

HEINEKEN and China Resources completed transactions to form strategic partnership in China

Amsterdam, 30 April 2019 – Heineken N.V. ('HEINEKEN') (EURONEXT: HEIA; OTCQX: HEINY) today announced that on 29 April 2019 it completed all transactions to form the long-term, strategic partnership with China Resources Enterprise, Limited ('CRE') and China Resources Beer (Holdings) Co. Ltd. ('CR Beer') for Mainland China, Hong Kong and Macau (together 'China'), as previously announced on 5 November 2018. CRE also became a shareholder in HEINEKEN.

The completion of these transactions follows fulfilment of all conditions and regulatory approvals required under the previously announced agreements executed with CRE or CR Beer respectively. The completion of the transactions enables HEINEKEN, CRE and CR Beer to now start the implementation of their strategic partnership.

ENDS

Press enquiries

John-Paul Schuirink / Michael Fuchs

E-mail: pressoffice@heineken.com

Tel: +31-20-5239-355

Investor and analyst enquiries

Federico Castillo Martinez / Aris Hernández

E-mail: investors@heineken.com

Tel: +31-20-5239-590

Editorial information

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 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. It 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 HEINEKEN's website: www.theHEINEKENcompany.com and follow us on Twitter via @HEINEKENCorp.