Heineken N.V. reports on 2025 first quarter trading

Amsterdam, 16 April 2025 – Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) announces

First quarter performance as anticipated, full year outlook unchanged

Key Highlights

- Revenue €7,784 million, decreasing 4.9%
- Net revenue (beia) organic growth up 0.9%; per hectolitre increasing 3.3%
- Beer volume organic decrease of 2.1%
- Premium beer volume organic growth of 1.8%; Heineken® volume growth of 4.6%
- Outlook for the full year unchanged; operating profit (beia) expected to grow organically 4% to 8%

CEO Statement

Dolf van den Brink, Chairman of the Executive Board / CEO, commented:

"In the first quarter, we delivered a 0.9% organic increase in net revenue. As anticipated, primarily due to calendar-related factors, organic beer volume declined by 2.1%. Despite volatile consumer and geopolitical trends, we are performing within the range of expectations.

Our EverGreen strategy continues to shape the business. We maintained the delivery of high quality growth, with premium beer volume growing by 1.8% and Heineken® volume up by 4.6%, outpacing overall volume growth. Vietnam, India, and Ethiopia delivered promising volume growth, benefitting from the strategic actions taken. The strength of our brand portfolio keeps improving, as shown across markets like Brazil and China. We are increasing our marketing and selling investments to further unlock the biggest opportunities. Furthermore, we are firmly on track to achieve our €0.4 billion gross savings target for 2025.

As the year progresses, we will be navigating a macroeconomic environment increasingly in flux, requiring us to stay agile and proactively adapt to changing circumstances. Considering the current conditions, we confirm our full year outlook to organically grow operating profit (beia) by 4% to 8%. This reflects our adaptability, whilst standing by our commitment to invest in growth and future-proofing our business."

Driving Superior Growth

Throughout this report figures refer to quarterly performance unless otherwise indicated.

Revenue in the first quarter was €7.8 billion. **Net revenue (beia)** increased organically by 0.9%, with net revenue (beia) per hectolitre up by 3.3%. Total consolidated volume decreased by 2.4%. Price-mix on a constant geographic basis increased 4.1%, led by pricing to mitigate inflationary pressures and portfolio premiumisation.

Currency translation negatively impacted net revenue (beia) by €345 million, mainly caused by the strengthening of the Euro. The main impacts were related to the Mexican Peso, Brazilian Real, and the Ethiopian Birr. Consolidation changes reduced net revenue (beia) by €16 million.

In our **business-to-business digital (eB2B) platforms**, we captured €3.1 billion in gross merchandise value, an organic increase of 16% versus last year. We are now connecting 686 thousand active customers in fragmented, traditional channels.

IFRS Measures	€ million	Total growth	BEIA Measures[1]	€ million	Organic growth
Revenue	7,784	-4.9%	Revenue (beia)	7,788	-0.3%
Net revenue	6,542	-4.5%	Net revenue (beia)	6,544	0.9%

1. Consolidated figures are used throughout this report, unless otherwise stated. Please refer to the Glossary for an explanation of non-GAAP measures and other terms. Page 5 includes a reconciliation versus IFRS metrics. These non-GAAP measures are included in internal management reports that are reviewed by the Executive Board of HEINEKEN, as management believes that this measurement is the most relevant in evaluating the results and in performance management.

Beer volume decreased organically by 2.1%, primarily due to the calendar timing impact of a later Easter, the loss of an extra selling day compared to the leap year 2024, and the earlier timing of Tết. The later Easter had a greater impact in the Americas and Europe regions. This was partially offset by the growth in the Asia Pacific and Africa & Middle East regions. Overall, we are gaining or holding volume market share in more than half of our markets year to date.

