

Heineken appoints Group Commerce Director

Amsterdam, 13 July 2007 - Heineken N.V. today announced the appointment of Stefan Orłowski as Group Commerce Director, effective October 1, 2007. In this role, Mr Orłowski will join the Heineken N.V. Executive Committee, and will report directly to Jean-François van Boxmeer, Heineken N.V. Chairman of the Executive Board and Chief Executive Officer.

Mr. Orłowski will be based at Heineken's Amsterdam Headquarters, where he will have global functional responsibility for all of the Company's commercial activities including own wholesale operations, marketing, sales and innovation in addition to specific responsibility for the growth of the Heineken brand.

Between 1998 and 2006, Mr. Orłowski was previously employed by Heineken in a variety of senior management roles in Central and Eastern Europe, most recently as Chief Operating Officer, Central and Eastern Europe.

Commenting on the appointment, Jean-François van Boxmeer, Heineken N.V. CEO said, "I am delighted that Stefan has agreed to lead the Commerce function. He is an experienced international manager with great leadership skills and a track record of delivering commercial success in the brewing industry. With his knowledge of our company, people and systems, he will be able to hit the ground running."

Speaking about his new role, Stefan Orłowski said: "This is a great opportunity to re-join Heineken at a truly exciting time. I am looking forward to applying my commercial and management experience to drive execution in the business in order to deliver further growth of the Heineken brand and the wider brand portfolio."

Mr. Orłowski is currently based in Australia and is engaged by Harbin BV, a private international investment firm. Harbin BV is Heineken's partner in Grupa Zywiec, the company's Polish operating business. Mr. Orłowski is a member of the Supervisory Board of Grupa Zywiec.

Additional information:

- Mr. Orłowski is currently based in Australia and is engaged by Harbin BV, a private international investment firm with a minority shareholding in Grupa Zywiec. He is also a member of the Supervisory Board of Grupa Zywiec.
- From 2003 – 2006, Mr Orłowski was Chief Operating Officer, first of Brau Union AG and subsequently, as of 2005, of Heineken Central & Eastern Europe (CE&E) with direct responsibility as Managing Director Central Europe for Heineken's Central European markets and in addition, functional

responsibility for marketing, sales and distribution in the greater CE&E region.

- From 1998 – 2003, Mr. Orłowski was Sales, Marketing and Distribution Director for Zywiec SA, Heineken's Polish operating business.
- From 1992 to 1998, Mr Orłowski spent six years in Poland within a private brewery investment group where he fulfilled a variety of management roles including: CEO of Warka Breweries Ltd and CEO of Elbrewery Company Ltd.
- Mr Orłowski, 41, is a qualified barrister and solicitor of the Supreme Court of Victoria (Australia) and began his career in the commercial law firm Arthur Robinson & Hedderwicks in Melbourne.
- He holds a bachelor of Laws and Bachelor of Arts degrees from Monash University in Melbourne, Australia.
- He is married and has two children.

Editorial information:

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 over 57,500 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 Reuter Equities 2000 Service under HEIN.AS and HEIO.AS. Additional information is available on Heineken's home page: <http://www.heinekeninternational.com>.

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