

Remuneration Policy

PROPOSED REMUNERATION POLICY

The current Board of Directors Remuneration Policy was adopted by the General Meeting of Shareholders in 2024. The current Remuneration Policy provides that members of the Board of the Directors are not reimbursed for travel expenses. It is proposed to amend the Remuneration Policy to allow members of the Board of Directors to be reimbursed for travel expenses, including costs related to intercontinental travel required to exercise their role. The proposed amendment aims to align the Company's Remuneration Policy with the Remuneration Policy of the Supervisory Board of Heineken N.V. and with common market practice. The proposed amendment will be submitted to the General Meeting of Shareholders on 23 April 2026, with implementation intended for the 2026 financial year.

Remuneration principles

The Board of Directors Remuneration Policy is designed to attract and retain high-class and diverse profiles with relevant skills and experience that are required to perform the duties of the Board of Directors and ensures appropriate corporate governance by meeting the following key principles:

Support the business strategy

We align our Remuneration Policy with business strategies focused on creating long-term sustainable growth and shareholder value.

Pay for purpose

We align our Remuneration Policy to promote the independence and objectivity of our members of the Board of Directors, which is a key element to best serve the long-term interest of the Company.

Pay competitively

We set remuneration levels to be competitive with other relevant multinational corporations of similar size and complexity.

While establishing and implementing the policy, the perspective and input of internal and external stakeholders and the external environment in which HEINEKEN operates, are taken into consideration. HEINEKEN is also committed to an ongoing dialogue with shareholders and seeks the views of significant shareholders before any material changes to remuneration arrangements are put forward for approval.

Summary overview of remuneration elements

The Board of Directors Remuneration Policy is simple and transparent in design, and consists of the following key elements:

Remuneration element	Description	Strategic role
<i>Base Board fees</i>	<p>Members of the Board of Directors receive the same fixed cash compensation for their services as the members of the Supervisory Board of Heineken N.V.</p> <p>No variable pay and/or equity awards are offered.</p> <p>In order to provide a fee level that is competitive with other companies comparable to HEINEKEN, reviews are conducted on a regular basis.</p>	<p>The Remuneration Committee of Heineken N.V. is responsible to review the compensation levels on a regular basis and to bring forward proposals (if any) to the Supervisory Board of Heineken N.V. Proposals are submitted to the General Meeting of Shareholders of Heineken N.V. for approval.</p> <p>This review is done through a benchmark assessment against a pan-European peer group consisting of companies that are of comparable size to HEINEKEN.</p>
<i>Allowances and benefits</i>	<p>Members of the Board of the Directors are not reimbursed and compensated for additional efforts that enable them to exercise their role.</p>	<p>Members of the Board of Directors receive reimbursement of travel expenses and are compensated for intercontinental travel required to exercise their role.</p> <p>Small benefits such as retirement gifts may be provided.</p>

Members of the Board of Directors are not eligible for incentive awards or pension.