

HEINEKEN responds to recent press speculation

Amsterdam, 14 September 2014 – In response to recent press speculation Heineken N.V. ("HEINEKEN" or the "Company") announced today that it has been approached by SABMiller plc ("SABMiller") regarding a potential acquisition of HEINEKEN. HEINEKEN has consulted with its majority shareholder and concluded that SABMiller's proposal is non-actionable.

The Heineken family has informed SABMiller, HEINEKEN and Heineken Holding N.V. of its intention to preserve the heritage and identity of HEINEKEN as an independent company. The Heineken family and Heineken N.V.'s management are confident that the Company will continue to deliver growth and shareholder value.

HEINEKEN does not intend to make any further public statements in relation to this announcement.

– ENDS –

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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. The Company'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. The Company is present in over 70 countries and operates more than 165 breweries. HEINEKEN is Europe's largest brewer and the world's second largest by consolidated 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. Our leading joint venture brands include Cristal and Kingfisher. The number of people employed is over 81,000. Heineken N.V. and Heineken Holding N.V. shares are listed on the NYSE Euronext in Amsterdam. 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. 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 via @HEINEKENCorp