

Heineken Holding N.V.

HEINEKEN HOLDING N.V.

registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €0.76 per ordinary share of €1.60 nominal value has been declared for the 2010 financial year.

The interim dividend of €0.26 already made payable on 3 September 2010 will be deducted from this. The final dividend per ordinary share is therefore €0.50.

The final dividend, less 15% dividend withholding tax, will be made payable as of 5 May 2011 at the Royal Bank of Scotland N.V. in Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 27 April 2011. The record date is 29 April 2011 after closing of the stock exchange.

Amsterdam, 22 April 2011