

HEINEKEN introduces new disclosure in earnings release

Amsterdam, 6 August 2013 – Heineken N.V. ('HEINEKEN') announced today the introduction of new reporting metrics (non-IFRS) to provide greater transparency on Group performance. This new information will be disclosed for the first time in HEINEKEN's release on the first half of 2013 to be announced on 21 August 2013.

The key new metrics being introduced are:

1. New volume and financial **Group** metrics to provide better insight into the contribution of HEINEKEN's joint venture and associate businesses to overall group performance. Group figures are calculated as the sum of all consolidated operations and HEINEKEN's attributable share in joint ventures and associates. New Group figures will be reported for total volume, beer volume, revenue and operating profit (beia). Consequently, the previously reported Group beer volume metric (defined as consolidated beer volume plus 100% of the beer volume sold by joint venture companies) will no longer be reported.
2. An analysis of total growth split by consolidation impact, currency translation and organic growth at consolidated level.
3. A breakdown of total volume into the following categories: beer, licensed & non-beer and third party products volume.

To help the market understand how these changes will impact on HEINEKEN's 2013 results, Appendix 1 provides an analysis of 2012 results under the new reporting metrics. The 2012 financial information presented in Appendix 1 has been restated for the implementation of the previously announced revised accounting standard IAS19, which is treated as an inorganic item. Appendix 2 includes a glossary of all relevant reporting metrics.

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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. 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. The number of people employed is over 85,000. Heineken N.V. and Heineken Holding N.V. shares are listed on the NYSE Euronext in Amsterdam. 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. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTC: HEINY) and Heineken Holding N.V. (OTC: HKHHY). Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com.

Appendix 1

	Consolidated (A)						Attributable share of joint ventures / assoc (B)		Group* (C) = A + B		
(in mhl or €million unless otherwise stated)	FY11	Currency Translation	Consolidation impact	Organic Growth	FY12	Organic Growth %	FY11	FY12	FY11	FY12	Organic Growth %
Africa Middle East											
Revenue	2.223	115	26	275	2.639	12	490	548	2.713	3.187	
Operating profit (beia)	534	21	8	55	618	10	55	48	589	666	
Operating profit (beia) margin	24.0%				23.4%		11.1%	8.7%	21.7%	20.8%	
Total volume	28.5		0.5	1.3	30.3	5	4.8	5.1	33.3	35.4	5
Beer volume	22.0		0.5	0.8	23.3	4	3.3	3.5	25.3	26.8	4
Licensed & non-beer volume	6.4		-	0.5	6.9	8	1.3	1.4	7.7	8.3	8
Third party products volume	0.1		-	-	0.1	6	0.2	0.2	0.3	0.3	-11
Americas											
Revenue	4.029	76	89	329	4.523	8	600	726	4.629	5.249	
Operating profit (beia)	577	16	31	54	678	9	123	126	700	804	
Operating profit (beia) margin	14.3%				15.0%		20.5%	17.4%	15.1%	15.3%	
Total volume	50.8		1.4	2.1	54.3	4	6.6	6.7	57.4	61.0	4
Beer volume	50.5		0.5	2.1	53.1	4	3.8	3.8	54.3	56.9	4
Licensed & non-beer volume	0.2		0.9	-	1.1	3	2.8	2.9	3.0	4.0	11
Third party products volume	0.1		-	-	0.1	12	-	-	0.1	0.1	12
Asia Pacific											
Revenue	216	17	287	7	527	3	944	967	1.160	1.493	
Operating profit (beia)	64	3	88	1	156	2	192	236	257	393	
Operating profit (beia) margin	29.9%				29.7%		20.2%	24.5%	22.1%	26.3%	
Total volume	1.3		2.9	-	4.2	2	13.7	13.2	15.0	17.4	5
Beer volume	1.3		2.4	-	3.7	2	13.7	13.2	15.0	16.9	5
Licensed & non-beer volume	-		0.4	-	0.5	19	-	-	-	0.5	1
Third party products volume	-		-	-	-	-	-	-	-	-	-
Central & Eastern Europe											
Revenue	3.229	-74	-	125	3.280	4	381	360	3.610	3.640	
Operating profit (beia)	331	-3	8	-3	333	-1	24	30	355	363	
Operating profit (beia) margin	10.3%				10.1%		6.3%	8.3%	9.8%	10.0%	
Total volume	48.3		-	1.6	49.9	3	5.2	4.9	53.5	54.8	3
Beer volume	45.4		-	1.9	47.3	4	3.6	3.7	49.0	51.0	4
Licensed & non-beer volume	1.4		-	-0.1	1.3	-8	0.6	0.6	2.0	1.9	-6
Third party products volume	1.5		-	-0.2	1.3	-10	1.0	0.5	2.5	1.9	-6

