

ABInBev

오비맥주
Oriental Brewery Co.

**Oriental
Brewery**



***ULTIMATE
FRESHNESS***



오비맥주

Oriental Brewery Co.

Oriental Brewery Company was first established in 1933 and has been leading the Korean liquor industry as the largest beer maker for the past 80 years.

Oriental Brewery Company operates three factories across the country at Icheon, Gwangju, and Cheongju.

The factories are equipped with the most cutting-edge automatic facilities and they have the ability to produce 140 million boxes of beer product annually.

Oriental Brewery Company won the Champion Large International Brewery in American style larger at the Australian International Beer Awards (AIBA) in 2014.

Apart from a variety of beer selection, Oriental Brewery Company leads the pioneering of global market place by exporting 40 types of beer in 35 countries globally, including Cass[®], which is a representative premium beer in Mongolia, and Blue Girl[®], which has the number one market share in Hong Kong as well as Dester[®] in Singapore and Malaysia.

The constant increase of export volume indicates Oriental Brewery Company as a world-class beer company.



Korea No.1 Beer

Breweries

OBC's production facilities and expertise are world-class and produce the highest quality beer.

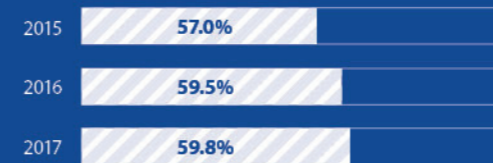


History



- 1933 Established Sohwa Girin Beer Company
- 1948 Changed name into Dongyang Beer Company
- 1965 Marked record of selling 1million boxes of beer for the first time
- 1977 Sales and profits increasing 51% and 100% annually
- 1988 Hosting of Summer Olympics
- 1990 Established Brewery technology center
- 1995 Changed name into Oriental Brewery
- 1998 Joint venture with Interbrew
- 2014 Became one of the ABI family

Market share



Reference: KITA, KWSIA, Internal resources

Brands



AB InBev

Anheuser-Busch InBev (Euronext: ABI; NYSE: BUD; MEXBOL: ABI; JSE: ANB) is the leading global brewer and one of the world's top five consumer products companies. ABI is geographically diversified, with a balanced exposure to developed and developing markets. ABI draws on the collective strength of approximately 200,000 colleagues in more than 50 countries worldwide.

ABI is committed to building great brands that stand the test of time, and to brewing the best beers using the finest natural ingredients. ABI brewing heritage dates back more than 600 years, spanning continents and generations. From its European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, U.S. To the creation of the Castle Brewery in South Africa. To Bohemia, the first brewery in Brazil.

ABI's diverse portfolio of over 500 brands includes global brands. People in ABI are building a company to last. Not just for a decade. But for the next 100 years. ABI is committed to helping farmers, retailers, entrepreneurs and communities thrive. Through ABI brands—and ABI investment in communities—People in ABI will make their company an essential part of their consumers' lives for generations to come and achieve their Dream of bringing people together for a better world.



Top5 Consumer Products Company

Leuven Belgium
Global HQ

7 of BRANZ™ Top Ten
Most Valuable Beer Brands



Operations in 50 countries	Sales in 100+ countries	200,000 colleagues worldwide
Revenue of 45.5 billion USD in 2016	EBITDA of 16.7 billion USD in 2016	18 1 billion* USD BRANDS <small>*Estimated retail sales value</small>

BRANDS

Global Brands	Multi-country Brands	Local Brands		
Budweiser®	Beck's®	Cass®	Eagle Lager®	Pilsen Callao®
Corona®	Castle Lager®	Aguila®	Foster's®	Pilsener®
Stella Artois®	Castle Lite®	Aguila Light®	Great Northern®	Poker®
	Hoegaarden®	Antarctica®	Harbin Ice®	Port Royal®
	Lefte®	Brahma®	Haywards 5000®	Quilmes®
		Bud Light®	Hero®	SalvaVida®
		Carling Black Label®	Jupiler®	Sedrin®
		Carlton Draught®	Klinskoye®	Sibirskaya Korona®
		Carlton Dry®	Michelob Ultra®	Skol®
		Chernigivske®	Modelo Especial®	Victoria®
		Cristal®	Pilsen®	Victoria Bitter®
		Kilimanjaro Premium Lager®		





Cass Fresh provides the thrilling experience of refreshing & sparkling taste with high carbonation and challenging spirit with its perfect quality. Cass Fresh can boost excitement with fresh energy to all of consumer's heart.



KOREA NO.1 BEER

Cass Fresh has hosted a bountiful number of events for young generation at various moment and time. Cass Fresh is the most popular brand in young age, and still driving the effort to provide energetic and exciting moment for everyone's life.



ADVANCED TECHNOLOGIES

Cass Fresh is the most favored beer in Korea for its sparkling and crisp taste with our 100% non-pasteurizing method and -1.5°C freeze filtering process developed by applying Micro Ceramic Filter, the latest technology from NASA. Through Fresh Cap, which strengthen the seal of a bottle, you can hear the freshness by the 'pop' sound before you taste it.

Achieve Successful LDA* Engagement in DIGITAL

(*Legal Drinkable Age)



2017 Cass Blue Playground

2016 YEAR Total Engagement

103,618

x2 UP

Total Engagement (JUL to AUG, 2017)

207,000

More than 40,000 participants

Korea No.1 Beer

Cass Fresh promises the high level of quality and experience with its crispness and fizzy taste from the carbonation kept by the distinctive Fresh cap.

Cass Fresh has been brewed to the top level of distinction with its unique non-pasteurization technology first developed in the world, and nominated as the best selling beer in Korea with the most preferred by young drinkers.

