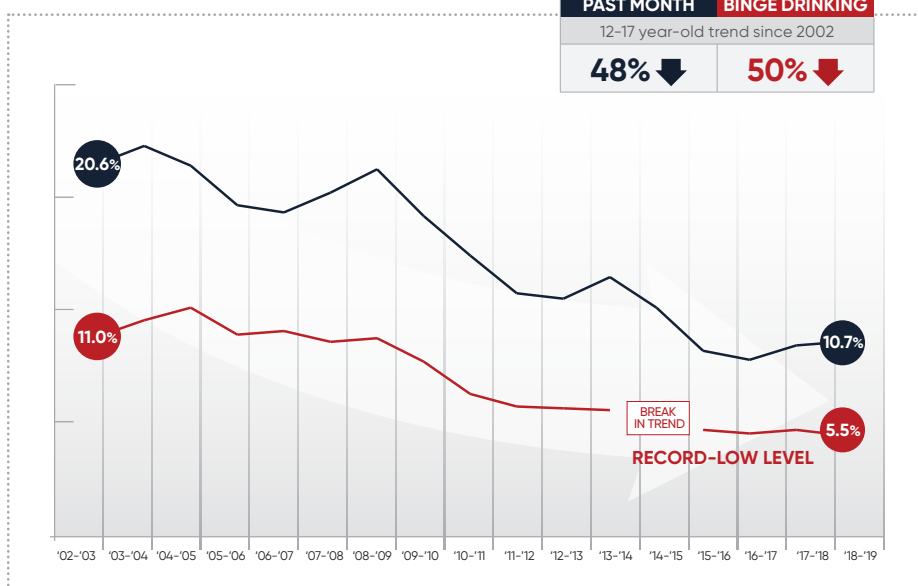


COLORADO

Anheuser-Busch and our wholesaler partners have invested more than \$1 billion in responsible drinking initiatives and community-based programs to prevent underage-drinking, impaired driving and other harmful use of alcohol.

UNDERAGE DRINKING PREVENTION

UNDERAGE DRINKING IS DECLINING¹



U.S. Department of Health & Human Services

Anheuser-Busch wholesalers promoted the We ID program with more than **52,000 RETAILERS** in their markets in 2019.

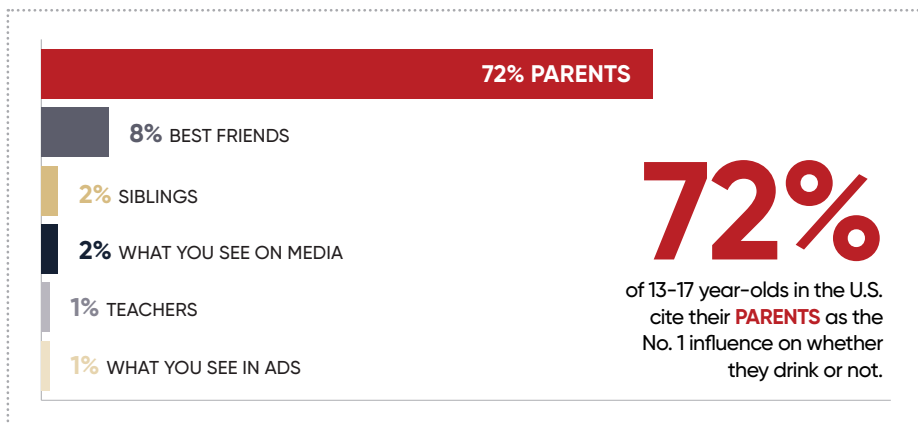


In 2019, **88 A-B WHOLESALERS** promoted the Family Talk About Drinking program with organizations such as schools and parent groups.

Since 1998, A-B and its wholesalers in Colorado have helped educate more than 101,300 students and military personnel on making smart choices by hosting **247 ANHEUSER-BUSCH COMMUNITY SPEAKER PRESENTATIONS.**



INFLUENCES ON UNDERAGE DRINKING²



58% of 12-20 year-olds in the U.S. get their alcohol from adults such as parents, guardians, other family members or unrelated adults.¹

COLLEGE SNAPSHOT

The percentage of college students who had five or more drinks in a row in the past two weeks (33%) is **DOWN 28%** from its peak in 1984.³



Since 1999, A-B has **INVESTED MORE THAN \$13 MILLION** to support social norms programs at universities across the country to help reduce alcohol harms and increase protective behaviors.



The percentage of college freshmen who drink beer frequently (3.6%) is **DOWN 85%** from its peak in 1981.⁸



A-B wholesalers participated in alcohol education programs with **656 COLLEGES AND UNIVERSITIES** in 2019.



COLORADO

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ALCOHOL-IMPAIRED DRIVING PREVENTION



A-B and its wholesalers supported Safe-Ride programs in Colorado by providing more than **35,700 SAFE RIDES** from bars and restaurants since 1989.

Through support by A-B and Colorado A-B wholesalers, more than **34,000 ALCOHOL SERVERS** have been trained on responsible serving techniques to help prevent alcohol-impaired driving and underage drinking since 1989.

