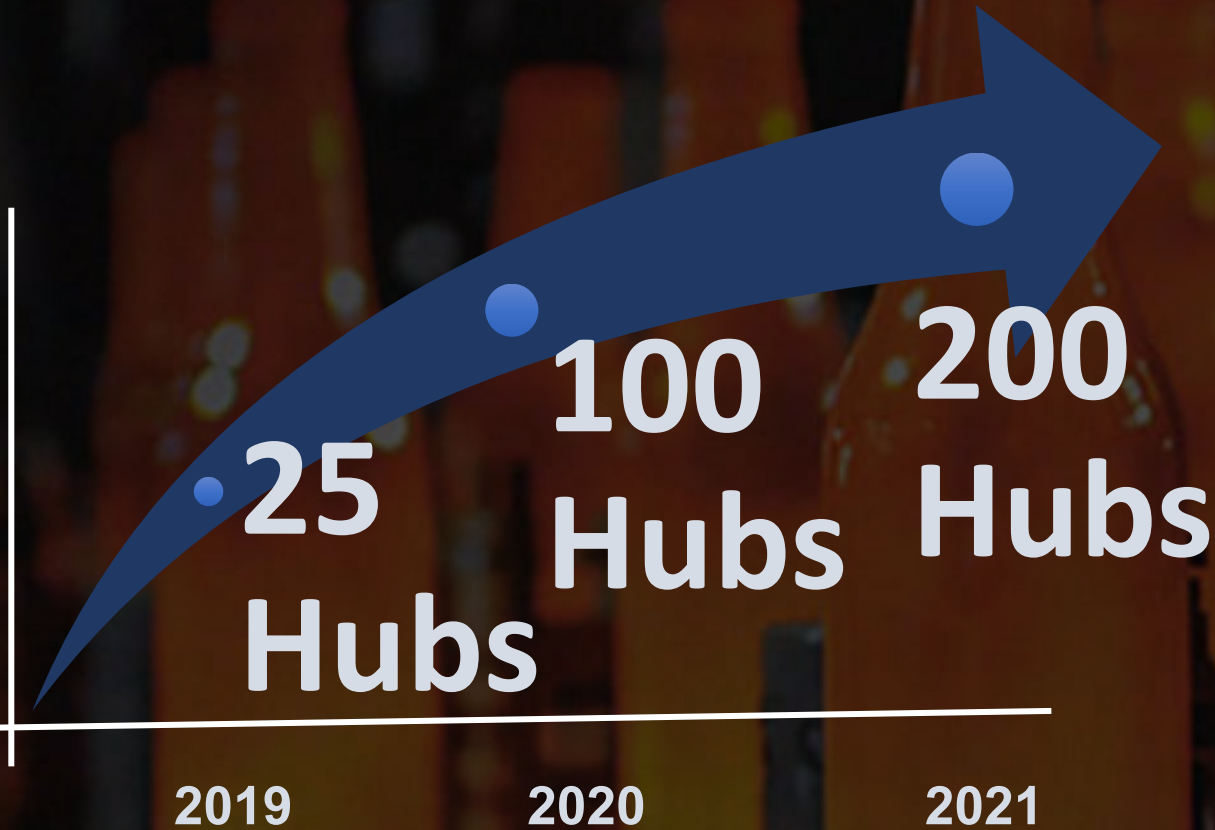
BEFORE



AFTER

ambev

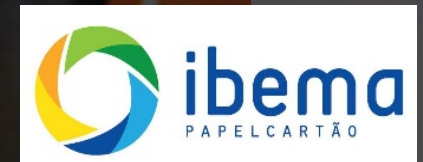
Scale up 1st wave plan



SPONSORS



CLIENTS



THE DREAM



1st Urban Mining company