Beer volume

(in mhl or %)		1Q24	**1Q25**	Organic growth
Heineken N.V.		55.4	**54.1**	-2.1%
	Africa & Middle East	7.4	**7.4**	1.3%
	Americas	21.4	**20.6**	-3.7%
	Asia Pacific	11.3	**11.6**	2.3%
	Europe	15.3	**14.6**	-4.7%

Driving premiumisation at scale, led by Heineken®

Premium beer volume increased organically by 1.8% outperforming the total beer portfolio, led by Vietnam, India, Nigeria, Romania, and Brazil. Premiumisation was led by **Heineken®**, along with double-digit growth of **Kingfisher Ultra** in India and our stout portfolio of **Legend** in Nigeria and **Murphy's** in the UK.

Heineken® continued its favourable momentum and grew volume by 4.6%, with double-digit growth in 25 markets including Vietnam, China, and Nigeria. **Heineken® 0.0** declined by a low-single-digit, as solid growth in the USA was more than offset by a slight decline in markets impacted by the timing of Easter and the phasing of orders to some key export markets. **Heineken® Silver** grew in the thirties, with continued strong growth in Vietnam and China.

Heineken® volume

(in mhl or %)		1Q24	**1Q25**	Organic growth
Heineken N.V.		13.8	**14.4**	4.6%
	Africa & Middle East	1.3	**1.4**	8.3%
	Americas	6.0	**6.1**	1.1%
	Asia Pacific	3.2	**3.8**	18.5%
	Europe	3.2	**3.1**	-4.1%

Growing mainstream beer

Mainstream beer volume remained stable in the quarter, with key brands in major markets delivering strong growth. **Larue** led our rapid mainstream category expansion in Vietnam, while **Kingfisher** solidified its position as India's leading brand. In the UK, **Cruzcampo** continued its strong growth despite a high comparison base. **Amstel** experienced solid growth, led by continued success in Brazil. In China, where **Amstel** is positioned as an affordable premium brand, it has achieved significant market presence, more than doubling its volume in the quarter.

Regional Overview

Africa & Middle East

- **Net revenue (beia)** grew organically 17.6%. Total consolidated volume fell by 1.5% as the growth in beer volume was outweighed by a decline in carbonated soft-drinks in central Africa and low-value wine in South Africa. Net revenue (beia) per hectolitre increased 19.8%. Price-mix on a constant geographic basis improved 20.3% as we priced to compensate for the impact of inflation and local currency devaluations.
- **Beer volume** increased organically by 1.3% as growth in Ethiopia, Egypt, and Heineken Beverages more than offset the declines in the Central Africa. Premium beer volume delivered high-single-digit growth, led by Heineken®.
- In **Nigeria**, organic net revenue (beia) grew in the sixties, with low-single-digit volume growth. Pricing to offset inflation and currency devaluation, plus a positive portfolio mix were the key components of revenue growth. Beer volume remained stable, outperforming the market. Premium beer grew in the thirties, led by Legend Stout, Desperados, and Heineken®.

- **Heineken Beverages,** our total alcoholic beverages business in Southern and East Africa, grew organic revenue by a low-single-digit as consolidated volume declined by a mid-single-digit. In **South Africa,** organic volume declined by a high-single-digit. Wine volume decreased in the twenties, impacted by our portfolio transition towards profitable variants. Beer and cider volume declined by a high-single-digit, behind a market characterised by an aggressive promotional environment. In **Namibia**, organic volume grew by a high-single digit, led by Windhoek Lager. In **East Africa**, organic volume grew in the teens, led by Heineken®.
- In **Ethiopia**, organic net revenue (beia) grew in the thirties, with beer volume growing by a high-single-digit. Our strategic actions have led to a reduced cost base and strengthened our route to consumer leading to solid market share gains in the quarter. Beer volume growth was led by Harar and Walia.
- Among other markets in the region, beer volume in **Egypt** and **Algeria** increased in the teens. **Democratic Republic of Congo (DRC)** organic volume declined in the teens. We suspended operations at one of our breweries due to escalating tensions in the region and for the safety of our employees.

