



HEINEKEN HOLDING N.V.

registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €1.10 per ordinary share of €1.60 nominal value has been declared for the 2014 financial year.

The interim dividend of €0.36 already made payable on 2 September 2014 will be deducted from this. The final dividend per ordinary share is therefore €0.74.

The final dividend, less 15% dividend withholding tax, will be made payable as of 6 May 2015 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 27 April 2015. The record date is 28 April 2015 after closing of the stock exchange.

Amsterdam, 23 April 2015