

Heineken Holding N.V.

Heineken Holding N.V.
registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that an interim dividend of €0.30 per ordinary share of €1.60 nominal value has been declared for the 2011 financial year.

The interim dividend, less 15% dividend withholding tax, will be made payable as of 6 September 2011 at The Royal Bank of Scotland N.V., Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 26 August 2011. The record date is 30 August 2011 after closing of the stock exchange.

Amsterdam, 24 August 2011