Americas

- **Net revenue (beia)** decreased organically by 2.1%, with total consolidated volume declining 3.1% and net revenue (beia) per hectolitre increasing 0.7%. Price mix on a constant geographic basis improved by 0.7%, led by the continued premiumisation of the portfolio.
- **Beer volume** declined organically by 3.7%, particularly impacted by the timing of Easter. Our premium beer portfolio remained stable, with growth of Heineken® in Brazil and Amstel Ultra in Mexico being offset by market weakness in the USA.
- In **Mexico**, organic net revenue (beia) grew by a low-single-digit. Beer volume declined by a low-single-digit, in line with the market according to our estimates. Solid volume growth from Dos Equis, Tecate Original and Indio partially offset a decline in Tecate Light. Amstel Ultra led the growth of our premium portfolio.
- In **Brazil**, organic beer volume decreased by a mid-single-digit with net revenue (beia) declining broadly in line, as we cycled the inventory build ahead of the price increase in April 2024. We gained volume and value share, significantly ahead in a growing market according to sell-out data. The growth momentum behind Amstel and Heineken® continued, both delivering low-single-digit growth.
- In the **USA**, organic net revenue (beia) and beer volume declined by a high-single-digit, in a beer market particularly affected by weak sentiment among Hispanic consumers. Heineken® 0.0 grew by a high-single-digit, marking another consecutive quarter of growth.
- In **Panama** beer volume declined a low-single-digit, though we continue to gain market share. Beer volume increased in **Peru** and **Ecuador**, gaining share in the market.

Asia Pacific

- **Net revenue (beia)** increased organically 3.9%, with total consolidated volume up 2.1% and net revenue (beia) per hectolitre up 1.7%. Price-mix on a constant geographic basis was up 3.6%, led by positive portfolio mix and pricing.
- **Beer volume** increased organically by 2.3%, as the solid recovery to growth in Vietnam more than offset the market challenges in Cambodia. The premium portfolio grew by a mid-single-digit, led by Heineken® in Vietnam, India and Laos, and Kingfisher Ultra in India.
- In **Vietnam**, organic net revenue (beia) and beer volume grew in the mid-teens. We grew ahead of the market, benefitting from a preference for our premium portfolio during Tết. Having rebalanced our portfolio and route to consumer, we returned to growth in both the on- and off-premise channels in the quarter. Heineken® volume grew in the forties, led by the continued success of Heineken® Silver. Mainstream beer volume experienced significant growth in the high-thirties with Larue Smooth delivering a strong performance, supported by our regional expansion strategy.
- In **India**, organic net revenue (beia)[1] grew in the low-teens as beer volume grew by a mid-single-digit. We slightly lagged the market growth as supply in one of the major states was temporarily halted to ensure a sustainable business model for the future. As market leader, we actively continue to unlock the premium segment which in the quarter grew in the twenties, led by Heineken® Silver, Kingfisher Ultra, and Kingfisher Ultra Max.
- In **China**[2], Heineken® grew volume in the twenties significantly outperforming a declining market, with continued momentum of Heineken® Original and Heineken® Silver. Amstel more than doubled in volume, becoming a meaningful contributor to the growth.

[1] HEINEKEN results differ from local UBL results, as UBL reporting considers total sales volume (in cases sold) with net revenue per Indian Accounting Standards.
[2] China Resources Beer (Holdings) Co. Ltd. (CR Beer) reports with a two month delay (November 2024 to January 2025)

- **Cambodia** beer volume declined in the mid-thirties, pressured by challenging conditions in a declining market. Beer volume in **Laos** expanded in the high-thirties and ahead of the market, led by Heineken®. **Malaysia** beer volume declined by a mid-single-digit, better than the market, but impacted by the timing of Chinese New Year. **Indonesia** beer volume grew by a low-single-digit, as we outperformed the market.

