GREAT BEER.
GREAT RESPONSIBILITY.

MillerCoors™

This is not a crisis affecting only communities and governments.

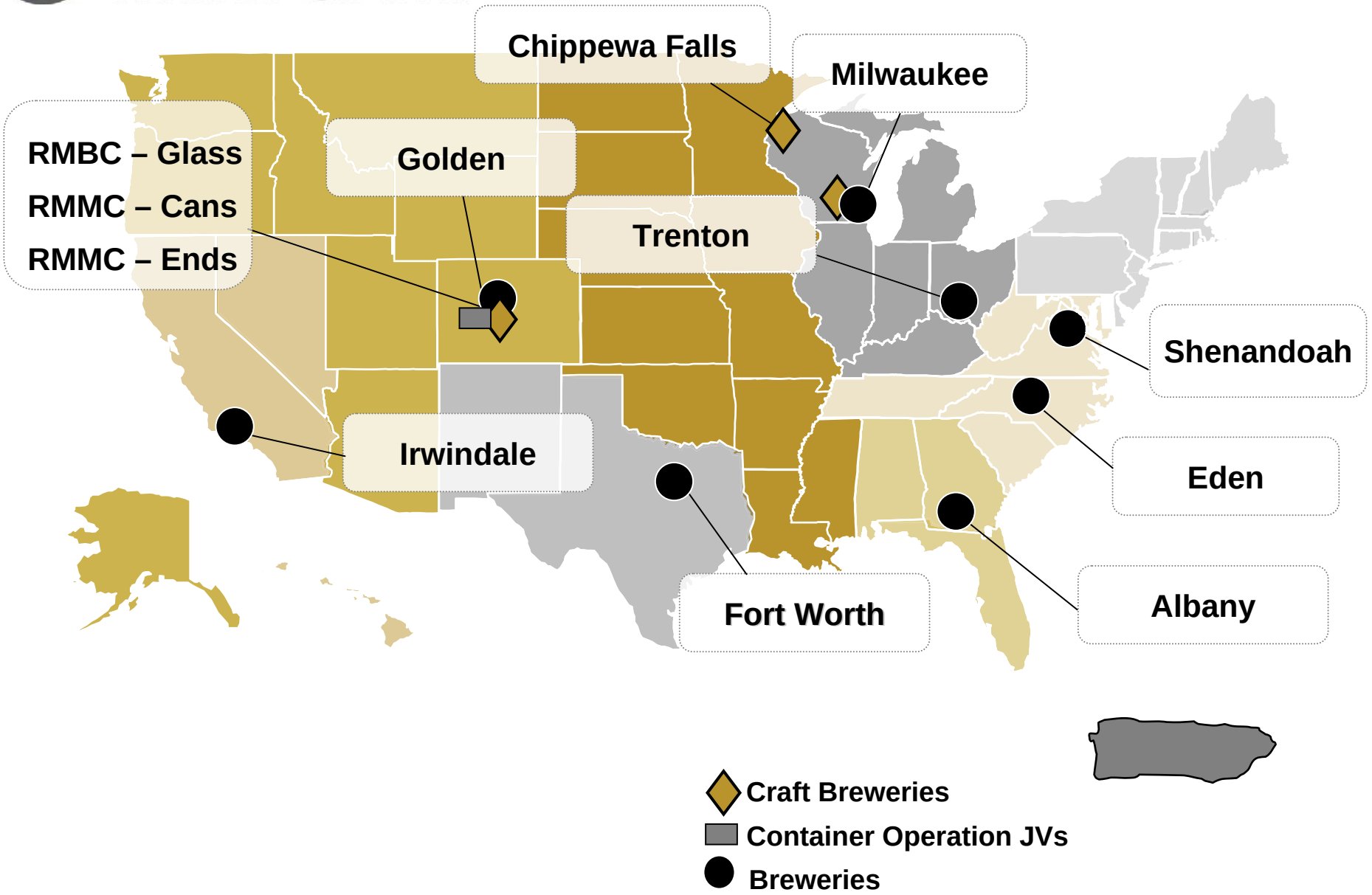
Private sector has an enormous stake in helping solve the water crisis.