Cass Fresh has been recognized on numerous occasions with prestigious prizes, and its craftsmanship and its branding power spreads to all over the world.



- The icon of youth most preferred and consumed by young drinkers in Korea
- Distinctive freshness with crisp and fizzy taste from the non-pasteurization technology, Fresh cap, and tight quality control
- Young, dynamic and innovative package design
- Experiential beer of rejoicing and refreshing



Great taste beer with less calories

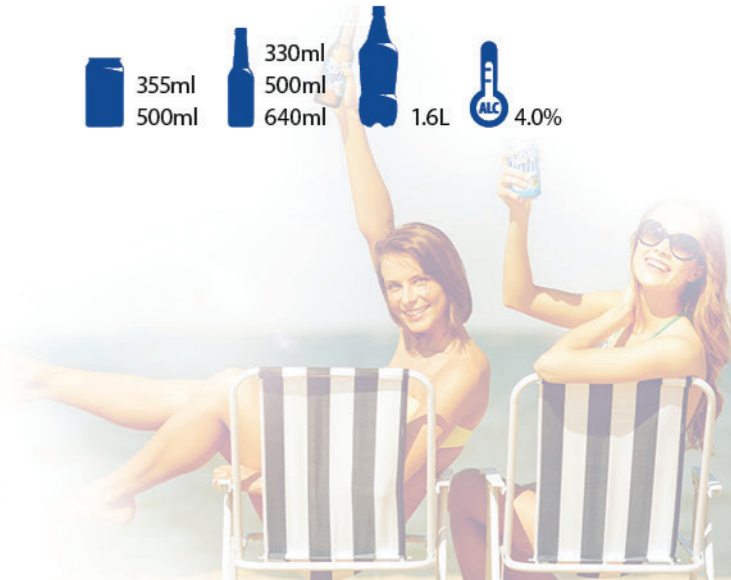
As a distinctive healthy fitness beverage, Cass Light is a thirst-quenching light beer with mild and crisp taste.

This 33% less calorie option than Cass Fresh from the freezing-point aging technology is perfect for health seekers.

Brewed with three rich aroma hops, Cass Light has smooth mouthfeel and affordable drinkability. Cass Light promises the best choice for smart drinkers who hanker both health and taste.



- The best-selling light beer brand in Korea
- Smart choice for both taste and calorie
- Mild and crisp taste from three different hops and the freezing-point aging technology
- 33% less calories by the high gravity fermentation
- Affordable thirst quencher in ordinary life



Lemon Flavored Fresh Beer

Cass Lemon is one of the most successful flavored beer brands in Korea.

Combined the crispness of Cass Fresh with a blend of lemons to create a fresh squeezed tangy taste, this unique flavored beer provides an easy choice of drinking with 3.9% ABV perfect for the hot summer days or a relaxation.

With a clear glass bottle and a twist cap, we promise a fashionable feeling and convenience.

- Unique freshness from a mixture of Lemon flavor and crispness
- Better drinkability from 3.9% ABV
- Fashionable look from a clear glass bottle
- Easy to open a cap



High Fermentation Beer With Strong Taste

Cass Red is specially brewed as an exciting thirst quencher with 6.9% high ABV. A feature of this brew is the intense flavor that is derived from the high gravity fermentation.

The rich flavor from the best quality aroma hops provide less bitterness and taste balance by zesty mouthfeel and bone-dry finish.

Cass Red gets its distinctive golden red color from a healthy portion of the Crystal malt which infuses the beer.

- Intense taste from the high gravity fermentation
- Classic aroma and rich flavor
- Symbol of passion and energy
- Distinctive golden red color





*Selected,
fine ingredients for
Premier OB*



Premier OB is the authentic premium "German Imperial House Beer" with a touch of class makes your special moments even more extraordinary.



THE AUTHENTIC PREMIUM GERMAN IMPERIA HOUSE BEER

German Beer Purity Law (Reinheitsgebor) is to deliver intense, deep and rich flavor of a true beer brewed only with water, hops and barley, and it grants Premier OB the authenticity of German Imperial House Beer with the authentic brewing method using 100% German noble hops, malt and yeast from Weihenstephan brewery.



DEVOTION TO THE FINEST TASTE

Collaboration of our know-how and long-time craftsmanship finally found the perfect combination for the rich and deep taste of Premier OB. Premier OB is the authentic premium beer brewed using 100% German noble hop, malt and yeast from Weihenstephan brewery.

KOREAN REPRESENTATIVE BEER BRAND

Premier OB is a No.1 Korean beer company's brand with the 80-year history, and its taste has been upgraded as the best quality beer.



German Authentic 100% Malt Beer

Premier OB, new pilsner beer of OBC, is integrated the company's 80-year history and brewing skills.

Brewed by German traditional style, Premier OB is made of 100% German noble hops, malt and yeast from Welhenstephan brewery which is the oldest brewery in the world.

Its authentic Imperial standard creates deep and rich taste with slight bitterness and smooth finish.

- Deep and rich flavor from 100% malts and noble hops
- 80 year heritage of the brand
- German authentic Imperial beer
- High original gravity pilsner beer



Premium Stylish Beer

Born as the first premium beer in Korea, it represents stylish and unique beer

Cafri, named from an island admired in Italy, is an Invitation to experience its freshness and smooth taste.

The golden liquid is brewed 100% by the European aroma hops, clean barley and malt, bottled into a clean glass bottle with a twist cap.

- Deep and rich flavor from the European arom hops and Ultra Conversion Mashing brewing technology
- Smooth taste for a relaxation
- Stylish design and fashionable image from a clear glass bottle
- Easy to open with its twist cap



CASS

오비맥주
Oriental Brewery Co.

A proud part of the
ABInBev family

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