

Terms and Conditions

Anheuser-Busch InBev NV with registered office at Grand Place 1, 1000 Brussels, Belgium owns this internet site (the "Website"). Anheuser-Busch InBev NV shall be referred to as "AB InBev", "we", "our" and "us". These terms and conditions govern the use of the Website.

1. Legal Drinking Age notice

Use of the Website is open to persons who are both of legal drinking age in their place of residence and over the age of 18.

2. Free of charge

Use of the Website requires no purchase and is free of charge. No rewards or material benefits will be awarded to users for their use of the Website.

3. Acceptance of Terms and Conditions

Your access to and use of the Website as specified herein is subject exclusively to these Terms and Conditions. By using the Website, you will be deemed to have read and understood these Terms and Conditions and agreed to be bound by them. You will not use the Website for any purpose or in any manner that is unlawful or prohibited by these Terms and Conditions. If you do not accept these Terms and Conditions you are disqualified from accessing or using the Website in any manner.

Owing to exceptional circumstances beyond its reasonable control and only where circumstances make this unavoidable AB InBev reserves the right to amend, update or revise these Terms and Conditions at any time, without notice or obligation, for any reason. It is therefore your responsibility to check the Terms and Conditions regularly for any changes.

4. About this Website

Information is provided on the Website by way of guidance only. We therefore disclaim all liability and responsibility arising from any reliance placed on such information to the fullest extent permissible by local law.

The Website is intended to provide general information only and, as such, should not be considered as a substitute for advice covering any specific situation. Users should seek appropriate advice before taking or refraining from taking any action in reliance on any information contained in the Website. So far as permissible by law and subject to term 13 below, we do not accept any liability to any person relating to the use of any such information.

Information regarding alcohol consumption and the tips and advice offered are checked against medical best evidence and government guidelines. IT IS IN NO WAY TO BE CONSIDERED OR USED AS A REPLACEMENT FOR PROFESSIONAL MEDICAL ADVICE FROM YOUR MEDICAL PRACTITIONER.

Whilst we have taken all reasonable precautions in compiling the Website, subject to term 13 we cannot be held responsible for any action (or the lack of action) taken by any person or organisation wherever they shall be based, as a result, direct or otherwise, of information contained in or

accessed through the Website. We may make changes in the information and content included on the Website at any time without notice.

5. Privacy policy

When you use the Website, we may process certain personal data. Such personal data will be processed in accordance with the provisions of the Privacy Policy. Acceptance of these terms and conditions extends to the provisions of the Privacy Policy, and users therefore confirm that they have read and understood the Privacy Policy, and agree to be bound by them.

6. Security

We have taken reasonable measures (physical, organizational and technological) to safeguard the Website against unauthorized access to any information exchanged or collected by or through the Website. However, the Internet is not a secure medium and the privacy of your communications can never be entirely guaranteed. We have no control over the practices of third parties (e.g. website links to this Website, third-party sponsors or third parties who misrepresent themselves as you or someone else).

7. Acceptable use

By accessing and using the Website, you agree not to:

- use the Website or the content displayed thereon for any other purposes than the lawful uses foreseen by these Terms and Conditions and supported by the Website, including particularly by storing, embedding or scraping any Website content and/or reusing it in separate websites, applications or services;
- collect, post, publish, distribute or disseminate material or information that is defamatory, libellous, obscene, indecent, threatening, abusive, harassing or unlawful, including specifically through any picture submissions;
- post, publish, distribute or disseminate material or information that incites discrimination, hate or violence towards any person or group on account of their sex, race, religion, disability, nationality or otherwise;
- threaten, abuse, disrupt, stalk or otherwise violate the legal rights (including rights of privacy and publicity) of others;
- use any information or material in any manner that infringes any copyright, trademark, patent or other proprietary right of any party;
- present, describe or promote the excessive, irresponsible or underage consumption of alcohol, including specifically through any picture submissions;
- make available or upload files that contain a virus, worm, trojan or corrupt data that may damage the operation of the computer or property of another;
- impersonate any person or entity for the purpose of misleading others;
- violate any applicable laws or regulations;
- access or use the Website in any manner that could damage, disable, overburden or impair the Website or interfere with any other party's use and enjoyment of the Website; or

- attempt to access the Website through hacking, password mining or any other mining or any other means, or attempt to gain access to any Website content or affect such content through hacking, password mining or any other mining or any other means.

