MEDIA RELEASE

Announcement by ThaiBev, TCC Assets and HEINEKEN regarding F&N and APB

Amsterdam, 18 September 2012 - Thai Beverage Public Company Limited ("**ThaiBev**"), TCC Assets Limited ("**TCCA**") and Heineken N.V. ("**HEINEKEN**") wish to announce the following in connection with the proposed disposal (the "**Disposal**") by Fraser and Neave, Limited ("**F&N**") of its interests in Asia Pacific Breweries Limited and Asia Pacific Investment Private Limited to Heineken International B.V. (as contemplated in Resolution 1 ("**Resolution 1**") set out in the Notice of Extraordinary General Meeting to be held on 28 September 2012 (or any adjournment thereof to consider Resolution 1) (the "**F&N EGM**"), attached to the circular to shareholders issued by F&N on 6 September 2012 in connection with the Disposal):

1. ThaiBev irrevocably undertakes to procure that International Beverage Holdings Limited ("**IBHL**") votes all the shares in F&N held, owned or controlled by IBHL at the time of the F&N EGM in favour of Resolution 1;

2. TCCA irrevocably undertakes to vote all the shares in F&N held, owned or controlled by TCCA at the time of the F&N EGM in favour of Resolution 1; and

3. HEINEKEN irrevocably undertakes not to make a general offer for shares in F&N under the Singapore Code on Take-overs and Mergers.

Issued by:

Thai Beverage Public Company Limited	**TCC Assets Limited**	**Heineken N.V.**

Responsibility statement by ThaiBev

The directors of ThaiBev (including those who may have delegated detailed supervision of this Announcement) have taken all reasonable care to ensure that the facts stated and opinions expressed in this Announcement are fair and accurate and that there are no other material facts not contained in this Announcement, the omission of which would make any statement in this Announcement misleading.

Where any information has been extracted or reproduced from published or otherwise publicly available sources or obtained from F&N, the sole responsibility of the directors of ThaiBev has been to ensure through reasonable enquiries that such information is accurately extracted from such sources or, as the case may be, reflected or reproduced in this Announcement.

The directors of ThaiBev jointly and severally accept responsibility accordingly.

Responsibility statement by TCCA

The directors and shareholders of TCCA (including those who may have delegated detailed supervision of this Announcement) have taken all reasonable care to ensure that the facts stated and opinions expressed in this Announcement are fair and accurate and that there are no other material facts not contained in this Announcement, the omission of which would make any statement in this Announcement misleading.

Where any information has been extracted or reproduced from published or otherwise publicly available sources or obtained from F&N, the sole responsibility of the directors and shareholders of TCCA has been to ensure through reasonable enquiries that such information is accurately extracted from such sources or, as the case may be, reflected or reproduced in this Announcement.

The directors and shareholders of TCCA jointly and severally accept responsibility accordingly.

Responsibility statement by HEINEKEN

The directors of HEINEKEN (including any director who may have delegated detailed supervision of this Announcement) have taken all reasonable care to ensure that the facts stated and all opinions expressed in this Announcement are fair and accurate and that there are no other material facts not contained in this Announcement, the omission of which would make any statement in this Announcement misleading.

Where any information has been extracted or reproduced from published or otherwise publicly available sources, or obtained from F&N, the sole responsibility of the directors of HEINEKEN has been to ensure through reasonable enquiries that such information is accurately extracted from such sources or, as the case may be, reflected or reproduced in this Announcement.

The directors of HEINEKEN jointly and severally accept responsibility accordingly.

Press enquiries
John Clarke
E-mail: john.g.clarke@heineken.com
Tel: +31-20-5239-355

John-Paul Schuirink
E-mail: john-paul.schuirink@heineken.com
Tel: +31-20-5239-355

Charles Armitstead
Pendomer Communications
E-mail: charles.armitstead@pendomer.com
Tel: +44-7703-330-269

Investor and analyst enquiries
George Toulantas
E-mail: investors@heineken.com
Tel: +31-20-5239-590

Lucia Bergamini
E-mail: investors@heineken.com
Tel: +31-20-5239-590

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 second largest by revenue. 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 €17.1 billion and EBIT (beia) was €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.