

HEINEKEN Announces Final Closing Date of APB Offer and Delisting of APB

Amsterdam, 17 January 2013 – Heineken N.V. ('HEINEKEN') today announced that the final closing date of Heineken International B.V.'s ('HIBV') mandatory unconditional cash offer (the 'Offer') for all the issued and paid-up ordinary shares ('APB Shares') in the capital of Asia Pacific Breweries Limited ('APB'), other than those already owned or controlled by HIBV, is Thursday, 31 January 2013 at 5:30 p.m. (Singapore time).

Since the start of the Offer on 4 December 2012 until 16 January 2013, a total of 11,014,892 shares of the 12,127,715 APB Shares that were still remaining in the open market have been acquired, representing an acceptance level of 90.8%. Therefore, HIBV is now entitled to exercise its right of compulsory acquisition of the remaining APB Shares under Singapore regulations. A regulatory notice has been sent today to APB shareholders for this purpose. Accordingly, APB shall become a wholly-owned subsidiary of HEINEKEN and be delisted from the Singapore Exchange following the completion of the compulsory acquisition, which is expected to be on or around 18 February 2013.

As of 16 January 2013, HIBV owns an aggregate of 257,120,201 APB Shares, representing approximately 99.57% of the total issued APB share capital.

The regulatory announcement made by HIBV in Singapore today is attached to this media release.

Directors' Responsibility Statement

The directors of each of HIBV and HEINEKEN (including those who may have delegated 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 or APB, the sole responsibility of the directors of each of HIBV and HEINEKEN has been to ensure through reasonable enquiries that such information has been accurately and correctly extracted from such sources or, as the case may be, accurately reflected or reproduced in this Announcement. The directors of each of HIBV and HEINEKEN jointly and severally accept responsibility accordingly.

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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 160 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 250 international premium, regional, local and specialty beers and ciders. These include Heineken®, Amstel, Anchor, Biere Larue, Bintang, Birra Moretti, Cruzcampo, Desperados, Dos Equis, Foster's, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec. Our leading joint venture brands include Cristal and Kingfisher. On a pro-forma 2011 basis, including APB, revenue totaled €18.5 billion and EBIT (beia) €3.0 billion. The number of people employed is around 78,000. 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.