UN Global Compact

Miller geographic skew

Coors geographic skew

MillerCoors™



AGUILA
CRISTAL
CUSQUEÑA
FOSTER'S
Urquell
PERONI
FORGE KILLIAN'S
Grolsch
SPARKS
MICKEY'S
OLDE ENGLISH "800"
HIGH GRAVITY
STEEL RESERVE
16
MAGNUM
SHARP'S
TYSKI
CERVEZA CRISTAL BEER
ICEHOUSE
KEYSTONE LIGHT
Miller
HIGH LIFE
Coors
Coors LIGHT
Cold Activated Bottle
GENUINE
Miller Lite
CHILL
MGD
64
Milwaukee's BEST LIGHT
HENRY WEINHARD
HEFEWEIZEN
Leinenkugel
BELGIAN WHITE
BLUE MOON

SAB MILLER

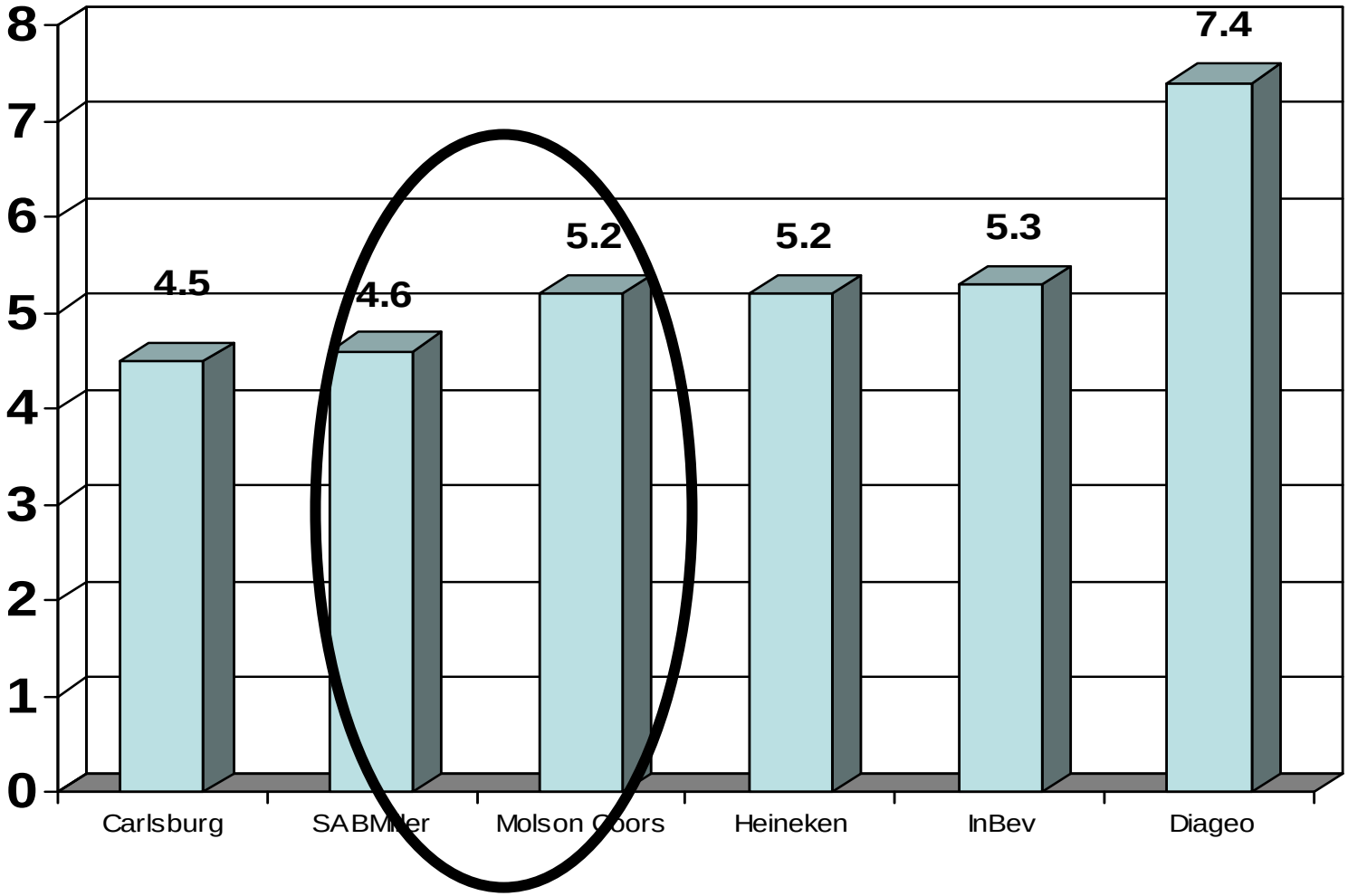
THE GLOBAL COMPACT
WE SUPPORT

The CEO Water Mandate

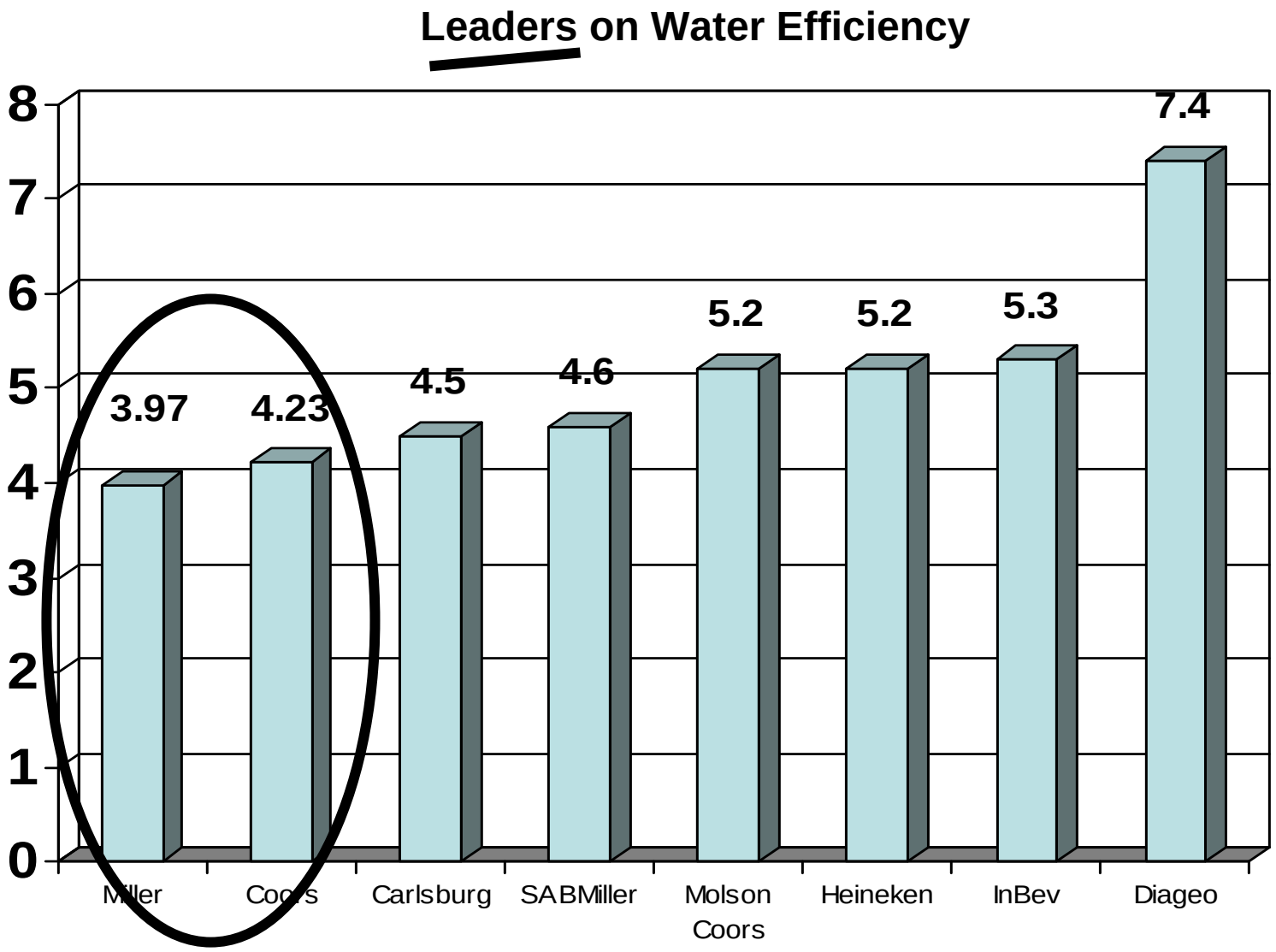
MOLSON Coors

Water

