

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

Amsterdam, 19 April 2012 – 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 2011 of €0.83 per ordinary share of €1.60 nominal value. As an interim dividend of €0.30 per ordinary share was paid on 6 September 2011, the final dividend will be €0.53 per ordinary share. The final dividend will be made payable on Wednesday 2 May 2012. Heineken Holding N.V. ordinary shares will be quoted ex-dividend on Monday 23 April 2012.

Amendments to the Articles of Association

The amendment of the Articles of Association on the one hand relates mainly to the new conflict of interest provisions of the Act on Management and Supervision (*Wet Bestuur en Toezicht*), which is expected to come into force on 1 July 2012 and amendments to the Giro Securities Transactions Act (*Wet Giraal Effectenverkeer*), which came into force on 1 July 2011.

On the other hand, the amendment introduces a formal one-tier board structure, which brings the formal board structure into line with the existing de facto structure.

Reappointment of Mr K. Vuursteen as a member of the Board of Directors

The AGM reappointed Mr K. Vuursteen as a member of the Board of Directors with effect from 19 April 2012, for a period of two years (i.e. until the end of the AGM to be held in 2014).

Reappointment of the external auditor

The AGM adopted the proposal to reappoint KPMG Accountants N.V. as the external auditor for a period of four years (i.e. financial statements 2012–2015).

The voting results per agenda item of the AGM of Heineken Holding N.V. of 19 April 2012 can be found on the website: www.heinekeninternational.com/agm_2012.aspx as of close of business on 20 April.

Press enquiries

John-Paul Schuirink
Financial Communications Manager
E-mail: john-paul.schuirink@heineken.com
Tel: +31-20-5239355

Investor and analyst enquiries

George Toulantas
Director of Investor Relations
E-mail: investors@heineken.com
Tel: +31-20-5239590

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. 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 wants to win in all markets with Heineken® and with a full brand portfolio in markets of choice. HEINEKEN is present in over 70 countries and operates more than 140 breweries with volume of 214 million hectolitres 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 200 international premium, regional, local and specialty beers and ciders. These include Amstel, Birra Moretti, Cruzcampo, Desperados, Dos Equis, Foster's, Heineken®, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, and Zywiec. HEINEKEN's leading joint venture brands include Cristal, Kingfisher, Tiger and Anchor. In 2011, revenue totaled EUR 17.1 billion and EBIT (beia) was EUR 2.7 billion. The number of people employed is around 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 the website: www.theHEINEKENcompany.com.