



HEINEKEN HOLDING N.V.

registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €0.89 per ordinary share of €1.60 nominal value has been declared for the 2013 financial year.

The interim dividend of €0.36 already made payable on 3 September 2013 will be deducted from this. The final dividend per ordinary share is therefore €0.53.

The final dividend, less 15% dividend withholding tax, will be made payable as of 8 May 2014 at ABN AMRO Bank N.V. in Amsterdam.

The company's ordinary shares will be quoted ex-dividend on the stock exchange of NYSE Euronext Amsterdam as of 28 April 2014. The record date is 30 April 2014 after closing of the stock exchange.

Amsterdam, 24 April 2014