

InBev.



BEER SECTOR
SUN InBev Ukraine
InBev Group
Desna - Ukraine
» stretch-blow molder
SMI SR 20
» shrinkwrapper
SMI SK 602 F



■ SUN InBev Ukraine is considered as the ambassador of the beer culture in Ukraine. Since 2000, it has been following the traditional brewing method, inherited from the parent company Interbrew (now InBev). It is the national representative of InBev, the world largest brewer, born out of the merger between Interbrew and AmBev. SUN InBev Ukraine has been the undisputed leader of the Ukrainian beer market for more than 7 years, with a market share up to 38% (2007) and an output of more than 10 million hectolitres of beer (2007). The bottling plants are situated in Desna, Rogan and

Yantar breweries. The Chernigiv Brewery (Desna) has been part of Interbrew since 1996, followed by Mykolaiv (Yantar) in 1999 and by Kharkiv Brewery (Rogan) in 2000. In 2006 the three companies merged to form a single entity called SUN InBev Ukraine.



The new PET line:

Innovations developed from consumer's needs

■ Aiming at deeply understanding the lifestyle and preferences of today's and tomorrow's consumers, InBev constantly offers innovative products and tailor-made services, according to everyone's expectations.

The search for new packaging solutions, such as PET containers, is part of that approach. The polyethylene has been used for long by various InBev markets and it has proven to be a winning choice in the Eastern market.



The sales increase induced the company to invest in new plants for beer PET bottling.

At Chernigiv plant in Desna, a high-speed line at the output of 36,000 bph, realized by Sacmi Filling and SMI, has been recently installed.

Sacmi Filling supplied the filler model volo-mas 80/140/20, the labeller, the 4-infeed palletizer and the conveyor systems.

The blowing of 1 l PET bottles at an output of 36,000 bph, of 1,2 l bottles at an output of 32,000 bph and of 2 l bottles at an output of 24,000 bph has been entrusted to the 20-cavity SR20 blow-moulder manufactured by SMI.

Smigroup also supplied the conveyors for the transportation of preforms and a shrinkwrapper, SK 602F model, for the



packaging of bundles on double lane, in 4x3 (1/1.2 l) and 3x2 (2 l) pack collations, film only.



InBev & Smi:

Special attention to the quality and the environment



■ INBEV in synthesis

With world-wide activity, InBev is a "global beer" producer. InBev is a publicly traded company (Euronext: INB) based in Leuven, Belgium. The company's origins date back to 1366, and today, it is the leading global brewer.

As a true consumer-centric, sales driven company, InBev manages a carefully segmented portfolio of more than 200 brands.

This includes true beer icons with global reach like Stella Artois® and Beck's®, fast growing multi-country brands like Leffe® and Hoegaarden®, and many consumer-loved "local champions" like Skol®, Quilmes®, Sibirskaya Korona®, Chernigivske®, Sedrin®, Cass® and Jupiler®.

InBev employs close to 89,000 people, running operations in over 30 countries across the Americas, Europe and Asia Pacific. In 2007, InBev realized revenues for 14.4 billion euros.

For further information visit www.inbev.com

■ The production of beer is an art which dates back to the past centuries: with more than 600 years of experience, InBev has been able to launch top quality products on the market. SUN InBev Ukraine has gained the consumers' confidence by implementing new technologies, though maintaining the traditional brewing methods.

For instance, the installation of the new SMI blow-moulder at Chernigiv plant in Desna is part of a project of blowing costs optimization and performance improvement. The SR 20 stretch-blow moulder manufactured by SMI, like all models of the SR series, is supplied with the innovative Air Recovery System as a standard equipment, which minimizes the energy costs and reduces the compressed air consumption up to 40%; thanks to this system, a part of the air of the blowing circuit (40 bar) is recovered and recycled, that is to say it is used for the pre-blowing circuit (4-16 bar) and for the machine service air. If the recycled air is not used for the pre-blowing circuit or for the service air circuit, it can be used for the low-pressure circuit of other external systems.

The ARS consists of two exhaust valves for each stretch-blowing station: the first one introduces the

air into the air recovery system tank; the second one discharges the air that can not be recycled. The operating pressure of the pre-blowing cycle is controlled by an electronic regulator, whereas the service air circuit pressure is controlled by manual reducers.

This innovative system, supplied with every model of SMI blow moulders, increases the machine's value, thanks to their environment-friendly technology and to the reduction of the energy costs.

■ The market of beer in PET bottles

The market of beer in PET bottles continues gaining market shares and recording great approval from the consumers.

The pursuit of innovation through the introduction of new packaging methods is an integral part of the marketing strategies, provided they comply with the quality, environment and economy requirements.

The beer bottled in PET demonstrates that the packaging has a great influence on the buying decisions.

Beer bottlers have recently met with great success, especially among the young adult consumers, by offering the innovative PET container, expected to be a good way to make the product look newer, younger and adventurous.

Furthermore, the use of polyethylene is bound to another key concept for the modern marketing strategies: the idea of "convenience" for the consumer.

The strong competition between the industries of this sector requires a constant pursuit of new packaging solutions. The wide range of materials used for the packaging is an attempt to draw the consumer's attention and to follow the most recent market trends.



InBev acquires Anheuser-Busch:

Market share and synergies

■ On 13 July 2008, InBev and Anheuser-Busch announced an agreement to combine the two companies, forming the world's leading global brewer.

The combined company will be called Anheuser-Busch InBev (A-B-I).

The combination of Anheuser-Busch and InBev will create the global leader in the beer industry and one of the world's top five beverage manufacturers.

On a pro-forma basis for 2007, the combined company would have generated a global volume of 460 million hectolitres, revenues of US\$36.4 billion (Euro 26.6 billion) and an EBITDA of US\$10.7 billion (Euro 7.8 billion).

The expanded company will be geographically diversified, with leading positions in the world's top five markets - China, U.S., Russia, Brazil and Germany - and balanced exposure to developed and developing markets.

A combination of Anheuser-

Busch and InBev will result in significant growth opportunities from leveraging the companies' combined brand portfolio, including the global flagship Budweiser brand and international market leaders such as Stella Artois and Beck's, maximizing the new company's unparalleled global distribution network and applying best practices across the new organization.

Budweiser and Bud Light are the largest selling beers in the world, and the new company will have an unmatched portfolio of imports, local premiums and local core brands.

The merger is expected to be completed by the end of 2008.



▪ The beers of InBev

SUN InBev Ukraine produces and sells 10 beer brands:

> 2 global brands: Stella Artois and Beck's;

> 5 multi-country brands: Leffe, Brahma, Staropramen, Hoegaarden and Lowenbrau;

> 3 national brands: Chernigivske, Rogan, Yantar.



1.00 litres

1.20 litres

2.00 litres