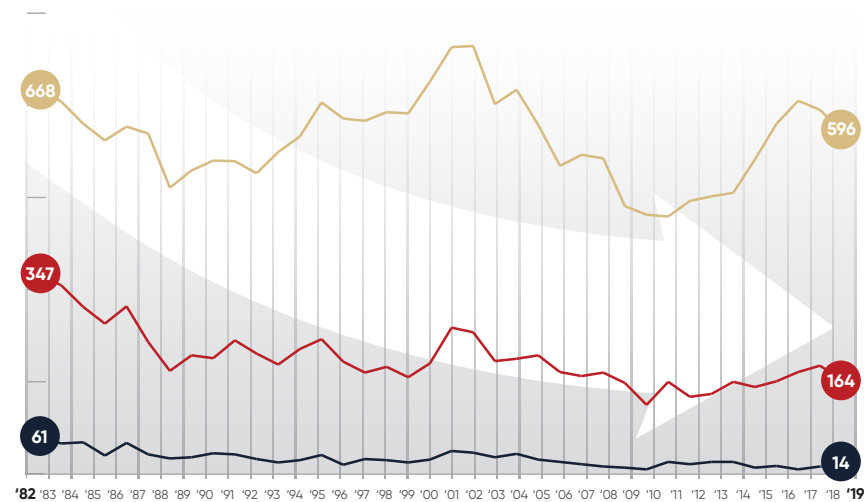


RESPONSIBILITY HAS ITS REWARDS.

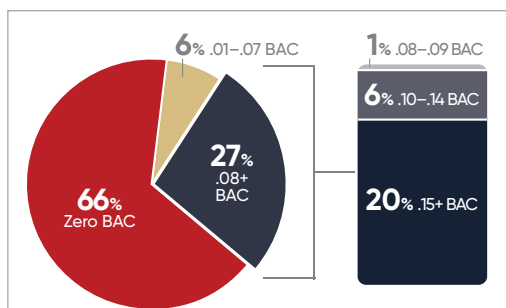
In 2019, A-B wholesalers partnered with **750 PROFESSIONAL AND LOCAL SPORTS TEAMS/TRACKS** to implement responsible fan programs, with more than 759,000 consumers pledging to plan ahead for safe rides.

ALCOHOL-IMPAIRED DRIVING FATALITIES DOWN LONG-TERM⁴

DRIVING FATALITIES	TOTAL ALCOHOL-IMPAIRED FATALITIES	TEEN ALCOHOL-IMPAIRED FATALITIES
Since 1982	Since 1982	Since 1982
11% ↓	53% ↓	77% ↓



MOST ALCOHOL-IMPAIRED DRIVING FATALITIES INVOLVE HIGH-BAC DRIVERS⁴



66% of vehicle fatalities involve a driver who had not been drinking (**Zero BAC**).

73% of alcohol-impaired driving fatalities involve a driver with a High BAC (.15+ BAC).

.20 is the average BAC among alcohol-impaired drivers involved in fatal crashes.

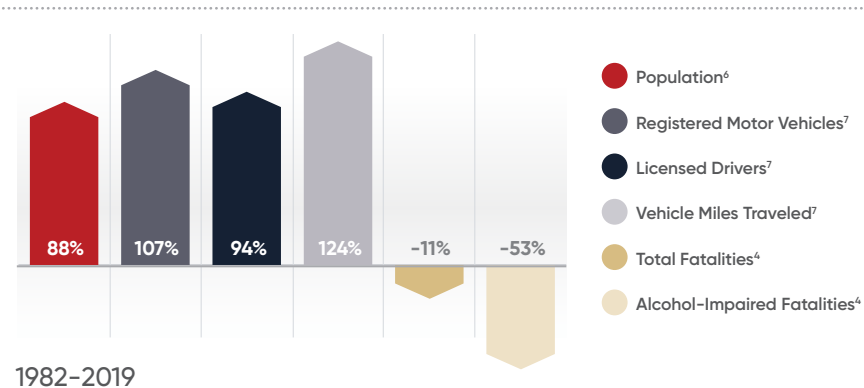
"BAC" is Blood Alcohol Concentration.



172 MILLION

American adults 21+ take safe rides.⁵

ALCOHOL-IMPAIRED DRIVING FATALITIES DECLINE DESPITE MORE CARS AND DRIVERS ON THE ROAD



SOURCES:

- 2019 National Survey on Drug Use and Health, U.S. Department of Health & Human Services: www.samhsa.gov/data/population-data-nsduh
- 2020 Ipsos Youth Report, 2020: www.alcoholstats.com
- The University of Michigan 2019 Monitoring the Future Study, sponsored by the National Institute on Drug Abuse, U.S. Department of Health & Human Services, 2019
- U.S. Department of Transportation, 2018 data: www.nhtsa.gov
- 2020 Road Safety Monitor, Traffic Injury Research Foundation, USA Inc., 2020: tirf.ca/projects/tirf-usa-road-safety-monitors
- United States Census Bureau, 2018 data: www.census.gov
- Federal Highway Administration, 2019 data: www.fhwa.dot.gov
- 2019 CIRP Freshman Survey, Higher Education Research Institute, UCLA, 2020: <https://heri.ucla.edu/publications-tfs/>

