

Heineken Announces New Regional Presidents

Amsterdam, 3 June 2011 – Heineken N.V. today announced that Siep Hiemstra (56), currently Regional President Asia Pacific, will succeed Tom de Man (63) as Regional President Africa and the Middle East, following Mr de Man's retirement after a highly successful 40 year career at Heineken. Theo de Rond (56), currently General Manager of Heineken's joint venture Compania Cervecerias Unidas (CCU) in Chile, will replace Siep Hiemstra as head of the Asia Pacific region and will join Heineken N.V.'s Executive Committee. The leadership changes are effective 1 August.

"It has been a real privilege to work with Tom de Man and his contribution to our business is immeasurable," said Jean-François van Boxmeer, Chairman of the Executive Board/CEO of Heineken N.V. "Tom has been instrumental in building both our international supply chain, as well as our strong position in Africa. We wish him all the best and thank him for his service to Heineken."

Van Boxmeer continued: "I am delighted that Siep will lead our businesses in Africa and the Middle East. With more than 30 years in Heineken, I know that Siep will bring to his new role the entrepreneurship, leadership and commitment to community that the job requires. I am also confident that Theo will continue to build our great platform for growth in the Asia Pacific region and I look forward to his contribution as a member of Heineken's Executive Committee."

A successor for Mr De Rond as General Manager of CCU in Chile will be announced at a later date.

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About Heineken:

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 is present in over 70 countries and operates 140 breweries with volume of 205 million hectolitres of beer sold in 2010 on a 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.heinekeninternational.com.

Notes to Editors

Tom de Man

Retiring Regional President Africa and the Middle East (AME) Tom de Man joined Heineken's Technical Services department in the Netherlands in 1971. After that, he held various management positions in Singapore, Nigeria, Korea and Italy. From 1992, he was Group Production Policy & Control Director. In 2003, De Man became Managing Director of the company's Sub-Saharan Africa operations and two years later, he was appointed Regional President for the entire AME region, and joined the company's Executive Committee. Following his retirement, De Man will stay on as non-executive director at a number of important African Heineken companies to facilitate a smooth leadership transition.

During De Man's tenure as head of AME, revenues for the region more than doubled from €846 million in 2003 to €1.98 billion in 2010. Operating profit for the region more than tripled in the same timeframe, from €149 million to €549 million. In 2010, the AME region had an operating profit (beia) margin of 26.2%, the highest in the company.

Siep Hiemstra

New Regional President AME Siep Hiemstra joined Heineken the Netherlands in 1978 and worked in various commercial and logistic positions early in his Heineken career. In 1989, he was appointed Country Manager of Heineken Export based in South Korea. Subsequently, Hiemstra led Heineken's business in various countries, including Papua New Guinea and Ile de la Réunion. Between 1995 and 1998, Hiemstra was Deputy Director Africa, with primary responsibility for Central Africa, followed by his role as Regional Director South East Asia/Oceania at Asia Pacific Breweries based in Singapore. Hiemstra was appointed Director Heineken Technical Services in 2001, and Regional President Asia Pacific and member of the Executive Committee in 2005.

During Hiemstra's tenure as Regional President Asia Pacific, operating profit for the region almost doubled from €65 million in 2005 to €122 million in 2010. In the same timeframe, volume of the Heineken® brand in the region grew by almost 70%, from 3.2 million hectolitres to 5.4 million hectolitres, strengthening Heineken's leadership position in the international premium segment in the region. For his new role as Regional President Africa and the Middle East (AME), Hiemstra will relocate to Heineken's offices in Amsterdam.

Theo de Rond

Incoming Regional President Asia Pacific Theo de Rond joined Heineken in 1978. Following various commercial and marketing positions at Heineken the Netherlands, he became the company's corporate marketing director in 2001. From 2003 until 2007, De Rond successfully managed Heineken's joint venture in Malaysia and in 2007, he became General Manager of Heineken's joint venture CCU in Chile. De Rond will relocate to Heineken's regional head offices in Singapore.