

Heineken to Create a Global Business Services Organisation

Amsterdam, 31 August 2010 – Heineken N.V. today announced that, effective October 1, 2010, it will create a Global Business Services organisation focused on the most effective and efficient delivery of Purchasing and Business Process & Technology services across the company.

Frans Eusman, currently Managing Director, Heineken France, will be appointed Global Business Services Director reporting to René Hooft Graafland, Chief Financial Officer. In his new role, Frans will become a member of Heineken's Executive Committee.

Frans will be succeeded as Managing Director of Heineken France by Marc Busain, currently Managing Director of Heineken's Egyptian business, Al Ahram Beverages.

The current Group Business Process & Technology Director and Group Purchasing Director will continue in their existing roles, now reporting to Frans in his role as Global Business Services Director, and will form part of the management team of the Global Business Services organisation.

Over time, it is envisaged that the Global Business Services organisation will also explore opportunities to improve transactional financial shared services.

Commenting on the change, Jean-François van Boxmeer, Heineken's Chairman & Chief Executive Officer said, "Given the scale and speed of our organisational development, we believe there is considerable benefit in moving towards a more structured approach to providing business services. With Frans' extensive knowledge and experience across our business, he is the right person to lead this ambitious and long-term initiative."

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Editorial information:

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 operates 140 breweries in more than 70 countries and sold 165.7 million hectolitres of beer on a 2009 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 2009 pro-forma basis, including FEMSA Cerveza, revenue totaled €16.9 billion and EBIT (beia) was €2.3 billion.

The average number of people employed is more than 75,000. 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 home page:

<http://www.heinekeninternational.com>