

HEINEKEN completes share repurchase programme

Amsterdam, 3 October 2011 – HEINEKEN N.V. today announced that the share repurchase programme in connection with the acquisition of FEMSA Cerveza has been completed.

A total of 29,172,504 shares were repurchased during 2010 and 2011 under the terms of the Allotted Share Delivery Instrument (“ASDI”) concluded between HEINEKEN N.V. and Fomento Económico Mexicano, S.A.B. de C.V. (“FEMSA”). Of these, 28,101,410 have been delivered to FEMSA or a FEMSA group company and the remaining 1,071,094 will be delivered no later than 31 October 2011.

Based on the current shareholders’ equity base of HEINEKEN N.V., the weighted average diluted number of shares outstanding of HEINEKEN N.V. would be approximately 586.3 million for the full year 2011 and 576.0 million for the full year 2012.

The share repurchase programme was executed in line with the authorisation given by the Annual General Meeting of Shareholders, and the company posted the progress made in the execution on its website www.theHEINEKENcompany.com on a weekly basis.

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Editorial information:

HEINEKEN is one of the world’s great brewers and is committed to growth and remaining independent. The brand that bears the founder’s family name – Heineken – is available in almost every country on the globe and is the world’s most valuable international premium beer brand. The Company’s aim is to be a leading brewer in each of the markets in which it operates and to have the world’s most valuable brand portfolio. The Company operates 140 breweries in more than 70 countries and sold 205 million hectolitres of beer on a 2010 pro-forma basis. HEINEKEN is Europe’s largest brewer and the world’s third largest by volume. HEINEKEN is committed to the responsible marketing and consumption of its more than 200 international premium, regional, local and specialty beers and ciders. These include Heineken, Amstel, Birra Moretti, Cruzcampo, Dos Equis, Foster’s, Kingfisher, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec. On a 2010 pro-forma basis, including FEMSA Cerveza, revenue totalled €17 billion and EBIT (beia) was €2.7 billion. The average number of people employed is more than 70,000. HEINEKEN N.V. and HEINEKEN Holding N.V. shares are listed on the Amsterdam stock exchange. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on the Reuter Equities 2000 Service under HEIN.AS and HEIO.AS. Most recent information is available on HEINEKEN’s website: www.theHEINEKENcompany.com