Hire 10,000 low income people



Avoid extraction of 200k tons of Natural resources per year

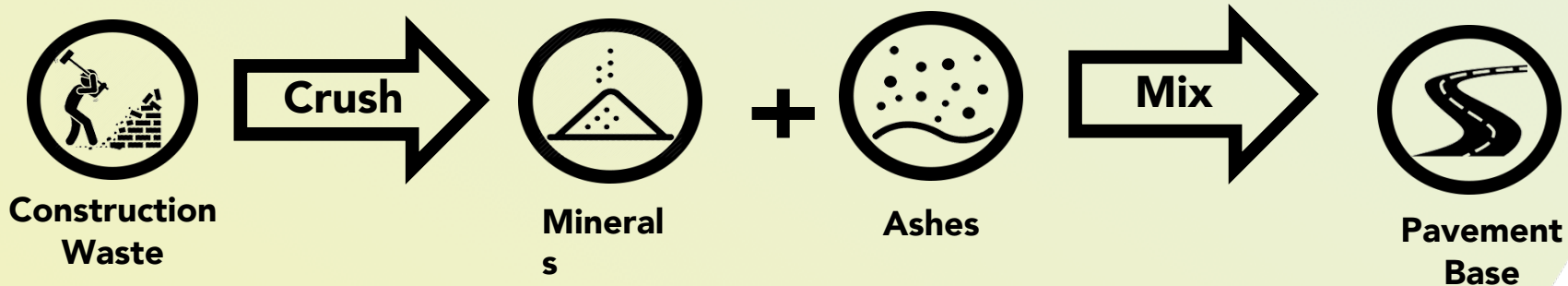
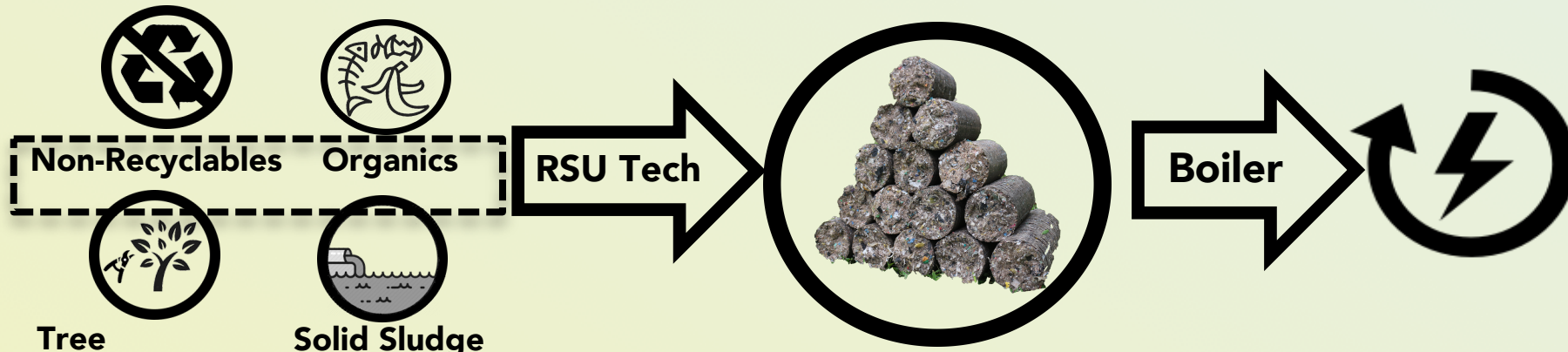
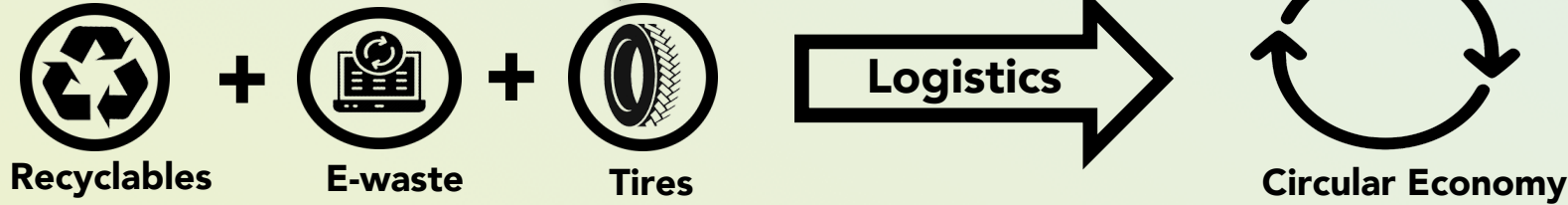


