

Heineken N.V. enters into contractual arrangements with EBP Pub Company Limited

Amsterdam, 29 October 2009 – Heineken N.V. today announced that it has entered into contractual arrangements with EBP Pub Company Limited (EBP), a company controlled by FEOH Investments Limited (FEOH), which has acquired the tenanted pub Estate (the Estate) from Globe Tenanted Pub Company (GTP) in the United Kingdom.

The key terms of the contractual arrangements with EBP include:

- The provision by Heineken to EBP of financing totalling £180 million for the acquisition of the Estate
- A conditional share purchase agreement with FEOH (which is advised by R20, the investment vehicle of Robert Tchenguiz) under the terms of which it is anticipated that Heineken will acquire full ownership of EBP in the third quarter of 2010
- The supply by Heineken of beer and corporate and management services to the Estate through S&N Pub Enterprises

The proceeds of the sale to EBP will be used principally to repay the senior Class A1 Notes, which partially funded GTP. Heineken owns 92.8% of the Class A1 Notes representing a face value of £175 million. It also owns 31.6% of the Class B1 Notes representing a face value of £18 million.

As a result of repayment of the Notes owned by Heineken, it is expected that the transaction will be broadly cash flow neutral in 2009 for Heineken.

Heineken continues to own a 23.9% participation in the syndicated bank debt of Globe Pub Management Limited (being £55 million out of an aggregate of £230 million). Heineken has also assumed the economic interest of the counterparty of Globe Pub Management Limited in a swap transaction.

The sale of the Estate to EBP follows GTP being in breach of its financial covenants. GTP and Bank of New York Mellon (BONYM), trustee to the holders of notes issued by Globe Pub Issuer plc, appointed Deloitte in June 2009 to conduct an independent review of the options available to the Estate, following which BONYM appointed partners from Zolfo Cooper LLP as Administrative Receivers of GTP on Thursday 29 October 2009. The Estate was subsequently sold to EBP for a consideration of £180 million. The Estate comprises of more than 400 pubs across the United Kingdom and for the 52 weeks to 31 August 2009, the Estate generated EBITDA of £19.1 million.

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Editorial information:

Heineken N.V. 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 we operate and to have the world's most prominent brand portfolio. In 2008, the Company operated 125 breweries in more than 70 countries and sold 162 million hectolitres of beer. 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, Foster's, Maes, Murphy's, Newcastle Brown Ale, Ochota, Primus, Sagres, Star, Strongbow, Tiger and Zywiec. In 2008, revenue totalled EUR14.3 billion and Net Profit before exceptional items and amortisation was EUR1.0 billion. In 2008, the average number of people employed was 56,208. 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>.