

A portrait of John Labatt, a man with a full white beard and mustache, wearing a dark suit and a white cravat. He is looking slightly to the left. The background is a textured, painterly style.

LABATT - BREWING UP A BETTER WORLD SINCE 1847

Labatt has been shaped by almost 170 years of brewing excellence. Since 1847, we have never lost sight of the fact that we're here to serve the people who enjoy our brands.

By continually innovating to enhance the consumer experience and cater to an expanding array of tastes, we've evolved from a single small brewery in London, Ontario to become a truly national brewer.



Labatt



LABATT'S STORY IS INSEPARABLE FROM THE **CANADIAN** STORY. WE'VE BEEN GROWING BETTER TOGETHER FOR ALMOST 170 YEARS.

A SUSTAINABLE CONTRIBUTOR TO NATIONAL WEALTH. Decade in and decade out, Labatt's financial stability equates to prosperity for the people and communities of Canada. The quality of our brands and our world-beating productivity - made possible by the craftsmanship, innovation and best practices sharing of our thousands of employees - defines us as a sustained and sustainable economic presence.

The beer industry as a whole accounts for 12% of the food manufacturing sector of Canadian GDP. Beer is the largest category in the beverage segment.

Through **\$1.13 BILLION** in federal, provincial, property, payroll and excise taxes, Labatt helped fund Canada's communities, health care facilities and many other public goods and services in 2012. The entire beer industry generates over \$4 billion in annual tax revenue.

GROSS DOMESTIC PRODUCT (GDP)

LABATT IS AN IMPORTANT CONTRIBUTOR TO CANADA'S GDP. IN 2012, WE SOLD 9 MILLION HECTOLITERS OF BEER THROUGH ALMOST 40,000 RETAIL OUTLETS NATIONWIDE. FOR OUR EMPLOYEES, FOR OUR COUNTRY AND FOR THE MILLIONS WHO ENJOY OUR BEER, WE'RE HERE FOR THE LONG HAUL.

TRUE QUALITY IS CONSISTENT FLAVOR, BREW BY BREW, AND FRESHNESS EVERY TIME.

A MAINSTAY OF OUR COMMUNITIES

At Labatt, we are committed to our communities. In 2012, we invested **\$26.8 MILLION** through **SPONSORSHIPS AND DONATIONS** Canada-wide, and made a difference through the dedicated **volunteerism** of hundreds of employees. At the same time, we continued to lead our industry in **comprehensive responsible drinking programs** to **prevent underage drinking**, promote the use of **designated drivers**, and encourage **moderation**.

Our dedication to our communities extends to ensuring the long-term viability of our breweries and the environment.

Labatt invested **\$275 MILLION** in brewery operations in the five years ended in 2012, while also continually pursuing **productivity gains** to secure our employee's future, and **food safety** advances as a HACCP certified brewer.

We are especially proud of achieving aggressive three-year **environmental** goals in 2012 that mark us amongst the **WORLD'S BEST**. In the years ahead, we'll strive for better still. We are a sustainable brewer, working for a sustainable Canada.

OUR PORTFOLIO OF

60

QUALITY BEERS INCLUDES ICONIC **CANADIAN** FAVORITES

BUDWEISER

BUD LIGHT

ALEXANDER KEITH'S

LABATT BLUE

LABATT 50

KOKANEE

LAKEPORT

LUCKY

ETC, ETC.

WE BREWED **9 MILLION HECTOLITRES** IN 2012 IN SIX BREWERIES FROM COAST TO COAST

*All industry information drawn from Brewers Association of Canada 2009 report, which is based on figures from Statistics Canada.





