

Heineken N.V. announces shareholding structure adjusted

Amsterdam, 23 February 2007 – Heineken N.V. announced today that its principle ultimate shareholders have combined their holdings in a new company, following a publication of Heineken Holding N.V., the company that holds 50.005% of the shares of Heineken N.V. 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 Hoiijer family, that owned a 6.81%-stake.

The new shareholder structure does not affect the number of free-float shares of Heineken Holding N.V. or Heineken N.V. 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.

Editorial information:

Heineken N.V. is the most international brewer in the world. The Heineken brand is sold in almost every country in the world and the company owns over 115 breweries in more than 65 countries. With a Group beer volume of 132 million hectolitres Heineken ranks fourth in the world beer market by volume. Heineken strives for an excellent sustainable financial performance through marketing a portfolio of strong local and international brands with the emphasis on the Heineken brand, through a carefully selected combination of broad and segment leadership positions and through a continuous focus on cost control. In 2006, revenues amounted to €12 billion and net profit before exceptional items and amortisation of brands amounted to €930 million. Heineken employs 75,000 people. 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 Reuters Equities 2000 Service under HEIA.AS and HEHN.AS. Additional information is available on Heineken's home page: <http://www.heinekeninternational.com>.

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