Leaders on Water Efficiency

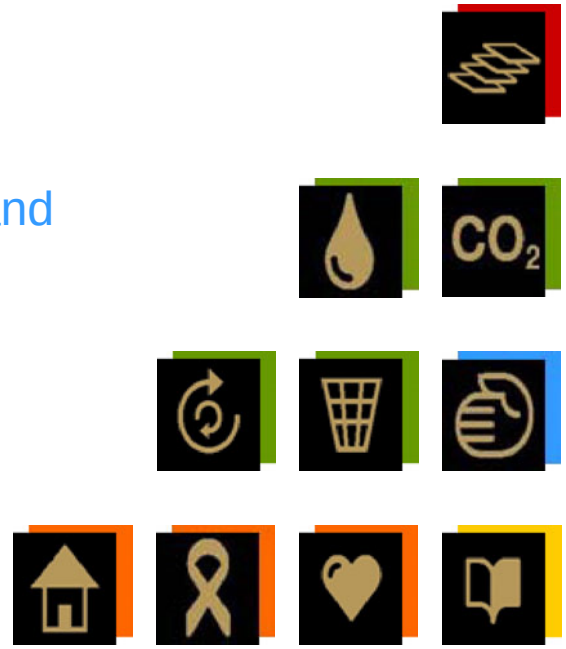


Water


Leaders on Water Efficiency
8
7
6
5
4
3
2
1
0
3.97
4.23
4.5
4.6
5.2
5.2
5.3
7.4
Miller
Coors
Carlsburg
SABMiller
Molson Coors
Heineken
InBev
Diageo

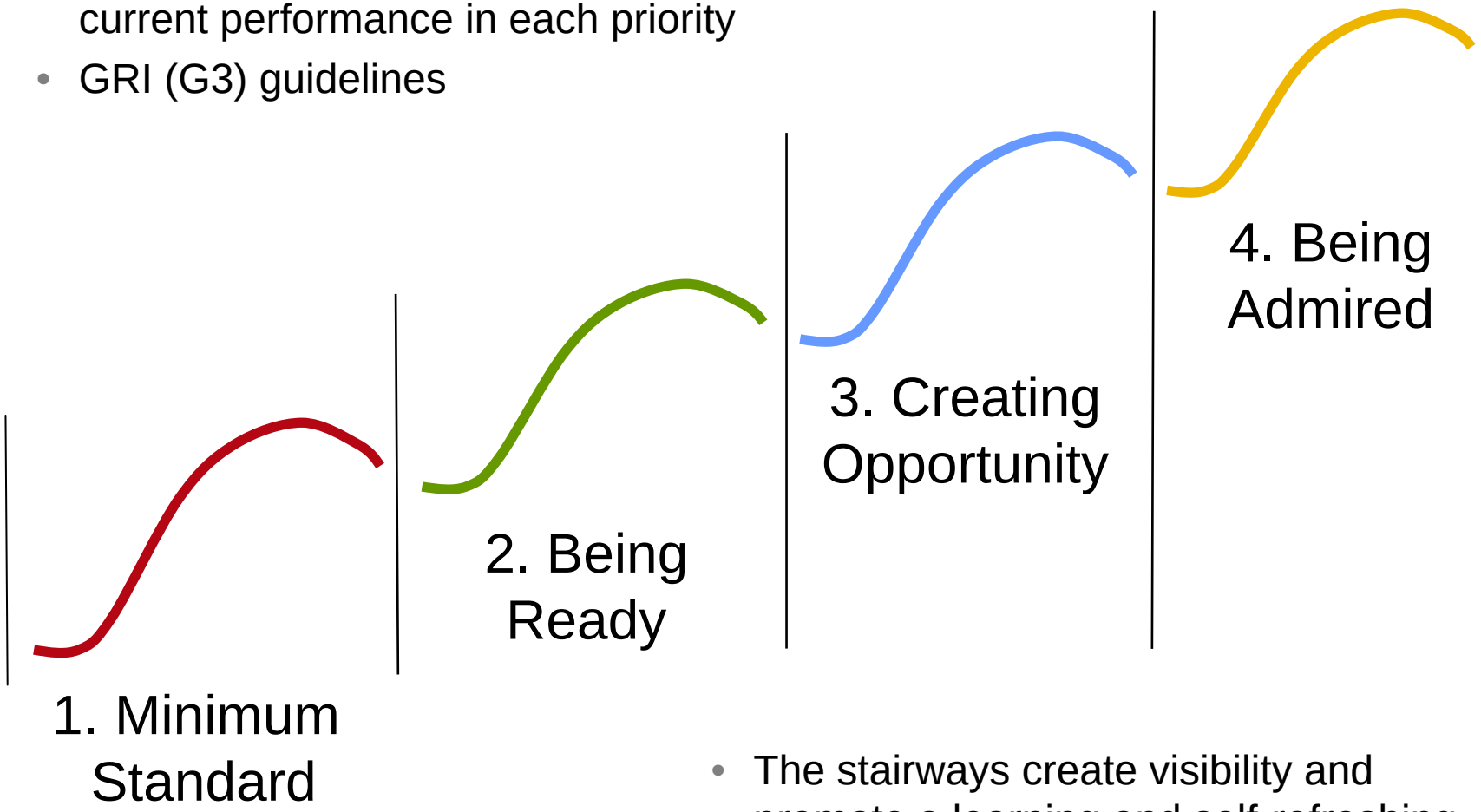
The MillerCoors Sustainable Development Priorities

