



Abidjan, 25 September 2015

## **PRESS RELEASE**

### **HEINEKEN AND CFAO ANNOUNCE THE FORMATION OF THEIR NEW JOINT VENTURE “BRASSIVOIRE” IN CÔTE D’IVOIRE AND LAY THE FOUNDATION STONE FOR THEIR BREWERY.**

HEINEKEN and CFAO today announce the formation of a joint venture in Côte d’Ivoire under the name of “BRASSIVOIRE” to produce and market beer in the country. This new entity is owned 51% by HEINEKEN and 49% by CFAO.

HEINEKEN and CFAO are also laying the foundation stone for their new beer production site today in the presence of His Excellency Prime Minister, Minister of Economy, Finances and Budget Daniel Kablan Duncan and Mr Jean-Claude Kassi Brou, Minister of Industry and Mines, along with other members of the Ivorian Government.

This new brewery, incorporating the very latest technologies, will be the first occupant of the new PK24 industrial zone to the north of Abidjan. The two partners will invest 100 billion CFA francs, or around €150 million. The brewery will have a capacity of 1.6 million hectolitres per year. The site will brew Heineken® beer, as well as other brands, for the domestic market. The first bottle of beer is expected to come off the production line at the beginning of 2017.

With this significant investment, the arrival of BRASSIVOIRE is expected to create around 700 direct jobs and support more than 40,000 indirect jobs, thereby contributing to the economic development of Côte d’Ivoire.

BRASSIVOIRE is also exploring the possibility of developing a local sourcing project for the agricultural raw materials it needs to produce its beers. The objective of this project will be to improve yields as well as the capabilities and living standards of local farmers. With the ambition of sourcing 60% of agricultural raw materials locally in Africa by 2020, HEINEKEN seeks to be a partner for growth on the African continent.

Within the BRASSIVOIRE joint venture, HEINEKEN and CFAO are combining their strengths once again after 20 years of successful collaboration in the BRASCO company in Congo-Brazzaville.

Roland Pirmez, HEINEKEN International's President for the Africa, Middle East and Eastern Europe Region, said: *"We are delighted to be entering this very promising and dynamic new market of Côte d'Ivoire with our partner CFAO. The project is advancing rapidly thanks to proactive collaboration with the Ivorian authorities. HEINEKEN aims to be a partner for growth in Africa. The activity generated by this new brewery will contribute to the economic and social development that is already under way in Côte d'Ivoire."*

*"BRASSIVOIRE is the result of combining a strong, global brand with the historical expertise in CFAO's distribution circuits and networks in Africa. By supporting the major brands in their development, CFAO helps open up access to new markets characterised by the emergence of a middle class that aspires to a more modern product offering," explained Marc Bandelier, CEO of CFAO FMCG Industries & Distribution.*



## **About HEINEKEN**

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 250 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ 81,000 people and operate more than 160 breweries in 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters 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](http://www.theHEINEKENcompany.com) and follow us via @HEINEKENCorp.

## About CFAO

A leader in specialised distribution and a preferred partner of major international brands, CFAO caters to high-potential markets in the equipment and services, healthcare and consumer goods segments in Africa and in French overseas territories.

The Group is present in 39 countries, including 34 in Africa, and in seven French overseas territories. At the end of 2014 it employed 12,000 people.

In 2014, CFAO generated total consolidated revenues of €3,560.4 million and recurring operating income of €270.7 million.

CFAO is owned 97.5% by TTC (Japan).

CFAO is listed on NYSE Euronext Paris.

CFAO can be found on Bloomberg: CFAO:FP and on Reuters: CFAO.PA

For more information: [www.cfaogroup.com](http://www.cfaogroup.com)

## About BRASSIVOIRE

BRASSIVOIRE is the brand-new joint venture resulting from the partnership between HEINEKEN and CFAO in Côte d'Ivoire. The entity is owned 51% by HEINEKEN and 49% by CFAO.

## PRESS CONTACTS:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>HEINEKEN International:</b><br><br><b>Anne OLLIVIER</b><br>HEINEKEN International Press Office<br>T: +31-20-5239-355<br>E: <a href="mailto:pressoffice@heineken.com">pressoffice@heineken.com</a><br><br><b>Sonya Ghobrial</b><br>Director of Investor Relations<br><b>Marc Kanter / Gabriela Malczynska</b><br>Investor Relations Manager / Analyst<br>T: +31-20-5239590<br>E: <a href="mailto:investors@heineken.com">investors@heineken.com</a> | <b>CFAO:</b><br><br><b>Françoise LE GUENNOU-REMARCK</b><br>Director of Institutional Relations and Communication<br>T: +33 1 46 23 58 70<br>E: <a href="mailto:fleguennouremarck@cfao.com">fleguennouremarck@cfao.com</a><br><br><b>Bénédicte GUILLIEN</b><br>Head of External Communication<br>T: + 33 1 46 23 59 91<br>E: <a href="mailto:bguillien@cfao.com">bguillien@cfao.com</a> | <b>CFAO press agency 35°Nord</b><br><br><b>Romain GRANDJEAN</b><br>T: +33 6 73 47 53 99<br>E: <a href="mailto:rg@35nord.com">rg@35nord.com</a> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|