

WE ARE HEINEKEN



HEINEKEN | A LONG AND PROUD HISTORY & HERITAGE



1864

THE HEINEKEN
FAMILY ENTERS THE
BEER BUSINESS

WE SWITCH TO
BOTTOM
FERMENTATION¹:
CLEARER, PURER,
LONG LASTING
BEER

1869



1886

DR. H. ELION
CULTIVATES THE
HEINEKEN A-YEAST²
=> UNIQUE FLAVOUR

WE ARE
CROWNED AT THE
GRAND PRIX
PARIS FOR
QUALITY,
FOCUSED
INNOVATIONS

1889



Fermentation¹ – брожение;
A-yeast² – дрожжи А-типа;

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1928

EARLY STAGES
OF UNIQUE
ADVERTISING AND
BECOMING TRULY
INTERNATIONAL

HEINEKEN MOVES
INTO ASIAN MARKETS

1929



1933

HEINEKEN® IS
THE FIRST IMPORT
BEER TO THE US
AFTER PROHIBITION
IS LIFTED

ALFRED HEINEKEN
BEGINS 'BEER CAN
TRAVEL' GLOBAL
MARKETING
STRATEGY

1954



1968

HEINEKEN
ACQUIRES AMSTEL
BREWERY

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1988

PRODUCTION
TRANSFER FROM
AMSTERDAM TO
ZOETERWOUDE IN
THE NETHERLANDS