- Discouraging irresponsible drinking
- Making more beer but using less water
- Reducing our energy and carbon footprint
- Packaging reuse and recycling
- Working toward zero waste operations
- Building supply chains that reflect our own values and commitments
- Benefiting communities
- Contributing to the reduction of AIDS/HIV
- Respecting human rights
- Transparency in our reporting progress



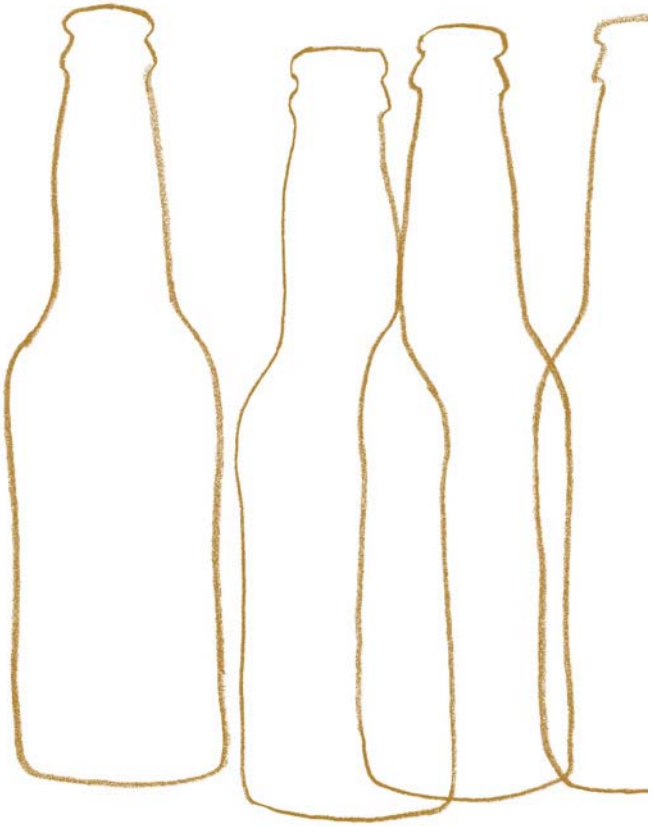
Sustainability Assessment Matrix (SAM)

- A four step ‘stairway’ is used to measure current performance in each priority
- GRI (G3) guidelines



- The stairways create visibility and promote a learning and self-refreshing organization

Making more beer but using less water



‘5 Rs’ of Water Responsibility

Ecology

PRotect

Brewery

Reduce

Re-use

Recycle

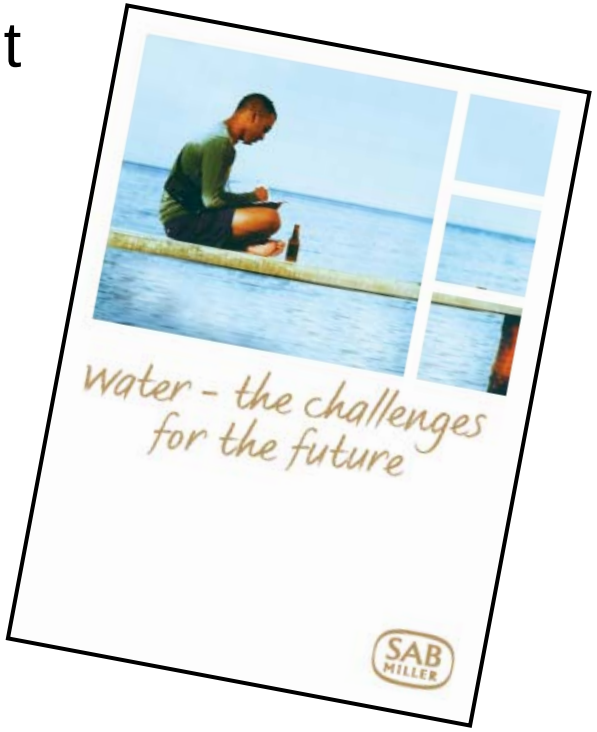
Community

Redistribute

Water

Areas of focus for water management:

