

## Heineken N.V. reports on 2019 first quarter trading

Amsterdam, 24 April 2019 – Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) today publishes its trading update for the first quarter of 2019.

### KEY HIGHLIGHTS

- Beer volume +4.3% organically, with growth in all regions.
- Heineken® volume +8.3% with double digit growth in Africa, Middle East & Eastern Europe and the Americas.

### CEO STATEMENT

Jean-François van Boxmeer, Chairman of the Executive Board / CEO, commented: "We had a positive start to the year with volume growth across all regions despite the later timing of Easter, underlining our continued focus on growth and the breadth of our geographic footprint. The Heineken® brand volume was up 8.3%. Our outlook for 2019 remains unchanged, we anticipate our operating profit (beia) to grow by mid-single digit on an organic basis."

### FIRST QUARTER VOLUME BREAKDOWN

<b>Beer volume<sup>1</sup></b> <i>(in mhl or %)</i>	<b>1Q19</b>	Total growth %	Organic growth %	<b>1Q18</b>
Heineken N.V.	<b>52.7</b>	4.4	4.3	<b>50.5</b>
Africa, Middle East & Eastern Europe	<b>10.1</b>	8.3	7.8	<b>9.4</b>
Americas	<b>19.8</b>	3.2	3.2	<b>19.2</b>
Asia Pacific	<b>7.5</b>	8.2	8.2	<b>6.9</b>
Europe	<b>15.3</b>	1.7	1.6	<b>15.0</b>

<b>Heineken® volume<sup>1</sup></b> <i>(in mhl or %)</i>	<b>1Q19</b>	Organic growth %
Heineken N.V.	<b>8.9</b>	8.3
Africa, Middle East & Eastern Europe	<b>1.5</b>	15.5
Americas	<b>3.0</b>	10.7
Asia Pacific	<b>1.6</b>	3.1
Europe	<b>2.9</b>	5.2

**Heineken® volume** grew by 8.3%. The main markets contributing with double digit growth included Brazil, South Africa, Russia, China, the UK, Nigeria, Mexico, Romania and Germany.

<sup>1</sup> Refer to the Definitions section for an explanation of organic growth and updated volume definitions.

## REGIONAL REVIEW

### Africa, Middle East & Eastern Europe

- Beer volume grew organically by 7.8%.
- In **Nigeria**, beer volume grew mid–single digit. Last year was affected by some destocking.
- In **Russia**, beer volume was up double digit, mainly driven by the premium portfolio due to Heineken® and the inclusion of licensed brands Miller Genuine Draft and Staropramen.
- In **South Africa**, total consolidated volume showed double digit growth, driven by Heineken®, Strongbow and Amstel.
- In **Ethiopia**, beer volume grew low–single digit in the context of a price increase and social unrest in parts of the country.
- In **Egypt**, total consolidated volume grew high–single digit, driven by the non–alcoholic beverage portfolio.
- In the **DRC**, beer volume grew high–single digit with growth across the country and most of the brand portfolio.
- HEINEKEN opened its first brewery in **Mozambique** in March.

### Americas

- Beer volume grew organically by 3.2%.
- In **Mexico**, beer volume was slightly down, impacted by the later timing of Easter and lower promotional activity. The premium portfolio grew double digit, led by Heineken®.
- In **Brazil**, beer volume grew double digit, driven by both the premium portfolio led by Heineken®, and the mainstream portfolio led by Amstel and Devassa.
- Beer volume in the **USA** declined mid–single digit. Heineken® 0.0 was introduced in the quarter.

### Asia Pacific

- Beer volume was up organically by 8.2%.
- In **Vietnam**, beer volume grew high–single digit, driven by Tiger and Larue.
- In **Indonesia**, beer volume increased low–single digit driven by the low– and no–alcohol portfolio.
- In **Cambodia**, beer volume grew double digit, driven by Anchor and Tiger.
- In **China**, beer volume grew mid–single digit, driven by the double digit growth of Heineken®.

### Europe

- Despite the later timing of Easter, beer volume grew organically by 1.6% benefiting from better weather conditions across the region.
- In the **UK**, total consolidated volume was up low–single digit helped by some inventory build–up anticipating Brexit and the re–listing at a large retailer.
- In **France**, beer volume was up mid–single digit, with double digit growth of Desperados and Affligem.
- In **Italy**, beer volume grew mid–single digit, with strong double digit growth of Ichnusa.
- In the **Netherlands** and **Spain**, beer volume was flat.

- In **Poland**, beer volume was down mid-single digit following a change in stocking policy at our largest distributor.

## REPORTED NET PROFIT

Reported net profit for the first three months of 2019 was €299 million (2018: €260 million).

## TRANSLATIONAL CURRENCY UPDATE

Using spot rates as of 17 April 2019 for the remainder of this year, the calculated positive currency translational impact would be approximately €80 million at operating profit level (beia) and €50 million at net profit level (beia).