We are entitled to review any materials posted on, to or through the Website, and, at our sole discretion, to remove at any time and without notice any material (including pictures) that breaches these Terms and Conditions or is otherwise objectionable or inappropriate for the Website.

8. Termination

We have the right to terminate, suspend or restrict your access to any or all of the Website at any time, without notice to the extent that this is permitted under applicable law, for any reason, including without limitation, breach of these Terms and Conditions. We also have the right to discontinue or suspend the Website and/or any part thereof, without prior notice to the extent that this is permitted under applicable law and for any reason. You agree that we shall not be liable to you or any third party for any termination of your access to the Website.

9. Links to third party websites

The Website may include links to third party websites with separate terms and conditions that are controlled and maintained by others operators. You should read these terms and conditions carefully before using these websites. AB InBev is not, directly or indirectly, implying any approval, association, sponsorship, endorsement or affiliation with the linked site, unless specifically stated therein. By using this Website, You acknowledge and agree that AB InBev has not reviewed all sites linked to this Website and is not responsible for the content or availability of any such off-sites or any other website linked to this Website. Your linking to other off-site pages or other sites is at your own discretion and risk.

10. International use

You agree to comply with all applicable laws regarding the transmission of data from the country in which you reside and with all local laws and rules regarding acceptable use of and conduct on the Internet. If your access or use of the Website is incompatible with any laws that apply to you, you may not access or use the Website.

11. Intellectual property rights

Anheuser Busch InBev S.A./NV (and any other subsidiaries or affiliates of Anheuser Busch InBev S.A./NV) is the owner of copyrights in this site. Pictures, graphics, text, images of places or people are either the property of AB InBev or used on this site with permission of the owner of the intellectual property. No portion on this site, including but not limited to the text, images, audio or video, may be used in any manner, or for any purpose, without AB InBev's express written permission, except if indicated herein. Trade names, logos and trademarks belong to AB InBev, its affiliates and/or partners.

By accessing or using this Website you acknowledge and agree that any name, logo, trademark or service mark contained on this web site is owned by the AB InBev group companies and may not be

used without prior written approval. Your use of any of these materials is prohibited unless specifically provided for on the site. Without in any way waiving any of the foregoing rights, you may download one copy of the material on this site for your personal, non-commercial home use only, provided you do not delete or change any copyright, trademark or other proprietary notices. Modification, reposting or use of the material on this Website that would damage the reputation of AB InBev or its partners, or any model or person, violates AB InBev's legal rights. AB InBev will enforce its intellectual property rights to the full extent of the law. Any unauthorized use of all, part, or any aspect of AB InBev's or its partners' Intellectual Property may subject you to penalties or damages, including but not limited to those related to violation of trademarks, copyrights, privacy and publicity rights.

12. Indemnity

You agree to indemnify and hold AB InBev harmless from and against any breach by you of these Terms and Conditions and any claim or demand brought against AB InBev by any third party arising out of your use of the Website and/or any content submitted, posted or transmitted through the Website, including without limitation, all claims, actions, proceedings, losses, liabilities, damages, costs, expenses (including reasonable legal costs and expenses) howsoever suffered or incurred by AB InBev in consequence of your breach of these Terms and Conditions.

13. Disclaimers and limitation of liability

You access and use the Website at your own risk.

THIS WEBSITE IS PROVIDED WITHOUT WARRANTY, TO THE EXTENT PERMITTED BY APPLICABLE LAW. EXCEPT WHEN OTHERWISE STATED IN WRITING, SUPPORT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, COMPATIBILITY, SECURITY AND ACCURACY.

By accessing and using this Website, you acknowledge and agree that your use is at your own risk and that this Website, its owners, officers, directors, employees, or any of the parties involved in creating, producing, or delivering this Website are not liable for any damages whatsoever, including any direct, incidental, consequential, indirect or special damages, or any other losses, costs or expenses of any kind (including legal fees, expert fees, or other disbursements) which may arise, directly or indirectly, regardless of whether or not such liability or damages arise in contract, tort, negligence, equity, statutorily, or otherwise, in any connection with the access to, the use of, or browsing of this Website or in connection with any content, information, data, promotions, activities, associated with this Website, or in connection with your downloading of any materials, text, data, images, video or audio from this Website, including but not limited to anything caused by any transmission defects, viruses, bugs, human action or inaction of any computer system, phone line, hardware, software or program malfunctions, or any other errors, failures or delays in computer transmissions or network connections. You specifically acknowledge that AB InBev shall not be liable for user submissions to the Website or the defamatory, offensive, or illegal conduct of any third party and the risk of harm or damage from the foregoing rests entirely with you.

