

## Changes to composition of Heineken Holding N.V.'s Board of Directors

Amsterdam, 1 March 2013 – The meeting of holders of priority shares of Heineken Holding N.V. will propose that Heineken Holding N.V.'s Annual General Meeting of Shareholders appoint Mr A.A.C. de Carvalho (28) as a non-executive member of the Board of Directors with effect from 25 April 2013, for a period of four years i.e., until the end of the Annual General Meeting of Shareholders to be held in 2017.

After graduating from Harvard College, Alexander de Carvalho worked for Bank Gutmann in Austria in the Alternative Investments Group. In 2011, he joined Lion Capital, a private equity firm, where he is an associate. Mr A.A.C. de Carvalho holds both Dutch and English nationality and lives in London.

The proposed appointment of Mr A.A.C. de Carvalho, the eldest son of Mrs. C.L. de Carvalho-Heineken, as a non-executive member of the Board of Directors, continues the tradition of personal involvement in the Heineken group by successive generations of the Heineken family.

### For further information:

Kees Jongsmas

tel. +31 6 54 79 82 53

[cjongsmas@spj.nl](mailto:cjongsmas@spj.nl)

### 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. HEINEKEN'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. HEINEKEN is present in over 70 countries and operates more than 165 breweries with volume of 221 million hectoliters of group beer sold. HEINEKEN is Europe's largest brewer and the world's third largest by volume. 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 Heineken®, Amstel, Anchor, Biere Larue, Bintang, Birra Moretti, Cruzcampo, Desperados, Dos Equis, Foster's, Newcastle Brown Ale, Ochota, Primus, Sagres, Sol, Star, Strongbow, Tecate, Tiger and Zywiec. HEINEKEN's leading joint venture brands include Cristal and Kingfisher. Pro forma 2012 revenue totaled €19,765 million and EBIT (beia) € 3,151 million. The number of people employed is over 85,000. 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](http://www.theHEINEKENcompany.com).