HEINEKEN

MEDIA RELEASE

Heineken N.V. successfully prices $3.25 billion of U.S. Notes

Amsterdam, 3 October 2012 – Heineken N.V. announced that it has successfully priced Senior Notes for a principal amount of $3.25 billion. This comprises $500 million of 3 year Notes at a coupon of 0.80%, $1.25 billion of 5 year Notes at a coupon of 1.40%, $1 billion of 10.5 year Notes at a coupon of 2.75% and $500 million of 30 year Notes at a coupon of 4.00%.

The Notes will be issued pursuant to Rule 144A and Regulation S under the U.S. Securities Act of 1933. With this transaction, HEINEKEN has taken advantage of the strong current credit market conditions and benefited from the solid investment grade Baa1 and BBB+ ratings (both Stable Outlook), recently confirmed by Moody's Investor Service and Standard & Poor's, respectively.

The proceeds of the Notes will be used to finance the acquisition of Asia Pacific Breweries Limited. Consequently, the related €2.5 billion equivalent bridge commitment will be cancelled in its entirety.

Press enquiries
John Clarke
Head of External Communication
E-mail: john.g.clarke@heineken.com
Tel: +31-20-5239355

Investor and analyst enquiries
George Toulantas
Director of Investor Relations

Lucia Bergamini
Senior Investor Relations Manager
E-mail: investors@heineken.com
Tel: +31-20-5239590

Editorial information:
HEINEKEN is a proud, independent global brewer committed to surprise and excite consumers with its brands and products everywhere. The brand that bears the founder's family name – Heineken® – is available in almost every country on the globe and is the world's most valuable international premium beer brand. The Company's aim is to be a leading brewer in each of the markets in which it operates and to have the world's most valuable brand portfolio. HEINEKEN wants to win in all markets with Heineken® and with a full brand portfolio in markets of choice. The Company is present in over 70 countries and operates more than 140 breweries with volume of 214 million hectolitres of group beer sold. HEINEKEN is Europe's largest brewer and the world's second largest by revenue. HEINEKEN is committed to the responsible marketing and consumption of its more than 250 international premium, regional, local and specialty beers and ciders. These include Amstel, Birra Moretti, Cruzcampo, Desperados, Dos Equis, Foster's, Heineken, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, and Zywiec. Our leading joint venture brands include Cristal, Kingfisher, Tiger and Anchor. In 2011, revenue totaled €17.1 billion and EBIT (beia) was €2.7 billion. The number of people employed is around 70,000. Heineken N.V. and Heineken Holding N.V. shares are listed on the Amsterdam stock exchange. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on the Reuter Equities 2000 Service under HEIN.AS and HEIO.AS. Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com.