HEINEKEN

MEDIA RELEASE

Heineken N.V. Annual General Meeting of Shareholders adopts all proposals

Amsterdam, 25 April 2013 – Heineken N.V. announced today that its Annual General Meeting of Shareholders (AGM) has adopted all proposals on the agenda of the AGM of Heineken N.V. The most important resolutions are listed below.

Dividend

The AGM approved the dividend proposal for the year 2012 of EUR 0.89 per share. As an interim dividend of EUR 0.33 was paid on 4 September 2012, the final dividend will be EUR 0.56 per share. The final dividend will be made payable on Wednesday 8 May 2013. Heineken N.V. shares will be quoted ex-dividend on Monday 29 April 2013.

Extraordinary share award Executive Board

In recognition of the excellent achievements of the CEO and CFO in successfully completing the acquisition of Asia Pacific Breweries Ltd, the AGM approved an extraordinary share award for the CEO and CFO.

Re-appointment of Executive Board Member

The AGM re-appointed Mr. J.F.M.L. van Boxmeer as member of the Executive Board for the maximum period of four years.

Retention shares Mr. J.F.M.L. van Boxmeer

The AGM approved a conditional retention share award for the CEO to foster the re-appointment of the CEO and to ensure the CEO is retained for Heineken N.V.

Re-appointment of Supervisory Board Members

The AGM re-appointed Mr. M. Das as member (and delegated member) and Mr. V.C.O.B.J. Navarre as member of the Supervisory Board, for the maximum period of four years.

Appointment of Supervisory Board Member

The AGM appointed Mr. H. Scheffers as member of the Supervisory Board for the maximum period of four years.

At the end of the AGM Mr C.J.A. van Lede stepped down as Chairman of the Supervisory Board. His successor as Chairman is Mr G.J. Wijers.

The voting results per agenda item of the AGM of Heineken N.V. of 25 April 2013 can be found on the HEINEKEN website: www.theHEINEKENcompany.com/agm as of close of business on 26 April.

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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.

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