

### **Heineken N.V. regains Amstel brand in South Africa and announces new brewery**

Amsterdam, 12 March 2007 - Heineken N.V. announced today that with immediate effect its subsidiary Amstel Brouwerij ("Amstel") has exercised its right to terminate the contract with South African Breweries for the production, marketing, sale and distribution of Amstel Lager in Southern Africa. This follows an arbitration award by the International Court of Arbitration of the International Chamber of Commerce in favour of Amstel.

In addition, Heineken also announced that it has taken an in-principle decision to construct a brewery in South Africa.

Amstel Lager will be marketed, sold and distributed in South Africa through Brandhouse Beverages (Pty) Ltd., the Cape Town headquartered joint venture between Heineken, Diageo and Namibia Breweries. Until the new brewery is complete, the production of Amstel Lager will be sourced from existing Amstel breweries in Europe.

Tom de Man, Regional President Africa and the Middle East of Heineken N.V., commented, "Regaining the Amstel brand is an important development for both the Heineken and Brandhouse businesses. It allows us to further strengthen the existing Brandhouse portfolio and it represents a significant step in building our business in this profitable beer market."

Brandhouse Managing Director, Simon Litherland, commented, "We are delighted with Heineken's announcement and the developments around Amstel. Amstel will be a fantastic addition to our premium brand portfolio and will bring significant scale to our existing beer business".

Amstel Lager is positioned in the premium segment of the South African market and has an 8% market share. In 2006, the premium segment grew above 20%, whilst the total South African beer market grew at 1%.

Amstel initiated the arbitration in 2006 following its conclusion that the acquisition by BevCo LLC of a 15.04% shareholding in SABMiller resulted in a material change in ownership of SABMiller which Amstel reasonably considered to be harmful to the interests of the Heineken Group. Consequently, under the terms of the contract, Amstel became entitled to terminate the agreement.

### **Editorial information:**

#### **Heineken N.V.**

Heineken N.V. is the most international brewer in the world. The Heineken brand is sold in almost every country in the world and the company owns over 115 breweries in more than 65 countries. With a Group beer volume of 132 million hectolitres Heineken ranks fourth in the world beer market by volume. Heineken strives for an excellent sustainable financial performance through marketing a portfolio of strong local and international brands with the emphasis on the Heineken brand, through a carefully selected combination of broad and segment leadership positions and through a continuous focus on cost control. In 2006, revenues amounted to €12 billion and net profit before exceptional items and amortisation of brands amounted to €930 million. Heineken employs 75,000 people. 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 Reuters Equities 2000 Service under HEIA.AS and HEHN.AS. Additional information is available on Heineken's home page: <http://www.heinekeninternational.com>.

#### **Brandhouse Beverages (Pty) Ltd**

Brandhouse Beverages (Pty) Ltd is a joint venture formed in July 2004 by the following companies who equally own the South African business: Heineken, Diageo, the largest alcohol beverage company in the world and Namibia Breweries Limited, one of the leading manufacturing companies in Namibia and part of the respected Olthaver and List Group.

The Brandhouse portfolio of brands includes J&B, Bell's, Smirnoff, Johnnie Walker, Heineken, Windhoek, Guinness, Baileys, Bertrams VO, Tanqueray, Gilbeys, Captain Morgan Spiced Gold and Black Label and Jose Cuervo.

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