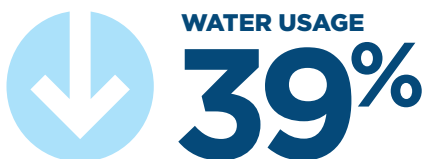
THE BEER INDUSTRY: OUT-PERFORMING FOR CANADA

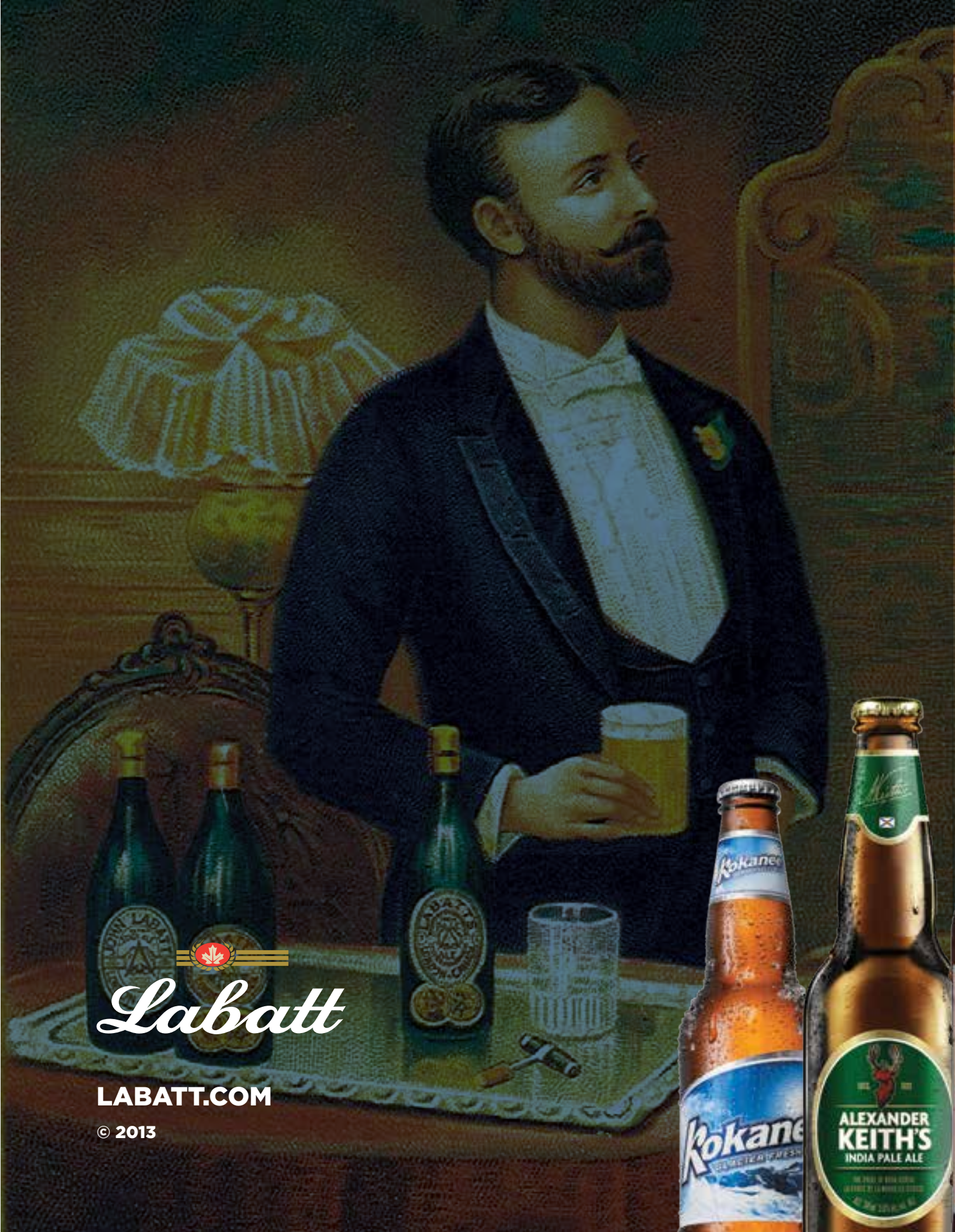
Every million dollars spent at retail on beer generates up to six Canadian jobs - at least double the number of jobs created by the same spending on either wine or spirits. Every dollar spent on beer generates 30 cents in wages for Canadian workers, compared to only 10 cents per dollar spent on wine or spirits.

Canadians pay the highest taxes on beer in the world, second only to Norway. Half of every dollar spent on beer goes to taxation, compared to 20%-30% beer taxes levied by most of Canada's trading partners.

LABATT IS THE BREWER IN CANADA'S BACKYARD

LABATT INNOVATES FOR THE ENVIRONMENT. SINCE 2006....





Labatt

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