Heineken Holding N.V.

Press release

Heineken Holding N.V. Annual General Meeting of Shareholders adopts all proposals on the agenda

Amsterdam, 21 April 2011 - Heineken Holding N.V. announced today that its Annual General Meeting of Shareholders (AGM) has adopted all proposals on the agenda of the AGM of Heineken Holding N.V. The most important resolutions and announcements are listed below.

Dividend
The Board of Directors announced the distribution of a dividend for the year 2010 of €0.76 per ordinary share of €1.60 nominal value. As an interim dividend of €0.26 per ordinary share was paid on 3 September 2010, the final dividend will be €0.50 per ordinary share. The final dividend will be made payable on Thursday 5 May 2011. Heineken Holding N.V. ordinary shares will be quoted ex-dividend on Wednesday 27 April 2011.

Remuneration of the Board of Directors
The AGM approved the proposed increase of the remuneration from €60,000 to €90,000 a year for the chairman and from €45,000 to €60,000 a year for the other members of the Board of Directors.

Appointment of Mrs C.M. Kwist as a member of the Board of Directors
The AGM appointed Mrs C.M. Kwist as a member of the Board of Directors with effect from 21 April 2011, for a period of four years (i.e. until the end of the AGM to be held in 2015).

Reappointment of Mrs C.L. de Carvalho-Heineken as delegate member of the Board of Directors
The AGM reappointed Mrs C.L. de Carvalho-Heineken as delegate member of the Board of Directors with effect from 21 April 2011, for a period of four years (i.e. until the end of the AGM to be held in 2015).

The full list of resolutions of the AGM of Heineken Holding N.V. of 21 April 2011 can be found on the website www.heinekeninternational.com/agm as of 22 April, end of the day.

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Editorial information:
Heineken is one of the world's great brewers and is committed to growth and remaining independent. 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. Heineken'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 operates 140 breweries in more than 70 countries and sold 205 million hectolitres of beer on a 2010 pro-forma basis.

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 200 international premium, regional, local and specialty beers and ciders. These include Amstel, Birra Moretti, Cruzcampo, Dos Equis, Foster's, Kingfisher, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec. On a 2010 pro-forma basis, including FEMSA Cerveza, revenue totalled €17 billion and EBIT (beia) was €2.7 billion. The average number of people employed is more than 70,000. 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: http://www.heinekeninternational.com.