*Group financial reporting metrics are non-IFRS and unaudited

(in mhl or €million unless otherwise stated)	Consolidated (A)						Attributable share of joint ventures / assoc (B)		Group* (C) = A + B		
	FY11	Currency Translation	Consolidation impact	Organic Growth	FY12	Organic Growth %	FY11	FY12	FY11	FY12	Organic Growth %
Western Europe											
Revenue	7.752	112	-70	-9	7.785	-	-	-	7.752	7.785	
Operating profit (beia)	959	10	40	-62	947	-6	-	-	959	947	
Operating profit (beia) margin	12.4%				12.1%		-	-	12.4%	12.1%	
Total volume	65.4		-	-2.2	63.2	-3	-	-	65.4	63.2	-3
Beer volume	45.4		-0.2	-0.9	44.3	-2	-	-	45.4	44.3	-2
Licensed & non-beer volume	11.1		0.1	-0.6	10.6	-5	-	-	11.1	10.6	-5
Third party products volume	9.0		-	-0.7	8.3	-8	-	-	9.0	8.3	-8
Head Office & Eliminations											
Revenue	-326	9	5	-58	-370	-18	-	-	-326	-370	
Operating profit (beia)	-9	1	-	-57	-65	> 100	-	-	-9	-65	
Heineken N.V.											
Revenue	17.123	254	336	670	18.383	4	2.416	2.601	19.539	20.984	5
Total expenses (beia)	-14.667	-205	-163	-683	-15.717	-5	-2.022	-2.161	-16.691	-17.878	
Operating profit (beia)	2.456	49	174	-13	2.666	-1	395	440	2.851	3.106	1
Operating profit (beia) margin	14.3%				14.5%		16.3%	16.9%	14.6%	14.8%	
Share of net profit of associates / JVs	240	15	-3	-	252	-					
Net Interest income/ (expenses)	-424	-2	-86	23	-489	5					
Other net finance income/(expenses)	-20	2	-43	23	-38	115					
Income tax expense (beia)	-539	-9	-22	1	-569	-					
Minority interests	-129	-5	-17	-10	-161	-8					
Net profit (beia)	1.584	50	1	26	1.661	2					
Total volume	194.4		4.7	2.9	202.0	1	30.4	29.8	224.8	231.9	2
Beer volume	164.6		3.2	3.9	171.7	2	24.5	24.2	189.1	195.9	3
Licensed & non-beer volume	19.2		1.4	-0.1	20.5	-1	4.6	4.9	23.8	25.5	1
Third party products volume	10.6		0.1	-0.9	9.8	-8	1.3	0.7	11.9	10.5	-8

*Group financial reporting metrics are non-IFRS and unaudited

(in mhl or €million unless otherwise stated)	2012 H1			2012 H2		
	Consolidated	Attributable share of JV / assoc	Group*	Consolidated	Attributable share of JV / assoc	Group*
Africa Middle East						
Revenue	1.292	241	1.532	1.347	308	1.655
Operating profit (beia)	317	22	339	301	27	328
Operating profit (beia) margin	24.5%	9.1%	22.1%	22.4%	8.8%	19.8%
Total volume	14.8	2.3	17.1	15.5	2.8	18.3
Beer volume	11.6	1.6	13.2	11.7	1.9	13.6
Licensed & non-beer volume	3.2	0.6	3.8	3.8	0.7	4.5
Third party products volume	-	0.1	0.1	-	0.1	0.1
Americas						
Revenue	2.169	329	2.498	2.353	397	2.751
Operating profit (beia)	301	50	351	376	76	452
Operating profit (beia) margin	13.9%	15.3%	14.1%	16.0%	19.2%	16.4%
Total volume	26.0	3.2	29.2	28.4	3.5	31.9
Beer volume	25.5	1.8	27.3	27.7	2.0	29.7
Licensed & non-beer volume	0.5	1.4	1.9	0.6	1.5	2.1
Third party products volume	-	-	-	0.1	-	0.1
Asia Pacific						
Revenue	113	554	667	414	413	826
Operating profit (beia)	31	145	176	125	91	217
Operating profit (beia) margin	27.5%	26.2%	26.4%	30.3%	22.2%	26.2%
Total volume	0.6	7.6	8.2	3.6	5.6	9.2
Beer volume	0.6	7.6	8.2	3.1	5.6	8.7
Licensed & non-beer volume	-	-	-	0.5	-	0.5
Third party products volume	-	-	-	-	-	-
Central Eastern Europe						
Revenue	1.587	168	1.755	1.692	192	1.885
Operating profit (beia)	109	10	119	224	19	243
Operating profit (beia) margin	6.9%	6.2%	6.8%	13.2%	10.1%	12.9%
Total volume	24.6	2.3	26.9	25.3	2.5	27.8
Beer volume	23.2	1.8	25.0	24.0	1.9	25.9
Licensed & non-beer volume	0.7	0.3	1.0	0.6	0.3	0.9
Third party products volume	0.7	0.2	0.9	0.7	0.3	1.0

