HEINEKEN

MEDIA RELEASE

HEINEKEN publishes 2012 Sustainability Report and sets new 2015 targets

Amsterdam, 11 April 2013 – Heineken N.V. ('HEINEKEN') today published its 2012 Sustainability Report. The report focuses on the Company's efforts to manage the social and environmental impacts of its business in the fiscal year ending December 31, 2012. The full report is available in an online only version, embodying the Company's forward-looking commitment to reduce both its carbon footprint and impact on the earth's natural resources.

The 2012 report highlights the significant progress made in the 3 years since the launch of the Brewing a Better Future programme, illustrating how strongly the business priorities and sustainability strategy are linked. The report touches on the urgent challenges currently faced by the brewing industry and for the planet and where the company will focus its sustainability efforts next, declaring new ambitions for 2015.

In consultation with key stakeholders four key areas have been agreed on which HEINEKEN will build a deeper second phase of Brewing a Better Future. For each of these areas, ambitious targets for 2015 – 2020 have been set on:

- Protecting water resources
- Reducing CO2 emissions
- Sourcing sustainably
- Advocating responsible consumption

HEINEKEN's CEO Jean-François van Boxmeer said: "We are on an exciting journey. Brewing a Better Future has united more than 85,000 employees in the quest to build a sustainable company that future generations will want to be part of. For 2015 we have once again set ambitious targets. We don't have all the answers on how we will meet them. But HEINEKEN has a responsibility to lead on the difficult issues that we face as a business and as a member of society. This is what we will continue to do."

Some highlights from the 2012 report include:

- Significant progress in reducing environmental impact: the company is on target to achieve the goals set for 2020 related to the water and energy efficiency of its breweries, offices and warehouses, and 93% of its new fridges are green.
- A Global Supplier Code which includes sustainability commitments, was signed by 528 global and more than 34,000 local suppliers, thus spreading the influence and impact of HEINEKEN's actions and thinking.
- HEINEKEN has joined forces with other prominent international alcohol companies to back new global initiatives to reduce the harmful use of alcohol, recognising the need to help reduce misuse of alcohol products.

HEINEKEN reports in line with Global Reporting Initiative (GRI) G3.1 guidelines. HEINEKEN continues to be a member of the FTSE4Good Index, a listing confirmed in March 2013 by the FTSE4Good Policy Committee.

The full sustainability report will only be available in interactive online format (at www.sustainabilityreport.heineken.com). A short printed high-level summary of the report will be available on request as of 22 April.

The sustainability section on the Company website, www.theHEINEKENcompany.com/sustainability, includes downloadable information about HEINEKEN's sustainability performance and links to the 33 local market reports. HEINEKEN encourages dialogue around sustainability issues and encourages feedback from its stakeholders. Comments on the report may be sent to: responsibility@heineken.com

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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 165 breweries with volume of 221 million hectoliters 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. Pro forma 2012 revenue totaled €19,765 million and EBIT (beia) €3,151 million. The number of people employed is over 85,000. 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.