

Heineken N.V. acquires Belgian cider innovator Stassen Ciders

Amsterdam, 8 June 2012 – Heineken N.V. today announced that it has acquired Stassen S.A., a leading international cider innovator located in Aubel, Belgium, from its current management. In addition to its strong research and development (R&D) capabilities and facilities, the acquisition of Stassen provides HEINEKEN with cider making capacity in continental Europe.

Terms of the transaction were not disclosed and the acquisition is subject to customary closing conditions.

The strategic acquisition of Stassen comes at a time when the international cider category is gaining momentum. HEINEKEN, the global cider category leader, is positioning itself to benefit from this trend through innovative new product offerings, such as Bulmers No. 17 and Jacques cider, as well as the international roll-out of its global cider priority brand Strongbow Gold.

Alexis Nasard, Chief Commercial Officer of Heineken N.V., commented on today's announcement: "We are excited about Stassen Ciders and its employees becoming part of the HEINEKEN company. Stassen's strong R&D and innovation capabilities will serve us well in a time when there is a lot of new product activity in the category. Consumers around the world are increasingly intrigued by cider and its unique, refreshing taste, 100% natural ingredients and rich heritage and we are well positioned to capitalise on this opportunity."

Philippe Stassen, Managing Director of Stassen S.A., added: "By integrating Stassen Ciders into the HEINEKEN company and becoming its cider R&D centre, we are strengthening our leading position in the category's premium market segment. This is a great opportunity for our employees and for our site in Aubel, which will further enhance its international scope. We are looking forward to the next phase of our growth story."

Stassen operates a cider making facility, a R&D facility – including a new product pilot plant – and a de-alcoholisation facility for cider, beer and wine. The company has unique cider R&D knowledge and expertise and was closely involved in the development of several of HEINEKEN's recently introduced ciders, such as Strongbow Gold, Jacques and Bulmers No. 17.

HEINEKEN is the world's leading cider maker, based on its number-one position in the U.K. – the world's largest cider market – and market positions in countries such as Finland, the Netherlands, Hungary, Italy, Canada and the United States.

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Editorial information:

HEINEKEN is a proud, independent global brewer committed to surprise and excite consumers with its brands and products everywhere. 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 it operates and to have the world's most valuable brand portfolio. HEINEKEN wants to win in all markets with Heineken® and with a full brand portfolio in markets of choice. The Company is present in over 70 countries and operates more than 140 breweries with volume of 214 million hectolitres of group beer sold. 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, Desperados, Dos Equis, Foster's, Heineken, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, and Zywiec. Our leading joint venture brands include Cristal, Kingfisher, Tiger and Anchor. In 2011, revenue totaled EUR 17.1 billion and EBIT (beia) was EUR 2.7 billion. The number of people employed is around 70,000. 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. Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com.

Cidreries Stassen, founded in 1895 by Léon Stassen in Aubel, Belgium, has become one of Europe's largest cider producers. The company's activities are based on the production, bottling and distribution of ciders, flavoured ciders, alcoholic-free ciders and sparkling fruit juices. The company is also active in producing, preparing and packaging non-alcoholic beers and other (non-)alcoholic drinks. Stassen also has nearly 150 acres of orchards in production. These produce more than 5,000 tons of apples annually. Stassen's product portfolio includes popular brands such as "Stassen" flavoured ciders, "Degré Zéro" alcohol-free ciders, "Kidibul" party drink, the top-selling "Stassen Cider" and the new range of alcohol-free wines "VINTENSE".