



HEINEKEN HOLDING N.V.

registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €1.34 per ordinary share of €1.60 nominal value has been declared for the 2016 financial year.

The interim dividend of €0.52 already made payable on 11 August 2016 will be deducted from this. The final dividend per ordinary share is therefore €0.82.

The final dividend, less 15% dividend withholding tax, will be made payable as of 3 May 2017 at ABN AMRO Bank N.V. in Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of Euronext Amsterdam as of 24 April 2017. The record date is 25 April 2017 after closing of the stock exchange.

Amsterdam, 20 April 2017