



HEINEKEN HOLDING N.V.

registered in Amsterdam

The Board of Directors of Heineken Holding N.V. hereby gives notice that a dividend of €1.30 per ordinary share of €1.60 nominal value has been declared for the 2015 financial year.

The interim dividend of €0.44 already made payable on 12 August 2015 will be deducted from this. The final dividend per ordinary share is therefore €0.86.

The final dividend, less 15% dividend withholding tax, will be made payable as of 4 May 2016 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 25 April 2016. The record date is 26 April 2016 after closing of the stock exchange.

Amsterdam, 21 April 2016