



Heineken Holding N.V.
registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that an interim dividend of €0.54 per ordinary share of €1.60 nominal value has been declared for the 2017 financial year.

The interim dividend, less 15% dividend withholding tax, will be made payable as of 10 August 2017 at ABN AMRO Bank N.V., Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 2 August 2017. The record date is 3 August 2017 after closing of the stock exchange.

Amsterdam, 31 July 2017