



We Dream Big to Create a Future With More Cheers



To us, a future with more cheers is shared prosperity, for our communities, for the planet and for our company. Together we are:

Advancing **sustainability** around the world
Driving category leadership and **innovation** to meet customer and consumer needs

Leading the future **growth** of our industry, reaching more consumers on more occasions with our best-in-class portfolio

Using **data and technology** to connect with our customers and consumers

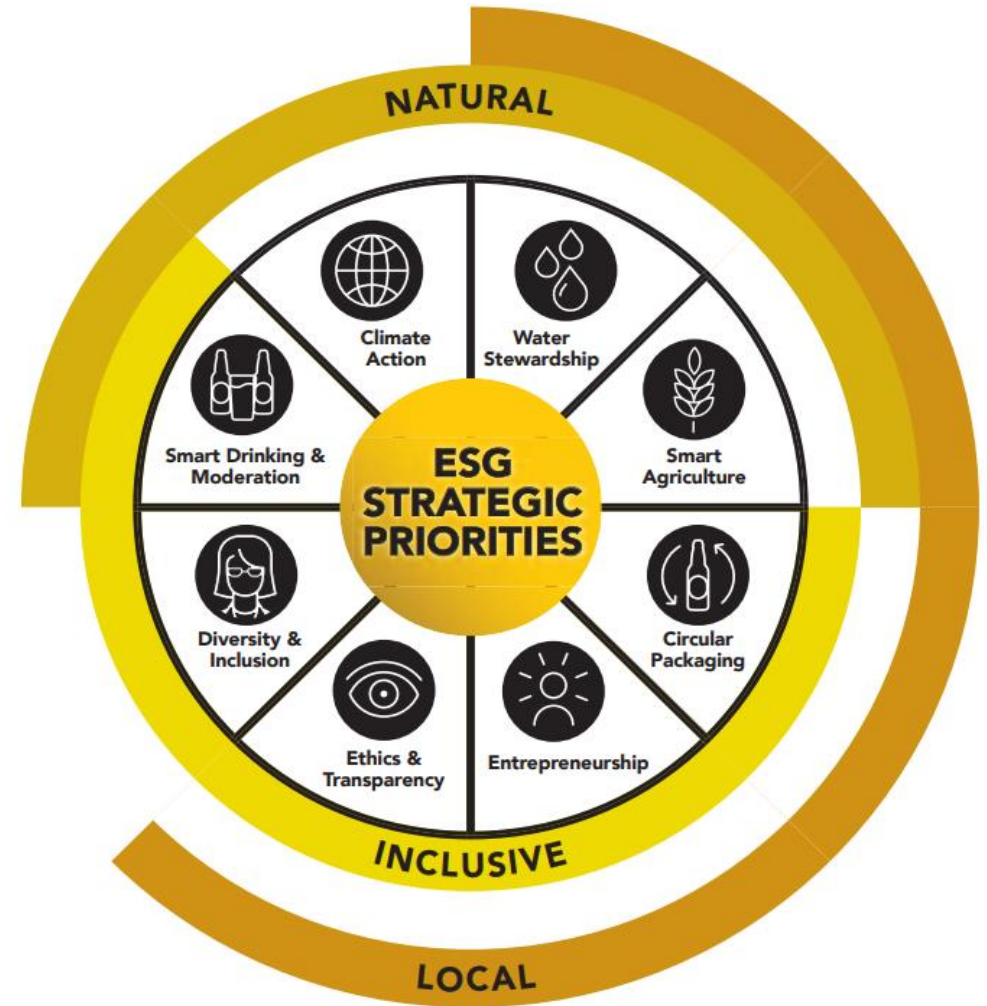
Connecting our **farmers** with resources

Making a positive and lasting impact in our **local communities** around the globe in the moments that matter

Empowering our 169,000 **colleagues** who are passionate owners and problem-solvers to lead real change

This is our path to a more sustainable, inclusive and rewarding future.

ESG FOCUS ACROSS THEMES



BACKGROUND

In March 2010, the UN proclaimed the *Decade of Action for Road Safety 2011-2020*, with an aim to stabilize and reduce the forecast level of road traffic deaths around the world. According to WHO, about **5 million lives** could be saved on the world's roads during this decade.

Recently, in May 2019, the World Health Organization (WHO) released a global status report on road safety. The startling numbers reveal that over **1.35 million people** lose their lives each year, and about 50 million sustain injuries.

Closer home, the Ministry of Road Transport and Highways, according to its latest report, suggests that road crashes kill close to **1,50,000 people** each year (WHO global status report puts this number to over 2,99,000 people each year.)