Europe

- **Net revenue (beia)** declined organically by 4.9%, with total consolidated volume down 4.9%. Net revenue (beia) per hectolitre increased by 0.6%. Price-mix on a constant geographic basis was up 1.4% as pricing more than offset the impact of lower third-party volume and intercompany exports.
- **Beer volume** decreased organically by 4.7%, impacted by the late Easter, challenging customer negotiations, and a muted consumer environment. Our premium portfolio outpaced the total portfolio led by Heineken® and our next generation brands Gallia in France and Texels in the Netherlands.
- In the **United Kingdom**, organic net revenue (beia) declined by a low-single-digit. Beer and cider volume declined a low-single-digit, performing better than the market. Cruzcampo and Inch's cider continued their strong growth trajectory, further supported by Murphy's Stout with distribution gains in the on and off-premise.
- In the rest of Western Europe, organic net revenue and beer volume declined by a mid-single-digit as selective customer negotiations led to lower promotional activity and short term retail disruptions. This was most prevalent in **France**, where our organic beer volume decreased in the low-teens. In **Spain** and the **Netherlands**, beer volume declined by a mid-single-digit, though our premium portfolio outperformed in both markets. Beer volume in **Italy** declined by a low-single-digit, outperforming the market with solid growth from Heineken®.
- In Eastern Europe, organic net revenue (beia) declined by a low-single-digit with beer volume down by a mid-single-digit. An improving performance in **Romania** was more than offset by declines in **Hungary** and **Poland**. **Greece** delivered positive growth, mitigating the beer volume decline in South-East Europe to a low-single-digit.

Outlook

We anticipate ongoing macroeconomic volatility that may impact our consumers, including weak sentiment, global inflationary pressures, and currency devaluations in relation to a stronger Euro. Additionally, there are broader uncertainties, including recent tariff adjustments and potential increases, as we go forward.

To navigate this fluctuating environment, we remain agile in our allocation of capital and resources. With over 95% of our volume locally produced, our brewery footprint is advantageous. We are also advancing on our productivity initiatives, supporting our ability to deliver solid operational and financial results in these volatile times. We do this while enabling continued investment to unlock further growth focused on our biggest brands in the markets with the greatest opportunities.

Based on our current assessment of risks and our ability to adapt, HEINEKEN confirms the key financial indicators of our 2025 guidance, including our full-year expectations of 4% to 8% organic growth in operating profit (beia).

Translational Currency Calculated Impact

Based on the impact to date, and applying spot rates of 14 April 2025 to the 2024 financial results as a baseline for the remainder of the year, the calculated negative translational impact for the full year would be approximately €1,720 million in net revenue (beia), €320 million at operating profit (beia), and €180 million at net profit (beia).

Share Buyback Programme HEINEKEN

As per our full year 2024 announcement on 12 February and subsequent press release on 13 February, we have commenced the implementation of the two-year programme to repurchase own shares for an aggregate amount of €1.5 billion. The first tranche of €750 million is expected to be completed no later than 30 January 2026.

Up to and including 11 April 2025, a total of 1,126,447 shares were repurchased under the share buyback programme for a total consideration of €86,533,929. This includes shares repurchased from Heineken Holding N.V..

Reconciliation of non-GAAP measures

In internal managerial reports, HEINEKEN uses the metrics net revenue (beia) and net revenue (beia) organic growth.

These tables contain a reconciliation between IFRS reported and certain Non-GAAP measures[1]

1Q23	Reported	Total growth %	Eia[2]	Beia	Currency translation	Consolidation impact	Organic Growth	Organic Growth %
Revenue	7,632	9.2%	-1	7,631	89	12	540	7.7%
Excise tax expense	-1,253	-1.3%	—	-1,253	14	-3	-28	-2.3%
Net revenue	6,379	10.9%	-1	6,378	103	10	512	8.9%

1Q24	Reported	Total growth %	Eia[2]	Beia	Currency translation	Consolidation impact	Organic Growth	Organic Growth %
Revenue	8,184	7.2%	—	8,184	-328	209	672	8.8%
Excise tax expense	-1,337	-6.7%	—	-1,337	34	-45	-73	-5.8%
Net revenue	6,847	7.3%	—	6,847	-294	164	599	9.4%

1Q25	Reported	Total growth %	Eia[2]	Beia	Currency translation	Consolidation impact	Organic Growth	Organic Growth %
Revenue	7,784	-4.9%	3	7,788	-353	-16	-27	-0.3%
Excise tax expense	-1,242	7.1%	-1	-1,243	8	—	85	6.4%
Net revenue	6,542	-4.5%	2	6,544	-345	-16	59	0.9%

1. Due to rounding, this table will not always cast.
2. HEINEKEN applies hyperinflation accounting in Ethiopia and Haiti. All metrics in the income statement are restated to reflect the inflation level as per the reporting date. These impacts are recorded as exceptional items.

