

Press Release

For immediate release

UNITAR and Anheuser-Busch InBev sign partnership agreement to improve road safety and save lives

14 February 2018, Geneva, Switzerland - Today, Mr. Carlos Brito, Chief Executive Officer of Anheuser-Busch InBev (AB InBev) and Mr. Nikhil Seth, United Nations Assistant Secretary-General and Executive Director of the United Nations Institute for Training and Research (UNITAR), signed a partnership agreement to collaborate to improve road safety. This public-private partnership aims to significantly tackle road safety and, ultimately, save lives.

Road traffic injuries claim more than 1.2 million lives each year and have a disproportionate impact on negative health and development outcomes. Road accidents are the 9th leading cause of death across all age groups globally and the leading cause among young people aged 15 to 29 (WHO, 2015).

To contribute to reduced road traffic deaths and injuries, UNITAR and AB InBev are joining forces to implement a global public awareness initiative and build capacity with local governments and partners. Together, we will bring together leaders across sectors to share best practices and to implement holistic, evidence-based approaches that improve road safety. Activities will include conferences, training workshops, and targeted interventions in countries with the highest death rates due to road traffic.

“The private sector must play a key role in implementing measures to improve road safety. Partnerships will be essential. From designing road safety codes, to promoting education and creating technology applications that enhance mobility and reduce traffic accidents, road safety is a collective responsibility,” said Mr. Nikhil Seth, United Nations Assistant Secretary-General and Executive Director of UNITAR.

“We all live on this planet together. We all drive the same roads. We all look for opportunities to enjoy the good things in life. So it’s up to all of us to ensure the safest roads. Our collaboration with UNITAR is an important public-private partnership to catalyze solutions and tackle global road safety. This builds on our commitment to address not only the safety of our fleets, but also the well-being of communities where we live and work,” said Carlos Brito, CEO of AB InBev.

UNITAR and AB InBev are committed to saving lives by building awareness, harnessing data and technology, promoting education and training, and implementing evidence-based road safety interventions in target countries worldwide. We look forward to stemming the tide on this critical issue.

- end

For more information, please contact:

Rachel Tulchin
Global Manager, Better World Communications
Rachel.Tulchin@ab-inbev.com
M: +1.914.924.1750

Aimee Baxter
Global Director, Media Relations & Communications
Aimee.Baxter@ab-inbev.com
M: +1.646.628.0393

Estrella Merlos
Road Safety Project Lead
UNITAR
Estrella.Merlos@unitar.org
P: +41 22 917 8589

About UNITAR

The United Nations Institute for Training and Research (UNITAR) is a dedicated training arm of the United Nations, working in every region of the world. We empower individuals, governments and organizations through high-quality learning solutions and related knowledge products and services to overcome global challenges. The Institute was established in 1963 by the United Nations Secretary-General for the purpose of enhancing the effectiveness of the United Nations in achieving the major objectives of the Organization through training and research. In 2016, UNITAR delivered 456 training and learning events participated by close to 55,000 beneficiaries, mainly from developing countries around the world. With the headquarters in Geneva, Switzerland, UNITAR is headed by the Executive Director and governed by the Board of Trustees. UNITAR is financed entirely from voluntary contributions derived from United Nations Member States, other UN agencies, international and intergovernmental organizations, NGOs and the private sector. UNITAR achieved its 2016 results with an annualized budget of \$25.6 million.

www.unitar.org/ | learnatunitar.org | twitter.com/UNITAR | www.facebook.com/UNITARHQ

About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Our Dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 200 000 employees based in more than 50 countries worldwide. For 2016, AB InBev's reported revenue was 45.5 billion USD (excluding JVs and associates).

Visit us @ www.ab-inbev.com Like us @ www.facebook.com/ab-inbev Follow us @ www.twitter.com/abinbevnews