AB InBev makes no warranty that the Website will meet your requirements or expectations, that content will be accurate or reliable, that the functionality of the Website will be uninterrupted or error free, that defects will be corrected or that the Website or the server that makes them available are free of viruses or anything else which may be harmful or destructive.

Nothing in these Terms and Conditions shall be construed so as to exclude or limit the liability of AB InBev for death or personal injury as a result of the negligence of AB InBev.

Nothing in these Terms and Conditions shall affect your statutory rights as a consumer.

14. Severance

If any of these Terms and Conditions should be determined to be invalid, illegal or unenforceable for any reason by any court of competent jurisdiction then such Term or Condition shall be severed and the remaining Terms and Conditions shall survive and remain in full force and effect and continue to be binding and enforceable.

15. Assignment

These Terms and Conditions, and any rights and licenses granted hereunder, may not be transferred or assigned by you, but may be assigned by AB InBev without restriction.

16. Technical failures

AB InBev and its agents are not responsible for technical, hardware or software failures of any kind, lost or unavailable network connections or failed, incomplete, corrupted or delayed computer transmissions which may limit your ability to access or use the Website.

17. Governing law

These Terms and Conditions shall be governed by and construed in accordance with the Belgian law and you hereby submit to the exclusive jurisdiction of the Belgian courts. If you use this Website from another country, you are responsible for compliance with any and all applicable local laws.

Privacy Policy

THIS PRIVACY POLICY IS DESIGNED TO INFORM YOU ABOUT THE INFORMATION WHICH ANHEUSER-BUSCH INBEV SA/NA, WITH REGISTERED OFFICE AT GRAND PLACE 1, 1000 BRUSSELS, BELGIUM ("AB INBEV") COLLECTS VIA THE WEB SITE ON WHICH THIS POLICY IS FOUND, WHY WE COLLECT SUCH INFORMATION AND HOW WE WILL HANDLE INFORMATION YOU PROVIDE US WITH AND INFORMATION WE LEARN ABOUT YOU FROM YOUR VISIT TO OUR WEBSITE. YOUR USE OF THIS WEBSITE IMPLIES YOUR ACCEPTANCE OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH OUR PRIVACY POLICY, PLEASE DO NOT USE THIS WEBSITE.

Personal data we collect

We collect personal information on our users in two ways:

- through registration and sending of information that you choose enter on certain pages on the website; and / or
- using automated means, specifically through cookies. For more information about cookies, please see below.

We may ask you for your country of residence and age as a part of the process for accessing our website. Other specific types of information may be requested in connection with contests, sweepstakes, other promotional offers or other marketing activities.

Use of cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the website.

This website uses cookies to store your country or language preferences, to remember that you have passed the age check, to manage your usage session, to analyse your usage of the site via Google Analytics, and to enable social interaction features with supported external social networking websites. You may delete and block all cookies from this website, but parts of the website will not work.

Type of Cookie	Name	Purpose	More information
Persistent	AGEOK	Determines whether you are allowed to access the main site.	Stored only if the user has ticked 'Remember me'
Persistent	COUNTRY	Determines the main site that you will be directed to.	Stored only if the user has ticked 'Remember me'
Persistent	LANG	Determines the language of the main site that you will be directed to.	Length of the session (30 mins)
Persistent	CFID and CFTOKEN	Technical Coldfusion session management (used to store whether the user has ticked 'remember me')	Never
Persistent	__utma __utmb __utmc __utmz	Google Analytics uses cookies to help us analyse how you use this website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website,	Various

		where visitors have come to the site from and the pages they visited. For an overview of privacy at Google, please click here . .	
Persistent	__stid __uset __unam UID UIDR	Social interaction with third partial social networking services through ShareIt, notably Facebook, Twitter and Email sharing	Various

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

Use of personal data

We use the personal data which you submit or which we collect:

- to respond to your direct request, as described at the time when we collect your information or as otherwise described to you prior to the use of your information;
- to manage your use of our website;
- to better understand you and our consumers generally;
- and for other of our legitimate business purposes, including, from time to time, sending you current mailings or other marketing information about our brands and our companies in which we think you would be interested through e-mail/mail/SMS messaging (if you have given us permission to do so when you have registered with us.)