- Water usage and efficiency
- Wastewater quality and management
- Supplier relationships
- Community relationships



THE GLOBAL COMPACT
WE SUPPORT

The CEO Water Mandate

Water

Community relationships

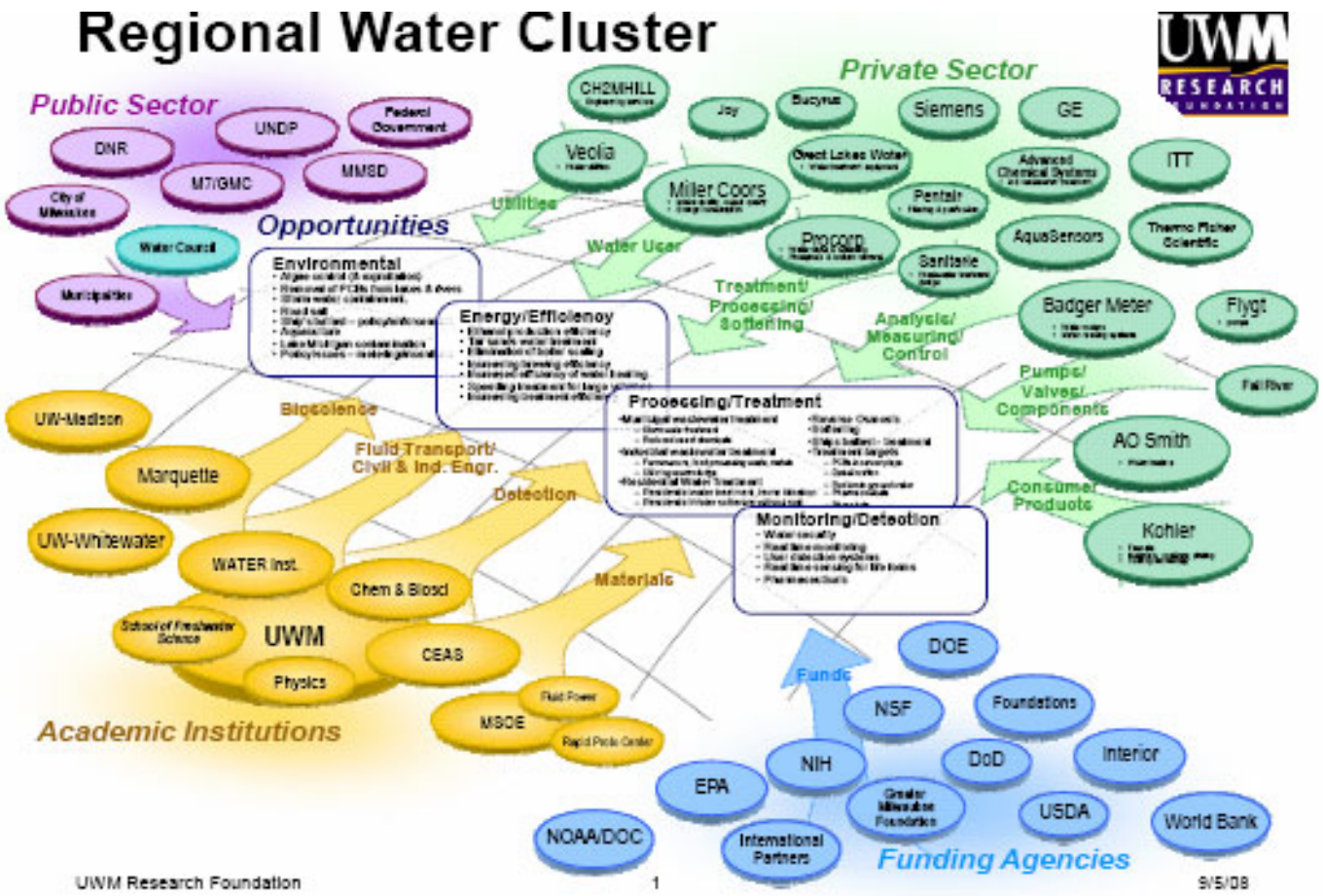
- Work with local boards and communities to develop long-term plans to increase local water supply and support water sustainability

