

Heineken N.V.
established in Amsterdam

The Executive Board of Heineken N.V. hereby gives notice of the decision to distribute an interim dividend of €0.26 per share of €1.60 nominal value for the financial year 2010.

The interim dividend, less 15% dividend withholding tax, will be made payable as of 3 September 2010 at The Royal Bank of Scotland N.V., Amsterdam.

The shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 26 August 2010. The record date is 30 August 2010 after closing of the stock exchange.

Amsterdam, 25 August 2010