Enquiries

Media
Christiaan Prins
Director of Global Communication
Marlie Paauw
Corporate Communications Lead
E-mail: pressoffice@heineken.com
Tel: +31-612200009

Investors
Tristan van Strien
Global Director of Investor Relations
Lennart Scholtus / Chris Steyn
Investor Relations Manager / Senior Analyst
E-mail: investors@heineken.com
Tel: +31-20-5239590

Conference Call Details

HEINEKEN will host an analyst and investor conference call with Harold van den Broek, Chief Financial Officer, in relation to its First Quarter 2025 Trading Update on 16 April at 14:00 CET/13:00 GMT. The call will be audio cast live via the company's website: www.theheinekencompany.com. An audio replay service will also be made available after the conference call at the above web address. Analysts and investors can dial-in using the following telephone numbers:

United Kingdom: +44 203 936 2999

Netherlands: +31 85 888 7233

United States: +1 646 664 1960

All other locations: +44 203 936 2999

For the full list of dial in numbers, please refer to the following link: Global Dial-In Numbers

Participation password for all countries: 522422

Consolidated Metrics: First Quarter 2025

In mhl or €million unless otherwise stated & consolidated figures unless otherwise stated	1Q24	Currency translation (1Q25)	Consolidation Impact (1Q25)	Organic Growth (1Q25)	**1Q25**	Organic Growth %
Africa & Middle East						
Net revenue (beia)	965	-97	-13	170	**1,025**	17.6%
Total Consolidated Volume	11.5		-0.2	-0.2	**11.1**	-1.5%
Beer Volume	7.4		-0.2	0.1	**7.4**	1.3%
Non-Beer Volume	4.0		-0.1	-0.3	**3.7**	-6.5%
Third-Party Products Volume	0.1		—	—	**0.1**	-20.4%
Licensed Beer Volume	*0.4*				***0.3***	
Group Beer Volume	*7.9*				***7.8***	
Americas						
Net revenue (beia)	2,565	-252	—	-53	**2,260**	-2.1%
Total Consolidated Volume	21.8		—	-0.7	**21.1**	-3.1%
Beer Volume	21.4		—	-0.8	**20.6**	-3.7%
Non-Beer Volume	0.4		—	0.1	**0.5**	24.1%
Third-Party Products Volume	—		—	—	**0.1**	49.9%
Licensed Beer Volume	*0.8*				***1.0***	
Group Beer Volume	*24.2*				***23.1***	
Asia Pacific						
Net revenue (beia)	1,048	-8	—	41	**1,081**	3.9%
Total Consolidated Volume	11.5		—	0.2	**11.8**	2.1%
Beer Volume	11.3		—	0.3	**11.6**	2.3%
Non-Beer Volume	0.2		—	—	**0.2**	-9.0%
Third-Party Products Volume	—		—	—	**—**	—
Licensed Beer Volume	*1.7*				***2.2***	
Group Beer Volume	*17.3*				***18.1***	
Europe						
Net revenue (beia)	2,448	12	-3	-121	**2,336**	-4.9%
Total Consolidated Volume	17.9		—	-0.9	**17.0**	-4.9%
Beer Volume	15.3		—	-0.7	**14.6**	-4.7%
Non-Beer Volume	1.0		—	—	**1.0**	-0.7%
Third-Party Products Volume	1.5		—	-0.2	**1.4**	-9.9%
Licensed Beer Volume	*0.1*				***0.1***	
Group Beer Volume	*15.9*				***15.2***	
Heineken N.V.						
Net revenue (beia)	6,847	-345	-16	59	**6,544**	0.9%
Total Consolidated Volume	62.7		-0.2	-1.5	**61.0**	-2.4%
Beer Volume	55.4		-0.2	-1.2	**54.1**	-2.1%
Non-Beer Volume	5.6		-0.1	-0.2	**5.3**	-3.4%
Third-Party Products Volume	1.7		—	-0.1	**1.6**	-8.5%
Licensed Beer Volume	*3.1*				***3.6***	
Group Beer Volume	*65.3*				***64.1***	