- Help communities handle water treatment capacity issues

- Invest in water-related causes
    - o Lake Michigan revitalization
    - o Great Lakes Water Institute
    - o Shenandoah Pure Water Forum
    - o KAB-Albany Storm Drain Marker Program
    - o Natural Heritage Water Education effort

- Volunteer and water clean-up efforts

Water


Regional Water Cluster
UWM RESEARCH FOUNDATION
Public Sector
DNR
UNDP
Federal Government
MT/GMC
MMSD
City of Milwaukee
Water Council
Municipalities
Opportunities
Environmental
Energy/Efficiency
Processing/Treatment
Monitoring/Detection
Utilities
Water Use
Treatment/ Processing/ Softening
Analysis/ Measuring/ Control
Pumps/ Valves/ Components
Consumer Products
Bioscience
Fluid Transport/ Civil & Ind. Engr.
Detection
Materials
Funds
Private Sector
CH2MHILL
Joy
Bucyrus
Siemens
GE
Veolia
Great Lakes Water
Advanced Chemical Systems
ITT
Miller Coors
Pentair
Procorp
AquaSensors
Thermo Fisher Scientific
Sanitaire
Badger Meter
Flygt
Fall River
AO Smith
Kohler
UW-Madison
Marquette
UW-Whitewater
WATER Inst.
Chem & Biosci
School of Freshwater Science
UWM
CEAS
Physics
MSOE
Fluid Power
Rapid Prototyping Center
Academic Institutions
DOE
NSF
Foundations
NIH
DoD
Interior
EPA
Greater Milwaukee Foundation
USDA
World Bank
NOAA/DOC
International Partners
Funding Agencies
UWM Research Foundation
1
9/5/08

Water

Community relationships

- Work with local boards and communities to develop long-term plans to increase local water supply and support water sustainability
- Help communities handle waste water treatment capacity issues
- Invest in water-related causes
    - o Lake Michigan revitalization
    - o Clearn Creek Watershed Foundation
    - o Shenandoah Valley Pure Water Forum
    - o KAB-Albany Storm Drain Marker Program
    - o Dan River Basin Association
    - o Three Valley Conservation
- Volunteer and water clean-up efforts

Water

Community relationships

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    - o Dan River Basin Association
    - o Three Valley Conservation

- Volunteer and water clean-up efforts

Water

River Network

Connecting People, Saving Rivers

- Partnered with River Network to work together to identify specific issues, such as source water protection, non-point pollution, restoration and conservation
- Will be sending out a call for proposals from river and watershed conservation groups in River Network's partnership network
- Supporting up to eight organizations and communities

Water

Community relationships

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- Help communities handle water treatment capacity issues

- Invest in water-related causes
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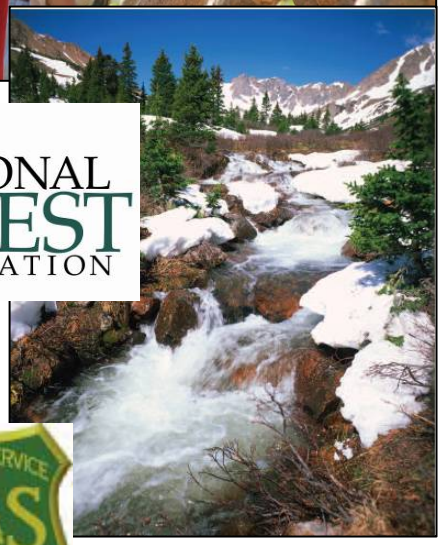
    - o Dan River Basin Association
    - o Three Valley Conservation

- Volunteer and water clean-up efforts

FRIENDS of the FOREST
becomeafriend.org

- Conservation project focused on water quality improvement
- Clear Creek watershed on the Arapahoe National Forest
- Partnership with US Forest Service and the National Forest Foundation
- Built buck-and-rail fence to restore creek banks and clean up streams
- Widened the stream bed to help accommodate fish and toad spawning
- Replanted in an effort to halt erosion and curtail storm water runoff



