

HEINEKEN completes acquisition of a majority stake in leading Slovenian brewer Pivovarna Laško d.d.

Amsterdam, 15 October 2015 – Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) today announces the completion of the transaction to acquire the majority stake of Pivovarna Laško d.d. for a price per share of EUR25.56 as agreed in the Sale and Purchase Agreement of 13 April 2015 (“the Agreement”). A total number of 4,673,941 shares were acquired from a consortium of shareholders representing 53.43 percent of the issued share capital, for a total consideration of EUR119.5m.

The closing of the transaction follows fulfilment of all conditions precedent as agreed upon in the Agreement including receipt of the necessary merger control approvals. HEINEKEN will formally announce its intention to make a mandatory takeover offer to all remaining shareholders within the coming 3 business days.

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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 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 and follow us via @HEINEKENCorp.