

Kaiser to stay with the Coca-Cola Distribution System until 2022

Amsterdam, 31 October 2019 – Heineken N.V. (“HEINEKEN”) announces that the Arbitral Tribunal concluded that Cervejarias Kaiser Brasil S.A. (“Kaiser”), one of HEINEKEN’s subsidiaries in Brazil, must keep its current agreements with Coca-Cola Brazil and the Brazilian Bottlers (the “Coca-Cola Distribution System”) and stay with the Coca-Cola Distribution System until 19 March 2022, the alleged termination date of the original arrangements. HEINEKEN’s other subsidiary in Brazil (i.e. former Brasil Kirin, acquired by HEINEKEN in June 2017) will continue business as usual.

Since 2017 HEINEKEN has successfully managed, and until early 2022 will continue to manage, two different route-to-markets in Brazil. During this time, Kaiser will collaborate with the Coca-Cola Distribution System to maintain the same level of distribution excellence of the Heineken®, Amstel, Sol, Kaiser and Bavaria brands. HEINEKEN teams in Brazil will continue to strive for operational excellence and prepare for a smooth transition into a unified distribution system in due course.

ENDS

Press enquiries

Michael Fuchs

E-mail: pressoffice@heineken.com

Tel: +31-20-5239-355

Investor and analyst enquiries

Federico Castillo Martinez / Janine Ackermann / Aris Hernández

E-mail: investors@heineken.com

Tel: +31-20-5239-590

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 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.