NATIONAL FOREST FOUNDATION

FOREST SERVICE U S DEPARTMENT OF AGRICULTURE

Summary

- There are many challenges and many potential solutions
- With the urgency of the global implications of climate change, the right solutions need to be found as soon as possible
- Industry, NGO’s, government and researchers and academics must collaborate more closely to discuss issues, potential actions and outputs

MillerCoors™

ADDENDUM

Water

Usage and Efficiency

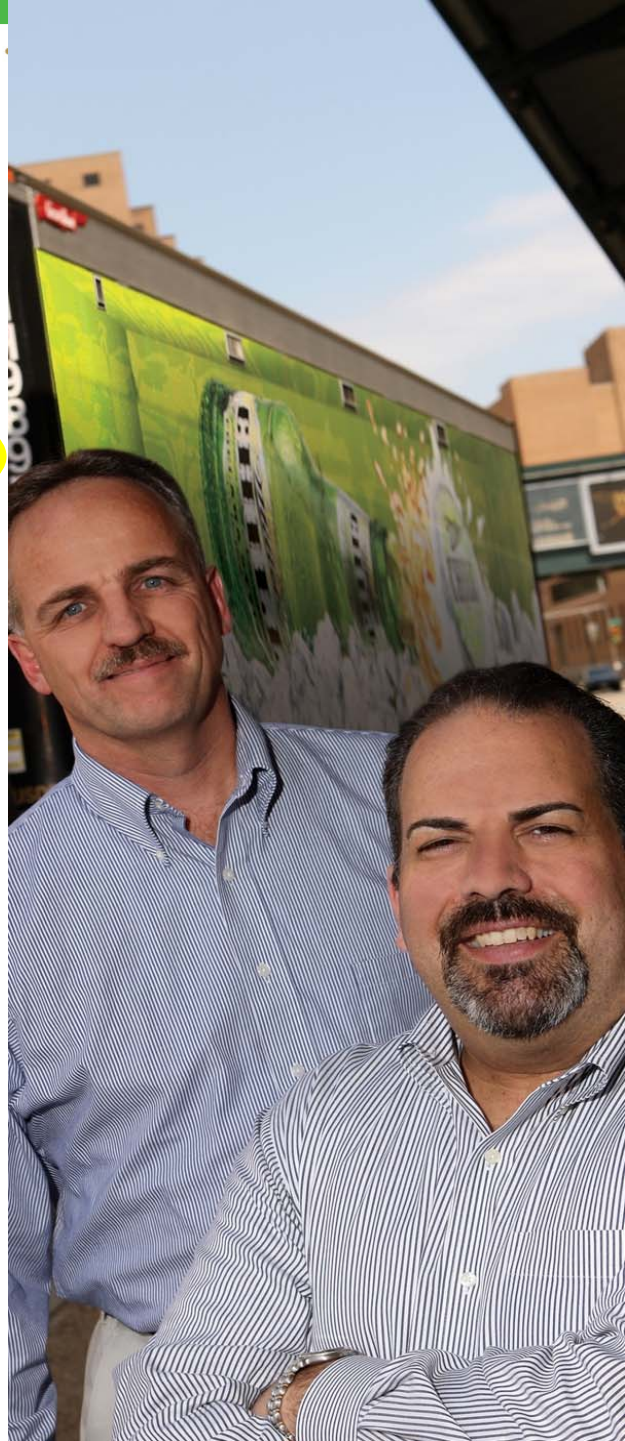
- Eden introduced effluent in the wastewater treatment plant saving 50 gallons of city water/minute
- Fort Worth reused all pasteurizer supply water and improved Clean in Place (CIP) procedures
- Milwaukee installed a larger cooling tower reducing water usage by over 10%
- Fort Worth historically reuses all pasteurizer supply water.
  - 80% is steam and returned to the boilers
  - 400,000 gallons saved by reducing rinse cycles

Water

Water as a resource

- Irwindale and Fort Worth turn wastewater into renewable energy by generating biogas at on-site anaerobic waste water treatment plants
- Eden, Trenton and Albany use aerobic wastewater treatment facilities and solids are sold as Farm-On t
- Golden Water Treatment Plant installed solar powered lake aeration system to maintain water quality and replace a 75-horsepower electric driven air compressor
- Eden, Albany, Golden and Trenton use steam generated to produce electricity

Water

Supplier relationships

- Began water footprint pilot in partnership with the WWF
- Face-to-face meetings with Top 100 suppliers
- Goal is to work collaboratively to develop best practice standards and measurements in a way that we can become long term stewards of sustainable development