The debate over numbers is not as important as the fact that we are losing precious lives every minute, and that:

- Road crashes, in India, have emerged as the single biggest cause of unnatural deaths of individuals, in the age group of 15-45;
- Road accidents and deaths put a burden of close to 3% of the country's GDP, on the Indian economy, which is about INR 55,000 crore (\$8.2 billion)

WHY GURUGRAM?

While looking to launch City Pilot in South Asia, the challenge for AB InBev was to find the right geography and address the most relevant issue, aligned with its objectives. Naturally, India, being one of its largest markets after China, became the country of choice.

Based upon an exhaustive mapping exercise AB InBev chose Gurugram in Haryana and identified road safety as the issue to address, as **Gurugram topped the list for the highest number of road accident related deaths in Haryana in 2017.**



Opportunity to align with state government objectives: Haryana became the first state in India to adopt a Vision Zero approach to road safety, and committed to bringing the number of road traffic fatalities down to zero by improving road design, checking road rage and drunken driving

High number of vulnerable road users: Gurugram is one of the fastest growing cities and commercial hubs for MNCs in India, owing to development of infrastructure at a break-neck speed

Ease in accessibility to corporate partners: As a hub for MNCs, it is home to a bevy of C-suite executives and their families, making it relatively easier to secure CSR funding for on-ground projects

Focused government engagement: Gurugram's proximity to Delhi and Chandigarh allows easy access to officials from the state and central transport departments

Data-driven Approach to Road Safety



☒ Fatalities
☐ Injuries

Year(s)
2021

Month(s)
Select a Month

Police Station
Bilaspur Police Station

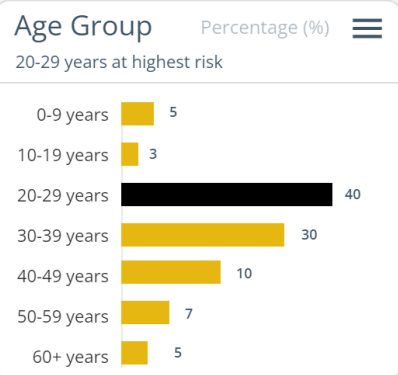
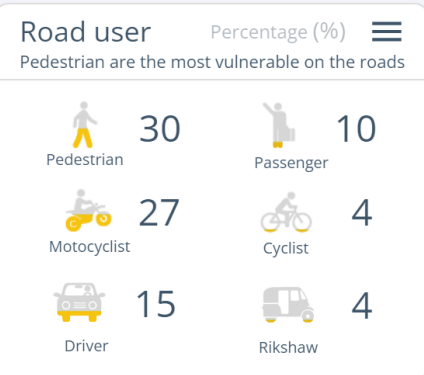
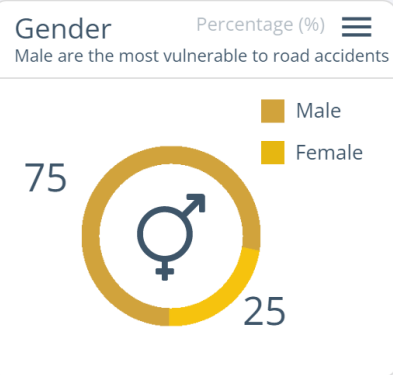
Road(s)
Select Road

Victim Profile(s)
Victim Profile

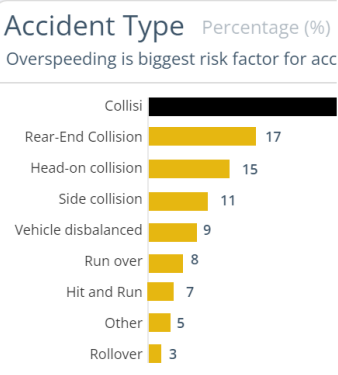
Age Group(s)
Age Group

VIEW

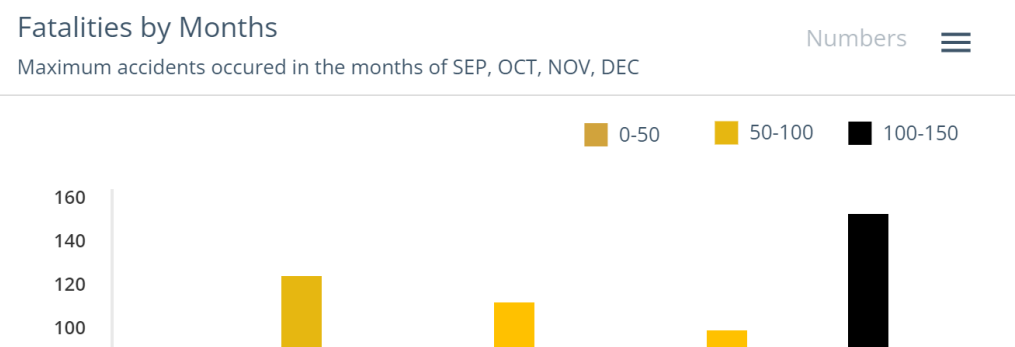
Victim Profile (2021)



