

HEINEKEN Appoints new Chief Corporate Relations Officer

Amsterdam, 13 April 2016 – Heineken N.V. today announces the appointment of Blanca Juti as Chief Corporate Relations Officer from May 16, 2016. Ms Juti will succeed Sean O'Neill who will return to the UK after 12 years in the Netherlands. Ms Juti, most recently Chief Brand Officer for Rovio Entertainment, will join HEINEKEN's Executive Team, reporting to Jean-François van Boxmeer, HEINEKEN CEO and Chairman of the Executive Board.

Originally from Mexico, Ms Juti has more than 20 years' experience working with global businesses in a variety of senior commercial, communication and marketing roles. This includes 14 years in the USA, Mexico and Finland with Nokia, the global mobile telecommunications company and more than two years as Chief Brand Officer and Executive Team member with Rovio Entertainment based in Finland.

Mr van Boxmeer commented, "Sean has been an important member of our Executive Team for 12 years and has made a significant contribution to our business. He has transformed our thinking on reputation, public affairs and stakeholder engagement and been a driving force in making sustainability a core pillar in our global strategy. He has played an important leadership role within the international alcohol industry and built a world class Corporate Relations function within HEINEKEN. He leaves with our great thanks and best wishes."

"I am delighted that we have someone of Blanca's ability and experience to succeed Sean. Blanca has an outstanding track record in leading high performing teams across businesses and functions. Blanca's considerable experience as a member of senior leadership teams coupled with her understanding of company purpose, reputation and her brand and digital communication skills will be valuable assets in meeting the challenges we face in the coming years. I welcome Blanca to HEINEKEN and am very much looking forward to working with her."

As part of the succession plan, Mr O'Neill will remain with HEINEKEN and work with Ms Juti until the end of June 2016 to ensure an effective transition.

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Notes to editors:**BLANCA JUTI – RESUMÉ****WORK EXPERIENCE**

- 2013–2015 Executive Vice President, Chief Brand Officer and Executive Team Member, Rovio
- 2013 Senior Vice President, Fazer Brands International and Head of Marketing and Brand
- 2010–2012 Vice President, Product Marketing Nokia Mobile Phones
- 2008–2010 Vice President, America Móvil Global Account Executive, Nokia (based in Mexico)
- 2006–2008 Vice President, Global Operator Accounts (Telecom Italia, Hutch, Telenor, Telia, Telstra, Singtel, Nokia)
- 2004–2006 Director, Investor Relations, Europe, Nokia (Finland)
- 2000–2004 Investor Relations Manager, United States, Nokia (USA)
- 1998–2000 Corporate Communications Head for Latin America, Nokia (USA–Americas Headquarters)
- 1993–1998 Diplomat, Second Secretary and Cultural Attaché, Embassy of Mexico in Finland
- 1992 Lecturer, Iberoamerican Center, University of Helsinki, Finland
- 1990 Supervisor of Latin American Studies, Cambridge University, UK

EDUCATION

- 1995 Doctor of Philosophy (PhD), University of Cambridge, UK
- 2001 Master of Business Administration (MBA), University of Dallas, USA
- 1990 Master of Philosophy (MPhil), University of Cambridge, UK
- 1989 Bachelor of Arts, Social Anthropology, University of Cambridge, UK
- 1986 International Baccalaureate, United World College of the Atlantic, Wales, UK

BOARD MEMBERSHIPS

- 2015 Advisor PlayMob
- 2015 Board member, MTV Finland
- 2010 President and Founding Member, Nordic Chamber of Commerce, Mexico
- 2007 Board member of Save the Children Finland

PUBLICATIONS

- 1994 Two sides of a Mirror, PhD Thesis, Cambridge University

2014 Honest. Finnish. Magic, WSOY
2014 Aitoja. Ihania. Omanlaisia, WSOY
Aug 2016 Game Changer, WSOY

NATIONALITY

Mexican, Finnish

PERSONAL

Married, 2 Children

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 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 approximately 73,000 people and operate 167 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 via @HEINEKENCorp.