

## Heineken Holding N.V. reports 2016 third quarter Trading Update

Amsterdam, 26 October 2016 – Heineken Holding N.V. (EURONEXT: HEIO; OTCQX: HKHHY) today announces its trading update for the third quarter of 2016.

### KEY HIGHLIGHTS

- Consolidated beer volume +2.0% organically, with growth in Americas, Asia Pacific and Europe offsetting weaker volume in Africa Middle East & Eastern Europe
- Heineken® volume in the premium segment +3.5%
- Jean-François van Boxmeer to be nominated by the Supervisory Board of Heineken N.V. for re-appointment as member of the Heineken N.V. Executive Board at the 2017 AGM of Heineken N.V.

Heineken Holding N.V. engages in no activities other than its participating interest in Heineken N.V. and the management or supervision of and provision of services to that company.

### THIRD QUARTER AND NINE MONTHS VOLUME BREAKDOWN

Key figures <sup>1</sup> (in mhl or %)	3Q16	Total growth %	Organic growth %	YTD 3Q16	Total growth %	Organic growth %
<b>Consolidated beer volume</b>	<b>54.0</b>	5.4	2.0	<b>151.0</b>	6.9	3.3

  

Heineken® (in mhl or %)	3Q16	Organic growth %	YTD 3Q16	Organic growth %
<b>Heineken® in premium segment</b>	<b>8.4</b>	3.5	<b>23.7</b>	2.9

Heineken® volume in the premium segment grew by 3.5% with positive volume development across all regions. Particularly strong growth in China, South Africa and Brazil more than offset weaker volume in US, Greece, Vietnam, and Russia.

<sup>1</sup>Refer to the Definitions section for an explanation of organic growth.

### REPORTED NET PROFIT OF HEINEKEN N.V.

**Reported net profit of Heineken N.V.** for the nine months was €1,239 million (2015:€1,776 million), including the asset impairment of €233 million for the DRC announced with the HY results on 1 August 2016. In 2015 reported net profit included an exceptional gain of €379 million from the sale of EMPAQUE.

### TRANSLATIONAL CURRENCY UPDATE

Assuming spot rates as of 20 October 2016 for the remainder of the year, the calculated negative translational currency impact for 2016 would be approximately €215 million at consolidated operating profit (beia), and €115 million at net profit (beia). Foreign exchange markets remain very volatile.

## HEINEKEN N.V. EXECUTIVE BOARD COMPOSITION

Under the existing rotation schedule the current term of Mr. Jean-François van Boxmeer as member of the Executive Board will expire at the end of the Annual General Meeting of Heineken N.V. on 20 April 2017 (2017 AGM). The Supervisory Board of Heineken N.V. will submit a non-binding nomination for his re-appointment for a further period of four years at the 2017 AGM, and subject to this has re-appointed Mr. van Boxmeer as Chairman of the Executive Board and CEO.

## DEFINITIONS

Organic growth excludes the effect of foreign currency translational effects, consolidation changes, accounting policy changes, exceptional items and amortisation of acquisition-related intangibles.

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Editorial information:

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. HEINEKEN is 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. HEINEKEN employs approximately 73,000 people and operates 167 breweries, malteries, cider plants and other production facilities in more than 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 the website: [www.theHEINEKENcompany.com](http://www.theHEINEKENcompany.com) and follow HEINEKEN via @HEINEKENCorp.

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\* HEINEKEN means Heineken Holding N.V., Heineken N.V., its subsidiaries and interests in joint ventures and associates.

Market Abuse Regulation

This press release contains inside information within the meaning of Article 7(1) of the EU Market Abuse Regulation.

Disclaimer:

This press release contains forward-looking statements with regard to the financial position and results of HEINEKEN's activities. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond HEINEKEN's ability to control or estimate precisely, such as future market and economic conditions, the behaviour of other market participants, changes in consumer preferences, the ability to successfully

integrate acquired businesses and achieve anticipated synergies, costs of raw materials, interest-rate and exchange-rate fluctuations, changes in tax rates, changes in law, change in pension costs, the actions of government regulators and weather conditions. These and other risk factors are detailed in HEINEKEN's publicly filed annual reports. You are cautioned not to place undue reliance on these forward-looking statements, which speak only of the date of this press release. HEINEKEN does not undertake any obligation to update these forward-looking statements contained in this press release. Market share estimates contained in this press release are based on outside sources, such as specialised research institutes, in combination with management estimates.