

Heineken announces 10 year 'Brewing a Better Future' Sustainability Plan

Amsterdam, 13 April 2010 – Heineken N.V. today announced a new, 10 year Sustainability agenda and goals. The commitments and plans were outlined in Amsterdam as part of a symposium¹ on sustainable development. The company's new approach to sustainability is characterised by an integrated 'green' vision for all aspects of its operations. It has set clear targets and adopted innovative ways at looking at its business processes. With its new agenda, Heineken recognises the role it should play in creating a better future and delivering across all its operations.

"As a leading brewer, we believe that we should take responsibility for our actions and be clear on what others can expect from us. This new sustainability agenda coupled with our greater transparency on targets and performance reflects this belief", says Jean-François van Boxmeer, Chairman and Chief Executive of Heineken.

Heineken has focused 'Brewing a Better Future' on 3 material areas:

1) Continuous improvement of its environmental impact

Amongst the targets the company has set, are reduction of direct and indirect CO2 emissions in its breweries by at least 40% and water consumption by at least 25% by 2020. Heineken has also put in place initiatives that will reduce the carbon footprint in the whole value chain. As a first step, starting 2010, all replacement fridges issued to customers will be based on 'green' technology.

2) Empowerment of people & communities

The company will introduce a series of initiatives including: in 2010, the investment of a further €10 million (to a total of €20 million) in the Heineken Africa Foundation², enabling up to €1 million a year to be directly invested in local projects; by 2020 a target to expand the local sourcing of raw materials in Africa to 60%; a goal to ensure all employees and dependents have access to basic healthcare; the introduction and audit of a new employee rights policy.

3) Continuing to make a positive impact on the role of beer in society

Heineken will strengthen its recognized, positive approach to responsible consumption by expanding its programmes to horeca and retail and by 2015 ensuring that all markets have a partnership that help the company play its part in reducing alcohol abuse. The company will broaden its brand-related responsibility messaging and increase its efforts working with the industry on this key issue.

¹ The following speakers took part in the symposium on sustainable development (in alphabetic order): Jean-François van Boxmeer, Heineken N.V., Chairman Executive Board/CEO, Jacqueline Cramer, former Netherlands Minister of Environment and Spatial Planning - Wouter van Dieren, Managing Director, IMSA - Peter Lacy, Managing Director Sustainability Services, Accenture - Tobias Webb, Managing Director, Ethical Corporation.

² The Heineken Africa Foundation was established in 2008 by Heineken N.V. and supports health care projects in Africa. <http://africafoundation.heineken.com>.

A total of 23 separate programmes support the three strategic focus areas. Each programme has its own ambition, targets and actions and, over the coming 10 years, each will be implemented across the business.

The 'Brewing a Better Future' approach is supported by a number of key internal changes, including the addition of sustainability and people-based annual incentives for senior management performance. The company has also committed that by 2015, all operating companies will compile and issue their own local sustainability report. As a first step in 2010, 20 of Heineken's largest businesses will issue a sustainability report. Alongside this, a new supplier code will support partnership with suppliers on the achievement of common sustainability goals.

Jean-François van Boxmeer added: " 'Brewing a Better Future' is a key part of our ambition to be a proud, independent, leading brewer. The actions we take as a result of our programmes will help to make us a better, stronger, and more competitive company."

'Brewing a Better Future' comes a decade after Heineken published its first sustainability agenda in 2000. During that time the company has made significant progress to improve its responsibility to the environment. Heineken is a member of the UN Global Compact and subscribes to the UN Water Mandate and actively promotes responsible consumption via brand communication and responsibility activities in partnership with other beverage companies. Heineken has been ranked as the leading brewer globally and the leading beverage company in Europe within the SAM Dow Jones Sustainability Index.

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Editorial information:

Heineken N.V. 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 we operate and to have the world's most prominent brand portfolio. In 2009, the Company operated 125 breweries in more than 70 countries and sold 159 million hectolitres of beer.

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, Foster's, Maes, Murphy's, Newcastle Brown Ale, Ochota, Primus, Sagres, Star, Strongbow, Tiger and Zywiec. In 2009, revenue totalled €14.7 billion and Net Profit before exceptional items and amortisation was €1.0 billion. In 2009, the average number of people employed was 55,301. 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. Additional information is available on Heineken's home page: <http://www.heinekeninternational.com>.