MEDIA RELEASE

Heineken N.V. Nominates Laurence Debroux as Chief Financial Officer and Member of the Executive Board

Amsterdam, 4 November 2014 - Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) ('HEINEKEN') today announced that the Supervisory Board will nominate Laurence Debroux, currently Chief Financial and Administrative Officer and member of the Executive Board ('EB') at JC DECAUX SA, as member of the Executive Board and Chief Financial Officer at the company's Annual General Meeting of Shareholders (AGM) on 23 April 2015.

Subject to shareholder appointment, Mrs. Debroux will succeed Mr. Hooft Graafland on 24 April 2015. Mrs. Debroux is a French national, 45 years of age and has been in her current role since 1 July 2010. Prior to this, Mrs. Debroux spent 14 years with global healthcare company SANOFI in a variety of senior management positions including both the Group CFO and Chief Strategic Officer roles. Mrs. Debroux began her career in banking and has previously lived and worked in the UK and the USA. Mrs. Debroux is also currently an Independent Director of NATIXIS (Member of the Audit Committee and Chair of the Strategic Committee) and of Bpifrance Participations - a French state-owned investment fund (Chair of the Investment Committee).

Mrs. Debroux will formally join HEINEKEN on 1 March 2015 and will work alongside Mr. Hooft Graafland to ensure a smooth and effective transition.

After a successful career of 34 years, the last 13 of which have been as a member of the Executive Board, the Supervisory Board and Mr. Hooft Graafland have mutually agreed that the end of his current mandate as member of the EB will be the logical and natural moment to transition to the next generation of leadership.

Jean-François van Boxmeer, Chairman of the Executive Board and CEO of HEINEKEN said, "I would like to recognise René's immense contribution to building the company that HEINEKEN has become today. As a close colleague for nearly 30 years and my Executive Board partner for 13 years, I want to thank René personally for his support and for the value he has added to our business. I am very happy to welcome Laurence to HEINEKEN. I am confident that Laurence will be an outstanding finance leader and business partner. She brings both deep financial expertise and a strong understanding of governance and leadership. Laurence's unique, broad and external perspective will support our next phase of growth and build on the great platform that René has built."

Hans Wijers, Chairman of the HEINEKEN N.V. Supervisory Board said, "I am delighted to welcome Laurence to HEINEKEN. We very much look forward to working with her and to benefiting from her considerable experience and skills. On behalf of the Supervisory Board, I want to recognise and thank René for his extraordinary career with, and contribution to HEINEKEN over the last 34 years. He has our sincere thanks."

-ENDS-

HEINEKEN

ENQUIRIES

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Notes to editors:

LAURENCE DEBROUX – RESUMÉ

WORK EXPERIENCE

Since June 2010: **JC DECAUX SA**
Member of the Executive Board, Executive Vice-President, Finance and Administration. In charge of Finance, Legal, IT & Sustainable Development

July 1996 – June 2010: **SANOFI**
’09 – ’10: Chief Strategic Officer, Member of the Executive Committee. In charge of Strategy, Business Development and Partnerships
‘07 – ’09: Group CFO, Member of the Management Committee
‘04 – ’07: Group Deputy CFO
‘00 – ’04: Director of Strategic Planning
’96 – ’00: Director of Treasury and Financing

Oct. 1993 – June 1996: **ELF AQUITAINE**
’94 – ’96 Deputy to the head of Corporate Financing
’93 – ’94 Member of the privatisation team

June 1992 – Sept. 1993 **MERRILL LYNCH CORPORATE FINANCE, London, UK**
Analyst, Corporate Finance

June 1989 – June 1990 **PUTNAM, HAYES & BARTLETT, San Francisco, USA**
Junior Consultant

INDEPENDENT BOARD POSITIONS
Since May 2010: NATIXIS (Merchant bank, listed on Euronext Paris). Chair of Strategic Committee, member of Audit Committee
Since July 2013: Bpifrance Participations (French state-owned investment fund). Chair of Investment Committee

DISTINCTIONS AND AWARDS
Legion of Honour – Chevalier de l’Ordre National de la Légion d’Honneur
Prix Trajectoires – HEC au Féminin 2010 (HEC Woman of the Year Award)

PERSONAL

Married, 3 children

ABOUT HEINEKEN:
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 second largest by consolidated 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®, Affligem, 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 81,000. 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. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY).
Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com and follow us via @HEINEKENCorp