



HEINEKEN HOLDING N.V.  
registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €1.47 per ordinary share of €1.60 nominal value has been declared for the 2017 financial year.

The interim dividend of €0.54 already made payable on 10 August 2017 will be deducted from this. The final dividend per ordinary share is therefore €0.93.

The final dividend, less 15% dividend withholding tax, will be made payable as of 2 May 2018 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 23 April 2018. The record date is 24 April 2018 after closing of the stock exchange.

Amsterdam, 19 April 2018