

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

Amsterdam, 24 April 2014 – 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 2013 of EURO.89 per ordinary share of EUR1.60 nominal value. As an interim dividend of EURO.36 per ordinary share was paid on 3 September 2013, the final dividend will be EURO.53 per ordinary share. The final dividend will be made payable on Thursday 8 May 2014. Heineken Holding N.V. ordinary shares will be quoted ex-dividend on Monday 28 April 2014.

Appointment external auditor

The AGM approved the proposal to appoint Deloitte Accountants B.V. as external auditor for a period of three years (financial statements 2015–2017).

Reappointment of Mr J.A. Fernández Carbajal as a non-executive member of the Board of Directors

The AGM reappointed Mr J.A. Fernández Carbajal as a non-executive member of the Board of Directors for the maximum period of four years.

At the end of the AGM Mr K. Vuursteen retired from the Board of Directors.

The voting results per agenda item of the AGM of Heineken Holding N.V. of 24 April 2014 can be found on the website: www.theHEINEKENcompany.com/agm as of close of business on 25 April 2014.

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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. 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 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. HEINEKEN's 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 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.