*Group financial reporting metrics are non-IFRS and unaudited

(in mhl or €million unless otherwise stated)	2012 H1			2012 H2		
	Consolidated	Attributable share of JV / assoc	Group*	Consolidated	Attributable share of JV / assoc	Group*
Western Europe						
Revenue	3.815	-	3.815	3.970	-	3.970
Operating profit (beia)	418	-	418	528	-	528
Operating profit (beia) margin	11.0%	-	11%	13.3%	-	13.3%
Total volume	30.8	-	30.8	32.4	-	32.4
Beer volume	21.6	-	21.6	22.6	-	22.6
Licensed & non-beer volume	5.1	-	5.1	5.5	-	5.5
Third party products volume	4.1	-	4.1	4.2	-	4.2
Head office Eliminations						
Revenue	-197	-	-197	-172	-	-172
Operating profit (beia)	-27	-	-27	-38	-	-38
Heineken NV						
Revenue	8.778	1.292	10.070	9.604	1.310	10.914
Total expenses (beia)	-7.628	-1.064	-8.692	-8.088	-1.097	-9.185
Operating profit (beia)	1.150	228	1.378	1.516	213	1.729
Operating profit (beia) margin	13.1%	17.7%	13.7%	15.8%	16.2%	15.8%
Share of net profit of associates / JVs	118			134		
Net Interest income/ (expenses)	-234			-255		
Other net finance income/(expenses)	-22			-16		
Income tax expense (beia)	-262			-308		
Minority interests	-63			-98		
Net profit (beia)	688			974		
Total volume	96.9	15.4	112.3	105.2	14.4	119.6
Beer volume	82.6	12.7	95.3	89.1	11.5	100.6
Licensed & non-beer volume	9.4	2.3	11.7	11.0	2.6	13.6
Third party products volume	4.9	0.3	5.2	5.0	0.4	5.4

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2012 by Quarter

(in mhl or €million unless otherwise stated)	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Consolidated	Attributable share of joint ventures / assoc	Group*	Consolidated	Attributable share of joint ventures / assoc	Group*	Consolidated	Attributable share of joint ventures / assoc	Group*	Consolidated	Attributable share of joint ventures / assoc	Group*
Africa Middle East												
Revenue	622	119	741	669	122	791	645	150	795	703	158	860
Total volume	7.2	1.1	8.3	7.6	1.2	8.8	7.5	1.3	8.8	8.0	1.5	9.5
Beer volume	5.7	0.7	6.4	5.9	0.8	6.7	5.5	0.8	6.3	6.2	1.1	7.3
Licensed & non-beer volume	1.5	0.3	1.8	1.7	0.3	2.0	2.0	0.4	2.4	1.8	0.4	2.2
Third party products volume	-	-	0.1	-	-	0.1	-	0.1	0.1	-	-	-
Americas												
Revenue	983	181	1.164	1.186	148	1.334	1.201	174	1.375	1.152	223	1.375
Total volume	11.8	1.9	13.7	14.2	1.3	15.5	13.9	1.5	15.4	14.4	2.0	16.4
Beer volume	11.7	1.1	12.8	13.7	0.7	14.4	13.6	0.8	14.4	14.1	1.2	15.3
Licensed & non-beer volume	0.1	0.8	0.9	0.5	0.6	1.1	0.3	0.7	1.0	0.3	0.8	1.1
Third party products volume	-	-	-	-	-	-	-	-	-	-	-	-
Asia Pacific												
Revenue	48	282	330	65	272	337	78	248	326	336	165	501
Total volume	0.3	3.9	4.2	0.4	3.7	4.1	0.4	3.4	3.8	3.1	2.2	5.3
Beer volume	0.3	3.9	4.2	0.4	3.7	4.1	0.4	3.4	3.8	2.7	2.2	4.9
Licensed & non-beer volume	-	-	-	-	-	-	-	-	-	0.4	-	0.4
Third party products volume	-	-	-	-	-	-	-	-	-	-	-	-