We may combine the information you submit with other data we have obtained about you from other sources, including if you have provided your information to us in other places or through another medium, such as on other of our affiliated websites.

Passive information we track, including through cookies, is used to customize and enhance your experience on our website and the offerings we make to you on our website, as described above.

If there are purposes other than those identified above, We will identify the purposes for which it wishes to collect your personal information at or before the time the information is collected or before using your personal information for a purpose not previously identified.

We will retain your personal information only as long as necessary for fulfillment of the purposes described above or as required by law.

Sharing personal data and transferring personal data to other jurisdictions

Please note that in certain cases, your personal data may be transferred to processors, affiliated companies or third parties with whom we are conducting joint promotions or programs located outside

the European Economic Area in countries which do not offer an adequate level of personal data protection. You hereby accept the transfer of your personal data in such cases.

Please note that subject to applicable data privacy legislation, we will also disclose your personal information if we believe we are required to do so to comply with any law, regulation, court order, or legal or government request. In the unlikely event that all or part of our business is acquired by a third party, your information will be transferred to the new corporate owner. Without assuming any obligation to do so, we also reserve the right to collect and share any information we deem necessary to investigate or take action in connection with suspected fraud, illegal activities, possible harm to persons or property, to protect ourselves or one or more of our users or their heirs, or as otherwise required or permitted by law.

Finally please keep in mind that certain areas of our web site may be interactive in nature, and may allow you to post information that other users can see. If you do not wish to have information viewed publicly, please do not use those portions of the website.

Third party websites

On certain areas of this website, we may provide links to third party websites. This Privacy Policy however only applies to the website on which it is published, and does not describe information collection practices on other websites, including those linked to or from this website. These links are provided as a convenience to you; however please be aware that we do not control the third parties or their websites and those third parties will have a different Privacy Policy which applies to information that you may provide when you are on those third parties' websites. You should read the privacy policies of all websites carefully before providing personally identifiable information.

Your rights

At any time, you may exercise your right to access, rectify and, as the case may be, delete any personal data relating to you, in compliance with applicable data privacy law, by sending a request form with a copy of your ID card, passport or other proof of identity to betterworld@ab-inbev.com. You may also at any time, free of charge and without having to provide any justification, opt-out of any direct marketing campaigns and request to no longer receive any promotional material as described above.

Security

We use industry standard measures to protect information provided on this website. While we strive to ensure the security of your personal data when storing, using and sharing the information you give us, no website is one hundred percent secure, and thus we encourage you to take appropriate measures to protect yourself, including, for example, keeping all user names and passwords confidential.

Legal drinking age/ Children on our website

This website is not intended for or directed to individuals who are not of legal drinking age in their country of residence, including children under 18. We do not knowingly collect any information from such individuals. Parents, if you believe your child has provided us with personal information, please contact us at betterworld@ab-inbev.com.

Effective date and changes

This policy was created on and has been in effect since February 1, 2015. WE RESERVE THE RIGHT, AT OUR COMPLETE DISCRETION, TO CHANGE, MODIFY, ADD, OR REMOVE PORTIONS OF THIS POLICY AT ANY TIME. YOU SHOULD CHECK BACK PERIODICALLY AT

THIS PAGE TO READ THE MOST RECENT VERSION OF THIS POLICY AS YOUR CONTINUED USE OF THIS WEBSITE FOLLOWING THE POSTING OF CHANGES TO THESE TERMS WILL MEAN YOU ACCEPT THESE CHANGES. NOTWITHSTANDING THE FOREGOING, WE WILL NOT RETROACTIVELY MAKE MATERIAL CHANGES TO OUR USE OF YOUR PERSONAL DATA WITHOUT YOUR CONSENT.

Queries

If, at any time, you have any requests or queries concerning this policy or want to update your details, please contact us at betterworld@ab-inbev.com

Thank you for visiting our website.