MEDIA RELEASE

HEINEKEN announces departure of Chief HR Officer

Amsterdam, 11 June 2013 - Heineken N.V. ('HEINEKEN') today announced that Michael O'Hare, Chief HR Officer, will leave HEINEKEN and return to the USA in late summer 2013.

Commenting on the change, Jean-François van Boxmeer, Chairman of the Executive Board and CEO of Heineken N.V. said, "This has been a difficult decision for Michael. However personal considerations have led Michael and the family to conclude it is right for them to return to the USA. In the last four years, Michael has played a major role in accelerating our transition to a more performance driven and people-focused company. Along the way he has evolved our understanding of how the growth of our business is linked to the growth of our people and our culture. We have all benefited from his professional, collaborative approach and it has been a pleasure to work with him."

Michael will take up a role with a US-based multinational later in the year.

The process of selecting a new Chief HR Officer is underway and an announcement will be made once concluded.

- Ends -

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Notes to editors:

Michael O'Hare joined HEINEKEN in May 2009 and was appointed Chief HR Officer. Prior to his role at HEINEKEN he spent 13 years at PepsiCo, two of them as Chief Personnel Officer Asia. Between 1998 and 2004, he was based in the US both within PepsiCo Head Office and operating business units. From 2004 to 2007, he held the function of Chief Personnel Officer/VP Greater China. Prior to this, he spent five years in Finance.

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.