

Heineken Holding N.V. raises organic net profit growth forecast 2006

Amsterdam, 18 July 2006 - Heineken Holding N.V. today announced that it has raised its forecast for organic net profit growth for the full year ending 31 December 2006. Heineken Holding N.V. now expects that organic net profit growth for the full year will be slightly above 10%. On 22 February 2006 Heineken Holding N.V. announced that organic net profit growth in 2006 was not expected to exceed mid-single digits.

Strong volume growth in Central and Eastern Europe, the Americas, Africa and Southeast Asia has driven revenues and profit growth of the Heineken Group and resulted in the increase of the net profit forecast. In particular the launch of Heineken Premium Light[®] in the USA is proceeding successfully. Although the launch is still in its initial phase, volumes are expected to exceed the previously announced 400,000-hectolitre target for 2006. The introduction also has a positive effect on the volume growth of the core Heineken[®] brand in the USA.

In Russia the integration activities related to the breweries acquired in 2005 are proceeding at pace and beer volumes are developing well.

The premium beer segment continues to grow faster than the world beer market overall. The Heineken[®] brand is growing at a faster pace than the premium segment itself. In the premium segment, Heineken[®] beer grew organically by 12.7% to 11.0 million hectolitres. Group beer volume¹ in the first six months of 2006 totalled 62.7 million hectolitres (+11.6%).

Group Beer Volume (Millions of hectolitres)	2006 H1	2005 H1	Change %	Organic growth %
Western Europe	16.0	15.8	0.7	0.7
Central and Eastern Europe	25.1	21.1	18.8	5.3
Americas	8.1	7.2	13.4	13.4
Africa and Middle East	8.2	7.1	15.5	15.5
Asia/Pacific	5.4	5.0	8.2	8.2
Total	62.8	56.2	11.6	6.6

Consolidated beer volume² grew by 11.6% to 53.3 million hectolitres in the first half of 2006. The organic growth in consolidated beer volume was 5.7%.

The Fit-to-Fight cost saving programme that will reduce fixed costs by €200 million by 2008 is proceeding according to plan and, as stated earlier, the main part of the cost savings will be achieved in 2007 and 2008.

¹ Group beer volume: 100% of beer volume produced and sold by fully consolidated companies and by proportionately joint-venture companies as well as the volume of Heineken's brands produced and sold under licence by third parties

² Consolidated beer volume: 100% of beer volume and sold by fully consolidated companies and Heineken's share of beer volume produced and sold by proportionately consolidated joint-venture companies

Heineken Holding N.V.

Press Release

Heineken Holding N.V. will release its financial results for the first half of 2006 on 6 September 2006. The company entered into its closed period as of 8:00 a.m. today, 18 July.

Editorial information

Heineken Holding N.V. is a 50.005% shareholder of Heineken N.V. 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 HEIO NA and on the Reuter Equities 2000 Service under HEHN.AS. Additional information is available on Heineken's home page: <http://www.heinekeninternational.com>.

Press enquiries

Véronique Schyns
Tel: +31 20 52 39 355
veronique.schyns@heineken.com

Investor and analyst enquiries

Jan van de Merbel
Tel: +31 20 52 39 590
investors@heineken.com

Disclaimer

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