*Group financial reporting metrics are non-IFRS and unaudited

(in mhl or €million unless otherwise stated)	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Consolidated	Attributable share of joint ventures / assoc	Group*	Consolidated	Attributable share of joint ventures / assoc	Group*	Consolidated	Attributable share of joint ventures / assoc	Group*	Consolidated	Attributable share of joint ventures / assoc	Group*
Central & Eastern Europe												
Revenue	621	70	691	966	98	1.064	980	112	1.092	712	80	792
Total volume	9.6	1.0	10.6	15.0	1.4	16.4	15.0	1.5	16.5	10.3	1.0	11.3
Beer volume	9.1	0.7	9.8	14.2	1.1	15.3	14.2	1.2	15.4	9.8	0.8	10.6
Licensed & non-beer volume	0.2	0.2	0.4	0.4	0.2	0.6	0.4	0.2	0.6	0.3	0.1	0.4
Third party products volume	0.3	0.1	0.4	0.4	0.1	0.5	0.4	0.1	0.5	0.3	0.1	0.4
Western Europe												
Revenue	1.642	-	1.642	2.173	-	2.173	2.166	-	2.166	1.804	-	1.804
Total volume	13.1	-	13.1	17.7	-	17.7	17.8	-	17.8	14.6	-	14.6
Beer volume	9.1	-	9.1	12.5	-	12.5	12.4	-	12.4	10.2	-	10.2
Licensed & non-beer volume	2.2	-	2.2	2.9	-	2.9	3.0	-	3.0	2.5	-	2.5
Third party products volume	1.8	-	1.8	2.3	-	2.3	2.4	-	2.4	1.8	-	1.8
Head office & Eliminations												
Revenue	-82	-	-82	-116	-	-116	-96	-	-96	-76	-	-76
Heineken N.V.												
Revenue	3.834	652	4.487	4.944	640	5.584	4.974	684	5.658	4.630	626	5.256
Total volume	42.0	7.8	49.8	54.9	7.6	62.5	54.7	7.7	62.4	50.4	6.8	57.2
Beer volume	35.9	6.4	42.3	46.7	6.3	53.0	46.2	6.2	52.4	43.0	5.3	48.3
Licensed & non-beer volume	3.9	1.2	5.1	5.5	1.1	6.6	5.7	1.3	7.0	5.3	1.3	6.6
Third party products volume	2.2	0.2	2.4	2.7	0.2	2.9	2.8	0.2	3.0	2.2	0.2	2.4

*Group financial reporting metrics are non-IFRS and unaudited

Appendix 2

GLOSSARY

Beia

Before exceptional items and amortisation of acquisition related intangible assets

Operating profit

Consolidated operating profit

Results from operating activities

Group Operating profit (beia)

Consolidated operating profit (beia) plus attributable share of operating profit (beia) from joint ventures and associates

Organic growth

Growth excluding the effect of foreign currency translational effects, consolidation changes, exceptional items, amortisation of acquisition-related intangible assets

Organic volume growth

Growth in volume, excluding the effect of consolidation changes

Revenue

Consolidated revenue

Net realised sales proceeds

Group revenue (beia)

Consolidated revenue plus attributable share of revenue from joint ventures and associates

Volume

Consolidated beer volume

100 per cent of beer volume produced and sold by consolidated companies

Group beer volume

Consolidated beer volume plus attributable share of beer volume from joint ventures and associates

Group total volume

Total consolidated volume plus attributable share of volume from joint ventures and associates

Heineken® volume

100 per cent of beer volume sold of the Heineken® brand by consolidated companies, joint ventures and associates and produced and sold under license by third parties

Heineken® volume in premium segment

100 per cent of beer volume sold of the Heineken® brand in the premium segment (Heineken® volume in the Netherlands is excluded) by consolidated companies, joint ventures and associates and produced and sold under licence by third parties

Licensed & non-beer volume

Cider, soft drink and non-beer volume sold in consolidated companies, joint ventures and associates, as well as HEINEKEN's brands produced and sold under licence by third parties

Third party products volume

Volume of third party products sold through consolidated companies, joint ventures and associates

Total Consolidated volume

100 per cent of volume produced and sold by consolidated companies (including beer, cider, soft drinks and other beverages), volume of third party products and volume of HEINEKEN's brands produced and sold under licence by third parties