

HEINEKEN HOLDING N.V.

registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €0.65 per ordinary share of €1.60 nominal value has been declared for the 2009 financial year. The interim dividend of €0.25 already made payable on 2 September 2009 will be deducted from this. The final dividend per ordinary share is therefore €0.40.

The final dividend, less 15% dividend withholding tax, will be made payable as of 29 April 2010 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 26 April 2010. The record date is 28 April 2010 after closing of the stock exchange.

Amsterdam, 23 April 2010