Note: due to rounding, this table will not always cast

Editorial information

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium and non-alcoholic beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 340 international, regional, local and specialty beers and ciders. With HEINEKEN's over 85,000 employees, we brew the joy of true togetherness to inspire a better world. Our dream is to shape the future of beer and beyond to win the hearts of consumers. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brew 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. We operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Most recent information is available on our Company's website and follow us on LinkedIn and Instagram.

Market Abuse Regulation

This press release may contain price-sensitive information within the meaning of Article 7(1) of the EU Market Abuse Regulation.

Disclaimer

Glossary

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All brand names mentioned in this report, including those brand names not marked by an ®, represent registered trademarks and are legally protected.

Beia
Before exceptional items and amortisation of acquisition-related intangible assets. Whenever used in this report, the term “beia” refers to performance measures before exceptional items and amortisation of acquisition related intangible assets. Next to the reported figures, management evaluates the performance of the business on a beia basis across several performance measures as it considers this enhances their understanding of the underlying performance. Managerial incentives are set mostly on beia performance measures and the dividend is set relative to the net profit (beia).

Consolidation changes
Changes as a result of acquisitions, disposals, internal transfer of businesses or other reclassifications.

Depletions
Sales by third-party distributors to the retail trade.

Eia
Exceptional items and amortisation of acquisition-related intangible assets.

Exceptional items
Items of income and expense of such size, nature or incidence, that in the view of management their disclosure is relevant to explain the performance of HEINEKEN for the period.

Gross merchandise value
Value of all products sold via our eB2B platforms. This includes our own and third party products, including all duties and taxes. As part of its objective to become the best connected brewer, management has set as a key priority to scale up its eB2B platforms to better serve customers and improve sales force productivity. External stakeholders can assess the progress relative to this ambition and to the scale of other eB2B platforms.

Net revenue
Revenue as defined in IFRS 15 (after discounts) minus the excise tax expense for those countries where the excise is borne by HEINEKEN.

Net revenue per hectolitre
Net revenue divided by total consolidated volume, excluding inter-company transactions.

Organic growth
Growth excluding the effect of foreign currency translational effects, consolidation changes, exceptional items and amortisation of acquisition related intangible assets. Whenever used in this report, the term refers to the organic growth of the related performance measures. Management evaluates the organic performance of operating companies as it reflects their performance in local currency. External stakeholders can separately assess the performance in local currency, the translational effects into euros and the consolidation changes.

Organic growth %
Organic growth divided by the related prior year beia amount. Whenever used in this report, the term “organically” refers to the organic growth % of the related performance measures.

Organic volume growth
Growth in volume, excluding the effect of consolidation changes.

Price mix on a constant geographic basis
Refers to the different components that influence net revenue per hectolitre, namely the changes in the absolute price of each individual sku and their weight in the portfolio. The weight of the countries in the total revenue in the base year is kept constant. The metric allows management and external stakeholders a clearer understanding of the underlying development of price-mix, a lever of value creation, which can be affected at a segment-level when combining operations that have structurally different net revenue per hectolitre, due to differences in value chains, business models and economic conditions.

Region
A region is defined as HEINEKEN’s managerial classification of countries into geographical units.

Volume (all volume metrics exclude inter-company transactions)

Beer volume
Beer volume produced and sold by consolidated companies.

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.

Group beer volume
The sum of beer volume, licensed beer volume and attributable share of beer volume from joint ventures and associates.

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

LONO
Low- and non-alcoholic beer, cider & brewed soft drinks with an ABV<=3.5%.

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

Premium beer
Beer sold at a price index equal or greater than 115 relative to the average market price of beer.

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.