

Heineken Holding N.V. Annual General Meeting of Shareholders adopts all proposals

Amsterdam, 25 April 2019 – Heineken Holding N.V. announced today that its Annual General Meeting of Shareholders (AGM) has adopted all proposals on the agenda of the AGM. The most important resolutions and announcements are listed below.

Dividend

The Board of Directors announced the distribution of a dividend for the year 2018 of €1.60 per share of €1.60 nominal value. As an interim dividend of €0.59 per share was paid on 9 August 2018, the final dividend will be €1.01 per share. The final dividend will be made payable on 8 May 2019. Heineken Holding N.V. shares will be quoted ex-dividend on 29 April 2019.

Reappointment of Mrs C.L. de Carvalho–Heineken as an executive member of the Board of Directors

The AGM reappointed Mrs C.L. de Carvalho–Heineken as an executive member of the Board of Directors with effect from 25 April 2019, for the maximum period of four years.

Reappointment of Mr M.R. de Carvalho as an executive member of the Board of Directors

The AGM reappointed Mr M.R. de Carvalho as an executive member of the Board of Directors with effect from 25 April 2019, for the maximum period of four years.

Reappointment of Mrs C.M. Kwist as a non-executive member of the Board of Directors

The AGM reappointed Mrs C.M. Kwist as a non-executive member of the Board of Directors with effect from 25 April 2019, for the maximum period of four years.

The voting results per agenda item of the AGM of Heineken Holding N.V. of 25 April 2019 can be found on the website:

www.theHEINEKENcompany.com/investors/governance/agm as of close of business on 26 April 2019.

–ENDS–

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Editorial information:

About HEINEKEN

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 300 international, regional, local and specialty beers and ciders. HEINEKEN is committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. HEINEKEN employs over 85,000 employees and operates breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY). Most recent information is available on the website: www.theHEINEKENcompany.com and follow HEINEKEN on Twitter via @HEINEKENCorp.

Heineken Holding N.V. engages in no activities other than its participating interest in Heineken N.V. and the management or supervision of and provision of services to that company.