

Heineken Holding N.V. shareholding structure adjusted

Amsterdam, 2 March 2007 - Heineken Holding N.V. today announced a change in its shareholding structure. Heineken Holding N.V.'s principal long-term shareholders have decided to combine their shareholdings in a new company called L'Arche Green N.V., established in the Netherlands. L'Arche Green N.V. now has a direct stake in Heineken Holding N.V. of 58.78%. Heineken Holding N.V. will continue to hold a 50.005%-stake in Heineken N.V.

L'Arche Green N.V.'s 58.78%-shareholding in the issued share capital of Heineken Holding N.V. results from the combination of the shareholdings of:

- L'Arche Holding S.A., the Heineken family's holding company, that owned 50.005% of the shares;
- LAC B.V., the Heineken family's holding company, that owned 1.97% of the shares;
- Greenfee B.V., the holding company of the Hoijer family, that owned a 6.81%-stake.

The new shareholder structure does not affect the number of free-float shares or the ultimate ownership of the combined shareholdings. The owners of L'Arche Holding S.A. and Greenfee B.V. have been shareholders of Heineken Holding N.V. since its establishment in 1952.

Press enquiries

Véronique Schyns
Tel: +31 (0)20 52 39 355
veronique.schyns@heineken.com

Investor and analyst enquiries

Jan van de Merbel
Tel: +31 (0)20 52 39 590
investors@heineken.com