

Heineken® continues to go from strength to strength in Interbrand 2011 Best Global Brands report

Amsterdam, 4 October 2011 – HEINEKEN International today announced another successful year of strong progress for the Heineken® brand. The Interbrand 2011 Best Global Brands report has shown that Heineken® has experienced significant growth in brand value during 2010. According to the annual survey, Heineken®'s brand value increased 8% over last year and more than 60% since 2005.

Alexis Nasard, Chief Commercial Officer of HEINEKEN, commented: "The Interbrand report demonstrates that our global management of the brand is achieving significant value for Heineken®. We have invested in a powerful brand positioning that engages our consumers all over the world in a consistent but surprising way. This has ensured that Heineken® truly has become part of people's conversations wherever they might be enjoying our brand."

2011 has been a significant year for Heineken® with the launch of award winning advertising campaigns, the development of digital space platforms and extensions of major sponsorships such as the UEFA Champions League and Rugby World Cup. The company has also started brewing Heineken® in Mexico, India and a new brewery has been opened in China. Combined, these activities are helping the brand to extend its leadership in the International Premium Beer Segment.

Alexis Nasard continued: "Heineken® continues to gain momentum and popularity with consumers all around the world. In less than a year we have gained more than 3 million adult friends on Facebook and more are joining every day making Heineken® the biggest Facebook fan page of any alcoholic beverage brand. From Vietnam to Brazil the investments we are making are exciting our consumers."

Patrick Stal, Director at Interbrand Amsterdam states: "In 2011 Heineken has significantly outperformed its global brewing competitor brands. With 8% growth in 2011, Heineken is growing at a pace that much closer resembles the 2011 performance of luxury spirit brands such as Johnnie Walker and Moët & Chandon, than its brewing rivals. Heineken's stronger positioning as a truly international brand is clearly paying off in real value for the business."

Note to editorsAbout Interbrand's Best Global Brands report

2011 marks the 12th publication of Interbrand's annual ranking of the world's most valuable brands. For full information on this year's ranking and Interbrand's brand valuation methodology please see www.BestGlobalBrands.com.

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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 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