## BREWING A BETTER WORLD

On 19 March 2019, HEINEKEN announced its 2030 'Every Drop' water vision in support of United Nations Sustainable Development Goal 6, dedicated to water protection. Under 'Every Drop', HEINEKEN has defined its commitments on water rebalancing, water circularity and reduction of water usage with focus on water-stressed areas. For more details please visit: [www.theHEINEKENcompany.com/Media/Features/Every-Drop-Protecting-Water-Resources](http://www.theHEINEKENcompany.com/Media/Features/Every-Drop-Protecting-Water-Resources).

## DEFINITIONS

HEINEKEN has updated its definitions of volume metrics as below. 2018 figures have been restated accordingly:

### **Brand specific volume (Heineken® Volume, Amstel Volume, etc.)**

Brand volume produced and sold by consolidated companies plus 100% of brand volume sold under licence agreements by joint ventures, associates and third parties.

### **Beer Volume**

Beer volume produced and sold by consolidated companies.

### **Non-Beer Volume**

Cider, soft drinks and other non-beer volume produced and sold by consolidated companies.

### **Third Party Products Volume**

Volume of third party products (beer and non-beer) resold by consolidated companies.

### **Total Consolidated Volume**

The sum of Beer Volume, Non-Beer Volume and Third Party Products Volume.

### **Licensed Beer Volume**

100% of volume from HEINEKEN's beer brands sold under licence agreements by joint ventures, associates and third parties.

### **Group Beer Volume**

The sum of Beer Volume, Licensed Beer Volume and attributable share of beer volume from joint ventures and associates.

### **Organic Growth**

Organic growth in volume excludes the effect of consolidation changes.

## Volume Metrics: First Quarter 2019\*

	1Q19				
<i>In million hectolitres</i>	1Q18	Consolidation Impact	Organic Growth	1Q19	Organic Growth %
<b>Africa, Middle East &amp; Eastern Europe</b>					
Beer Volume	9.4	—	0.7	10.1	7.8
Non-Beer Volume	1.2	—	0.1	1.3	4.5
Third Party Products Volume	—	—	—	—	—
<b>Total Consolidated Volume</b>	<b>10.6</b>	<b>0.1</b>	<b>0.8</b>	<b>11.5</b>	<b>7.5</b>
<i>Licensed Beer Volume</i>	<i>0.6</i>			<i>0.6</i>	
<i>Group Beer Volume</i>	<i>10.1</i>			<i>10.8</i>	
<b>Americas</b>					
Beer Volume	19.2	—	0.6	19.8	3.2
Non-Beer Volume	2.6	—	0.1	2.6	3.2
Third Party Products Volume	0.2	—	-0.1	—	—
<b>Total Consolidated Volume</b>	<b>21.9</b>	<b>—</b>	<b>0.6</b>	<b>22.5</b>	<b>2.5</b>
<i>Licensed Beer Volume</i>	<i>0.5</i>			<i>0.4</i>	
<i>Group Beer Volume</i>	<i>20.6</i>			<i>21.4</i>	
<b>Asia Pacific</b>					
Beer Volume	6.9	—	0.6	7.5	8.2
Non-Beer Volume	0.1	—	—	0.2	41.3
Third Party Products Volume	—	—	—	—	—
<b>Total Consolidated Volume</b>	<b>7.0</b>	<b>—</b>	<b>0.6</b>	<b>7.6</b>	<b>8.5</b>
<i>Licensed Beer Volume</i>	<i>0.3</i>			<i>0.2</i>	
<i>Group Beer Volume</i>	<i>8.5</i>			<i>9.2</i>	
<b>Europe</b>					
Beer Volume	15.0	—	0.2	15.3	1.6
Non-Beer Volume	2.0	—	—	2.1	2.1
Third Party Products Volume	1.7	—	—	1.7	-0.5
<b>Total Consolidated Volume</b>	<b>18.7</b>	<b>—</b>	<b>0.3</b>	<b>19.0</b>	<b>1.5</b>
<i>Licensed Beer Volume</i>	<i>0.1</i>			<i>0.1</i>	
<i>Group Beer Volume</i>	<i>15.5</i>			<i>15.8</i>	
<b>Heineken N.V.</b>					
Beer Volume	50.5	—	2.2	52.7	4.3
Non-Beer Volume	5.9	—	0.2	6.2	3.8
Third Party Products Volume	1.9	—	-0.2	1.8	-8.4
<b>Total Consolidated Volume</b>	<b>58.3</b>	<b>0.1</b>	<b>2.2</b>	<b>60.6</b>	<b>3.8</b>
<i>Licensed Beer Volume</i>	<i>1.5</i>			<i>1.4</i>	
<i>Group Beer Volume</i>	<i>54.8</i>			<i>57.3</i>	

\* HEINEKEN has updated its definitions of volume metrics. For more details please refer to the Definitions section in page 4 of this press release. Due to rounding, this table will not always cast

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## 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](http://www.theHEINEKENcompany.com) and follow us on Twitter via @HEINEKENCorp.

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