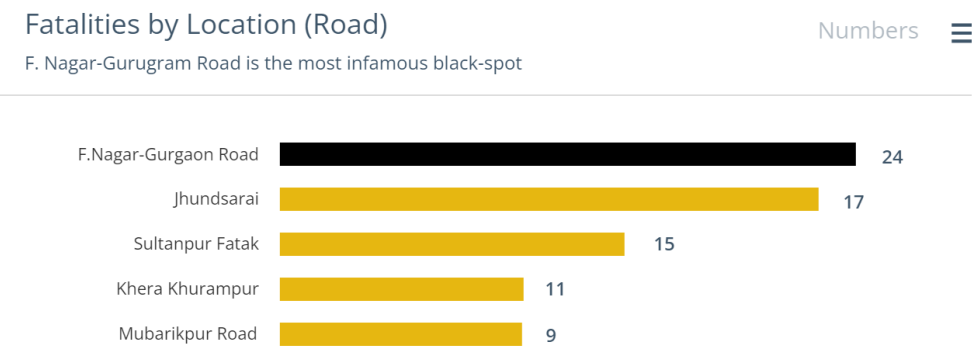
About the Accident (2021)



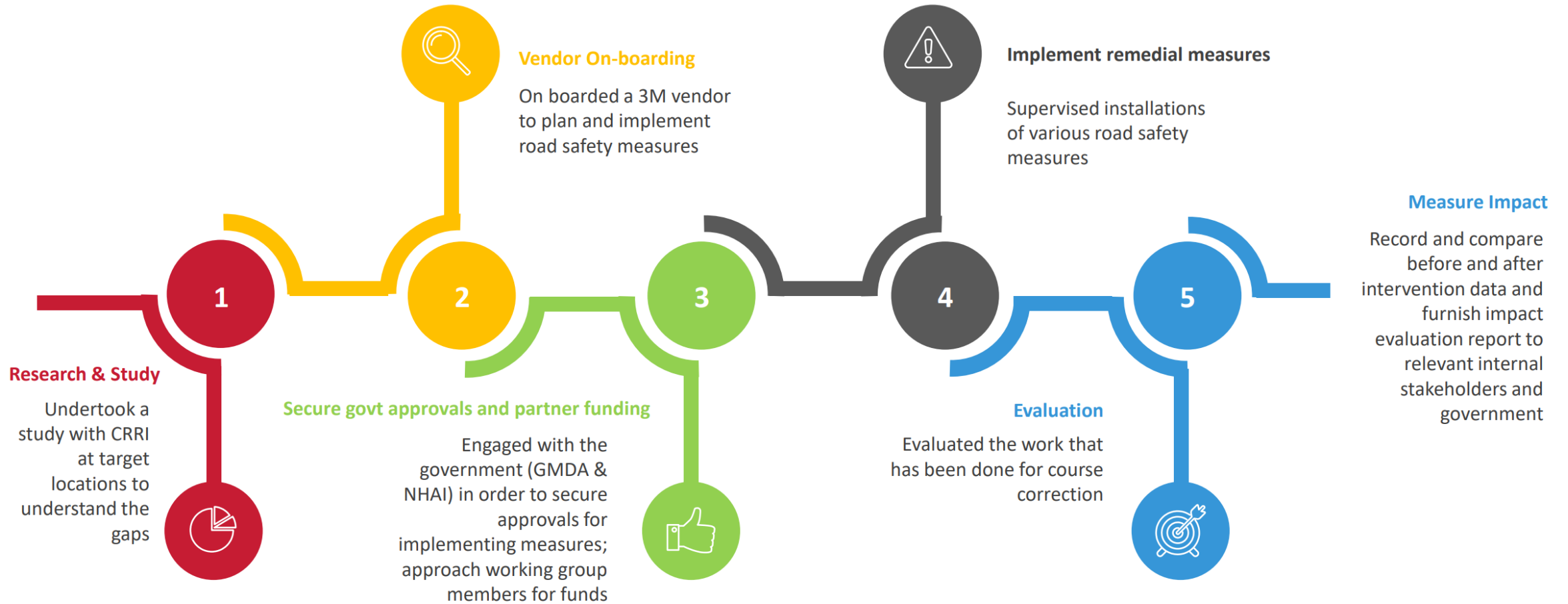
by Month by Day by Time by Day & Time



by Location by Police Station



STEPS FOR BLACKSPOT CORRECTION



ABInBev



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