

### Heineken appoints new Group Commerce Director

Amsterdam, 20 November 2009 – Heineken N.V. today announced the appointment of Alexis Nasard as Group Commerce Director, effective 1 February 2010. Mr. Nasard will join Heineken's Executive Committee reporting to Jean-François van Boxmeer, Heineken N.V. Chief Executive Officer.

In his new role, Mr. Nasard will have global functional responsibility for the company's marketing, sales, innovation and wholesale strategies. In addition, he will be responsible for portfolio management, as well as the continued growth and strength of the Heineken brand around the world. Mr. Nasard will be based at Heineken's Amsterdam Headquarters.

Originally from Lebanon, Mr. Nasard joins from Procter and Gamble where, since 2006, he has been General Manager of the \$1.2 billion Personal Care business for Central, Eastern-Europe, the Middle-East and Africa, based in Switzerland. During his successful 17-year career with Procter and Gamble, Mr. Nasard has held a number of senior marketing and management roles based in Switzerland, Russia, Germany and the USA.

Commenting on the appointment, Jean-François van Boxmeer, Heineken CEO, said, "I am delighted to welcome someone of Alexis' calibre and considerable track record to this critical role. Alexis possesses an exceptional balance of marketing capabilities, leadership skills and general management experience. This, coupled with his insight-driven, portfolio-based approach, will help drive significant brand and value growth across our portfolio."

#### Press enquiries

Jeroen Breuer  
Tel: +31 20 5239 355  
Jeroen.breuer@heineken.com

#### Investor and analyst enquiries

Jan van de Merbel  
Tel: +31 20 5239 590  
investors@heineken.com

#### 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>.

### Alexis Nasard, Group Commerce Director, Heineken

- 17 years with Procter & Gamble in a variety of Senior Management roles;
- Currently based in Geneva, Switzerland, where since 2006, he has been General Manager of Procter and Gamble's \$1.2 billion Personal Care business, for Central and Eastern-Europe, the Middle-East and Africa. Responsible for brand design, product & commercial innovation for 5 product categories (12 brands, including Oral-B, Olay, Crest). Delivered double-digit top-line growth, in the past 3 years;
- 2002-2006, Marketing Director, Health & Beauty Care, Procter & Gamble Russia. Under his management, Procter & Gamble became the #2 Beauty Company in Russia and #1 in the Ukraine;
- 2000 - 2002, Marketing Director Prestige Beauté, Fine Fragrances, based in Switzerland;
- 1992-2000, various Marketing & Brand Management roles in Germany, Switzerland and the USA. Delivered topline growth on global brands: Pampers, Tempo, Ariel, Dash, Viakal, Always;
- Prior to joining Procter & Gamble, Alexis worked as a Market Analyst at Frost & Sullivan, and as Strategic Planning Analyst at Bechtel Corporation, both in the USA;
- Alexis holds an MBA from the University of California at Berkeley, USA. He also has an MS/BS in Civil Engineering from the Saint-Joseph University, Beirut, Lebanon;
- Alexis is 43 and is married with two children.

