

**Heineken N.V. successfully prices €500 million of Notes**

Amsterdam, 3 September 2015 – Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) today announced that it has successfully placed 6-year Notes for a principal amount of €500 million with a coupon of 1.25%.

The Notes will be issued under the Company's Euro Medium Term Note Programme and will be listed on the Luxembourg Stock Exchange.

The proceeds from the Note issuance will be used for general corporate purposes.

Barclays, Credit Suisse, Deutsche Bank and ING have acted as bookrunners. ABN Amro, ANZ, BBVA, Banca IMI, MUFG, Raiffeisen Bank International and Santander acted as co-managers.

– ENDS –

**Press enquiries**

John Clarke  
E-mail: [pressoffice@heineken.com](mailto:pressoffice@heineken.com)  
Tel: +31-20-5239-355

Christine van Waveren  
E-mail: [pressoffice@heineken.com](mailto:pressoffice@heineken.com)  
Tel: +31-20-5239-355

**Investor and analyst enquiries**

Sonya Ghobrial  
E-mail: [investors@heineken.com](mailto:investors@heineken.com)  
Tel: +31-20-5239-590

Marc Kanter  
Gabriela Malczynska  
E-mail: [investors@heineken.com](mailto:investors@heineken.com)  
Tel: +31-20-5239-590

**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 powerful portfolio of more than 250 international, regional, local and specialty beers and ciders. We are 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 and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ 81,000 people and operate more than 160 breweries in 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 via @HEINEKENCorp.