RSUBBRASIL
SMART WASTE

**MOVING FROM WASTE MANAGEMENT
TO RESOURCE MANAGEMENT**

Since 2010

HOW IT WORKS TOWARDS ZERO WASTE



- No Landfills**
- No Pollution**
- More Recycling**
- No Climate Impact**
- This is Smart!**

7 AFFORDABLE AND CLEAN ENERGY



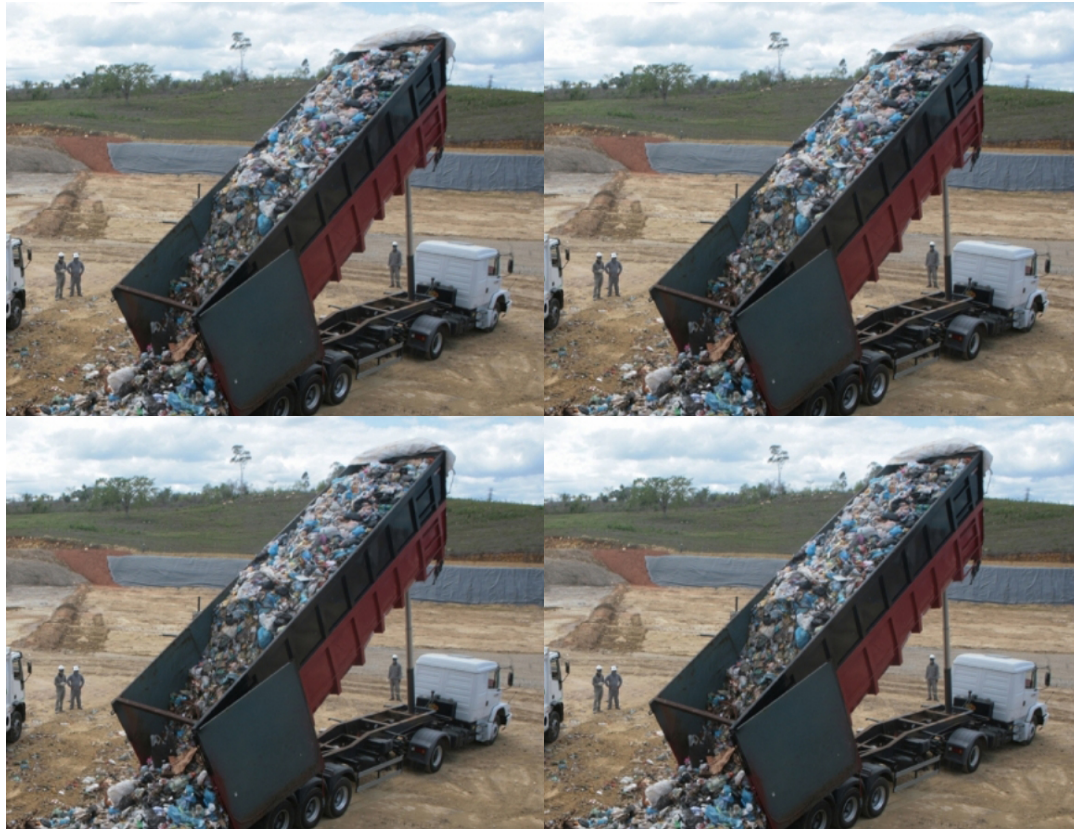
11 SUSTAINABLE CITIES AND COMMUNITIES



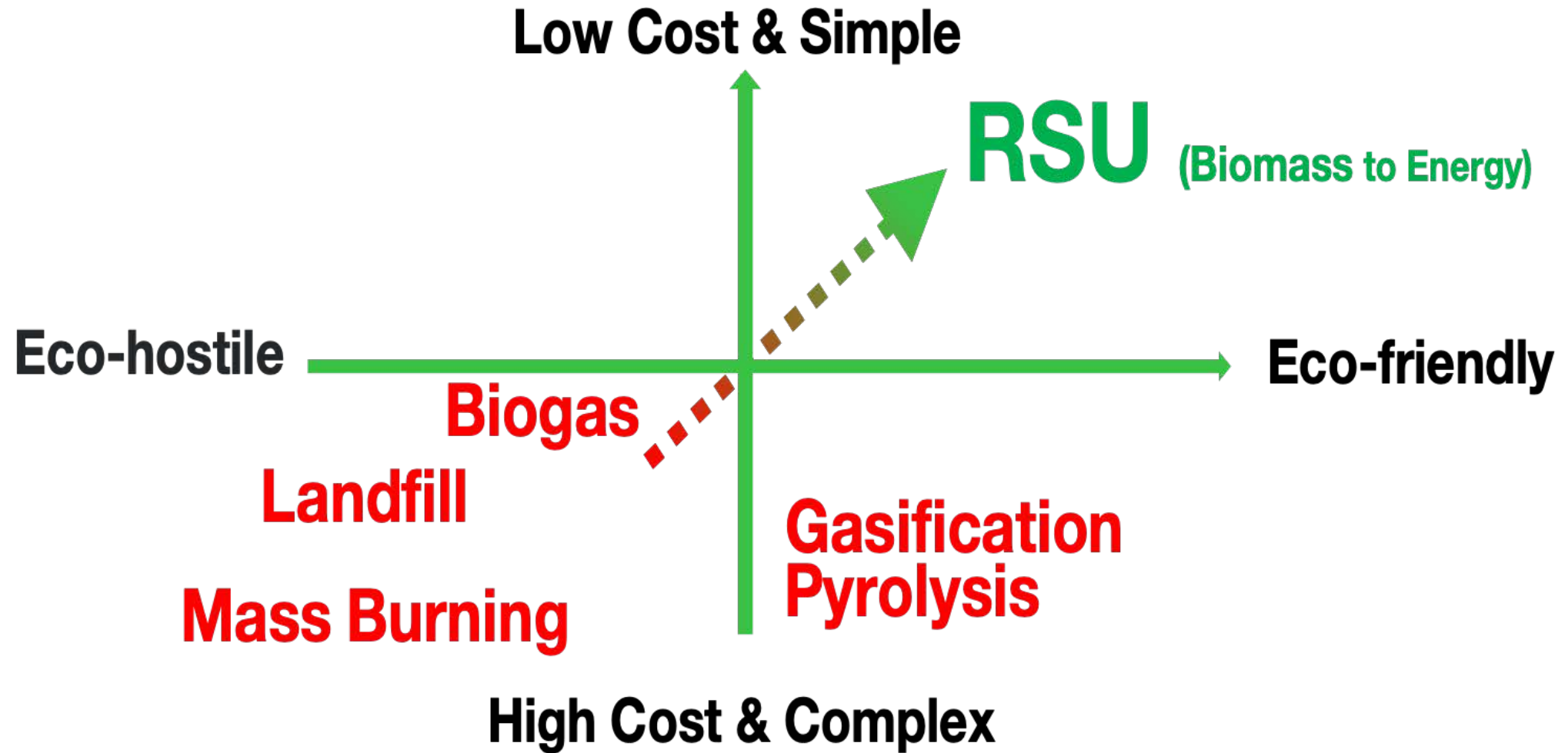
13 CLIMATE ACTION



TECHNOLOGY



OTHER TECHNOLOGIES



PILOT & PROGRESS



Before Accelerator

1 contract = 120 tons of waste/day



Post Accelerator

**15 projects under negotiation
(USA, Mexico, India, Pakistan, Africa)
+ 2,000 tons of waste / day**

Projected Revenue \$ 1Bi (US) (2030)

RSU 2030 – GOAL



PROCESS WASTE OF 20 MILLION PEOPLE / DAY

WE ARE ALREADY CHANGING THE FUTURE!

JOIN US!

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"MOLECOOLA"

2
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RECIKLÁVEIS
LIMPOS E
SEPARADOS

3
ACUMULE
PONTOS
PELA TROCA

4
TROQUE OS
PONTOS POR
BRINDES

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Molécoola
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Clia Abonaria, você tem
52,33





MEU EXTRATO

Saldo de pontos atual

346

Atualizado em: 21/02/18 às 11:10

21/02/2018 - 11:11

Troca de pontos de coleta

Acumulado +200 pontos

30/01/2018 - 17:39

Resgate de produto/serviço

Resgatado -3600 pontos

30/01/2018 - 16:27

Troca de pontos de coleta

Acumulado +450 pontos

Baixe já o aplicativo Molécoola!

Com ele você soma pontos e pode
resgatar diversos benefícios.