2003



2008



2010

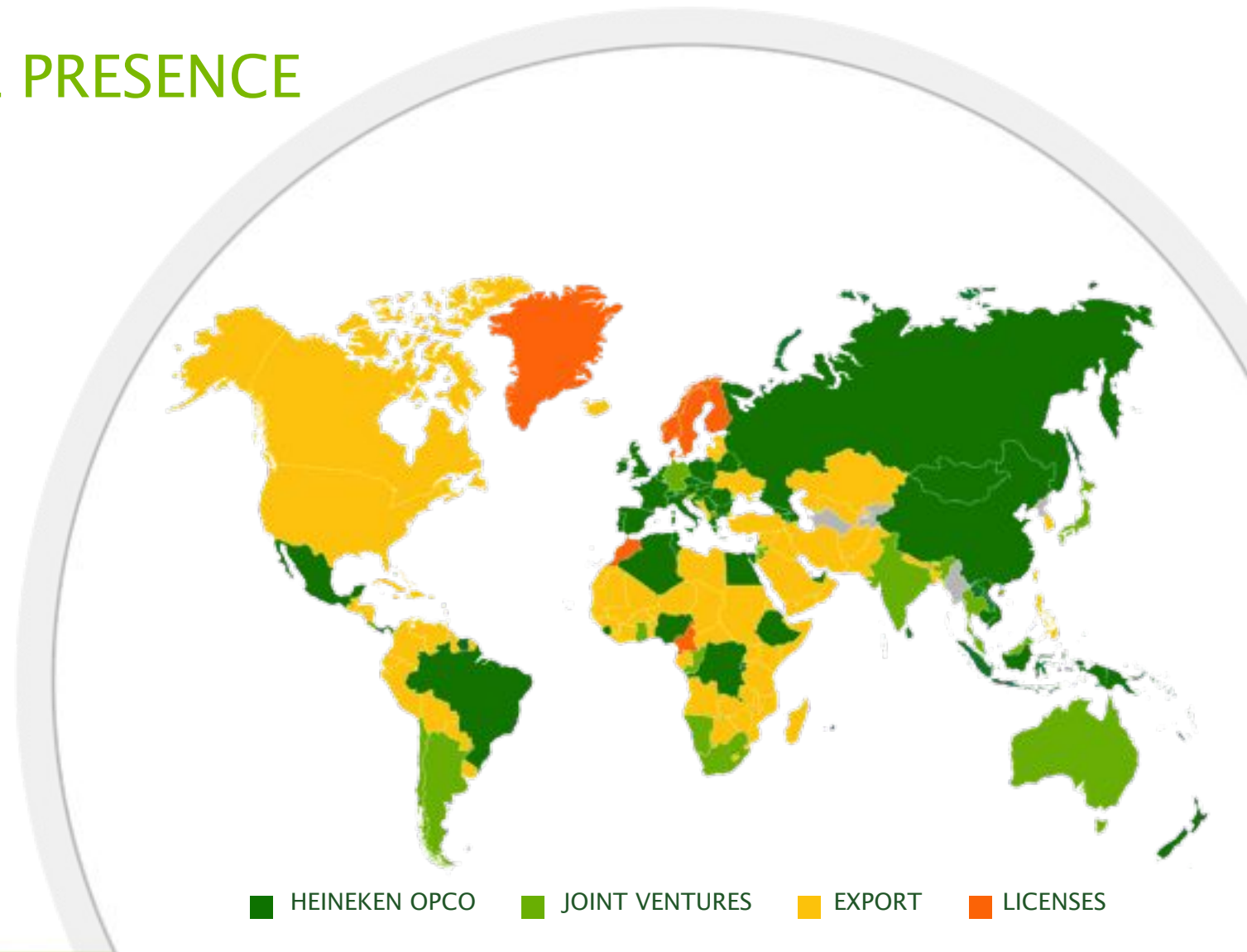


2012



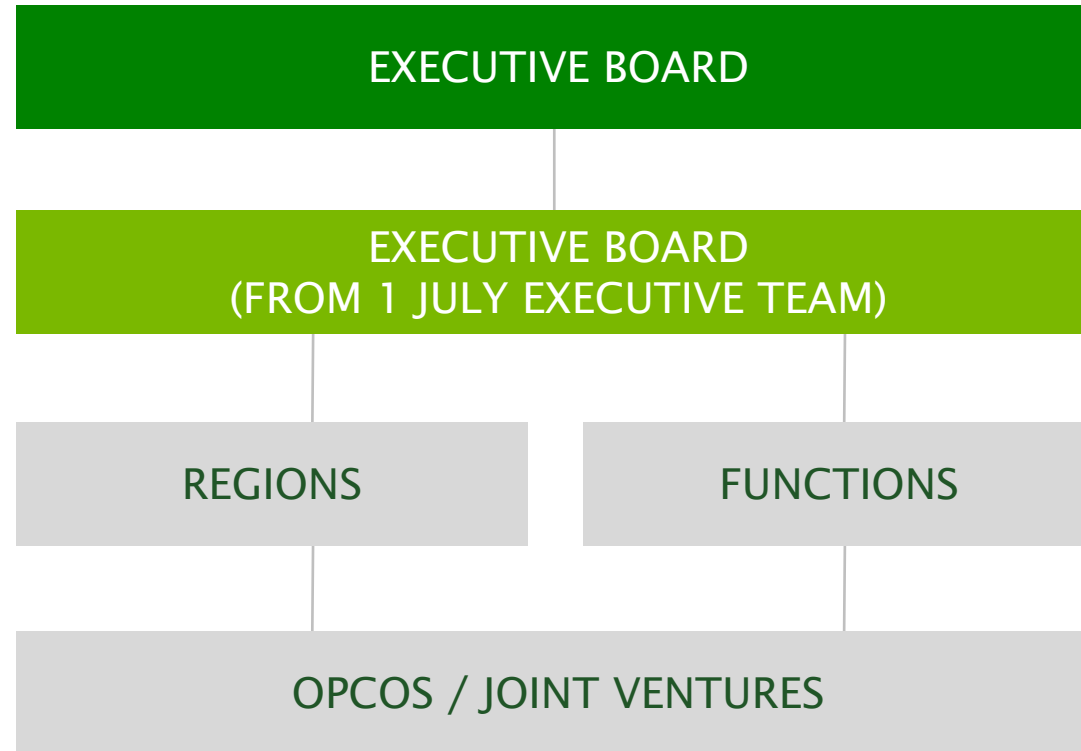
HEINEKEN | TRULY GLOBAL PRESENCE

Our aim is to be a leading brewer in all of the markets where we operate and to have the world's most prominent brand portfolio





ORGANISATIONAL STRUCTURE



OUR EXECUTIVE TEAM

EXECUTIVE BOARD



Chairman / Chief Executive Officer
JEAN-FRANÇOIS VAN BOXMEER



Member / Chief Financial Officer
LAURENCE DEBROUX



President Europe
STEFAN ORŁOWSKI



Chief Commercial Officer
JAN DERCK VAN KARNEBEEK



President Americas
MARC BUSAIN



Chief Supply Chain Officer
MARC GROSS



President Africa Middle East and Eastern Europe
ROLAND PIRMEZ



Chief Human Resources Officer
CHRIS VAN STEENBERGEN



President Asia Pacific
FRANS EUSMAN



Chief Corporate Relations Officer
BLANCA JUTI



HEINEKEN | BREWING GREAT BEERS, BUILDING GREAT BRANDS



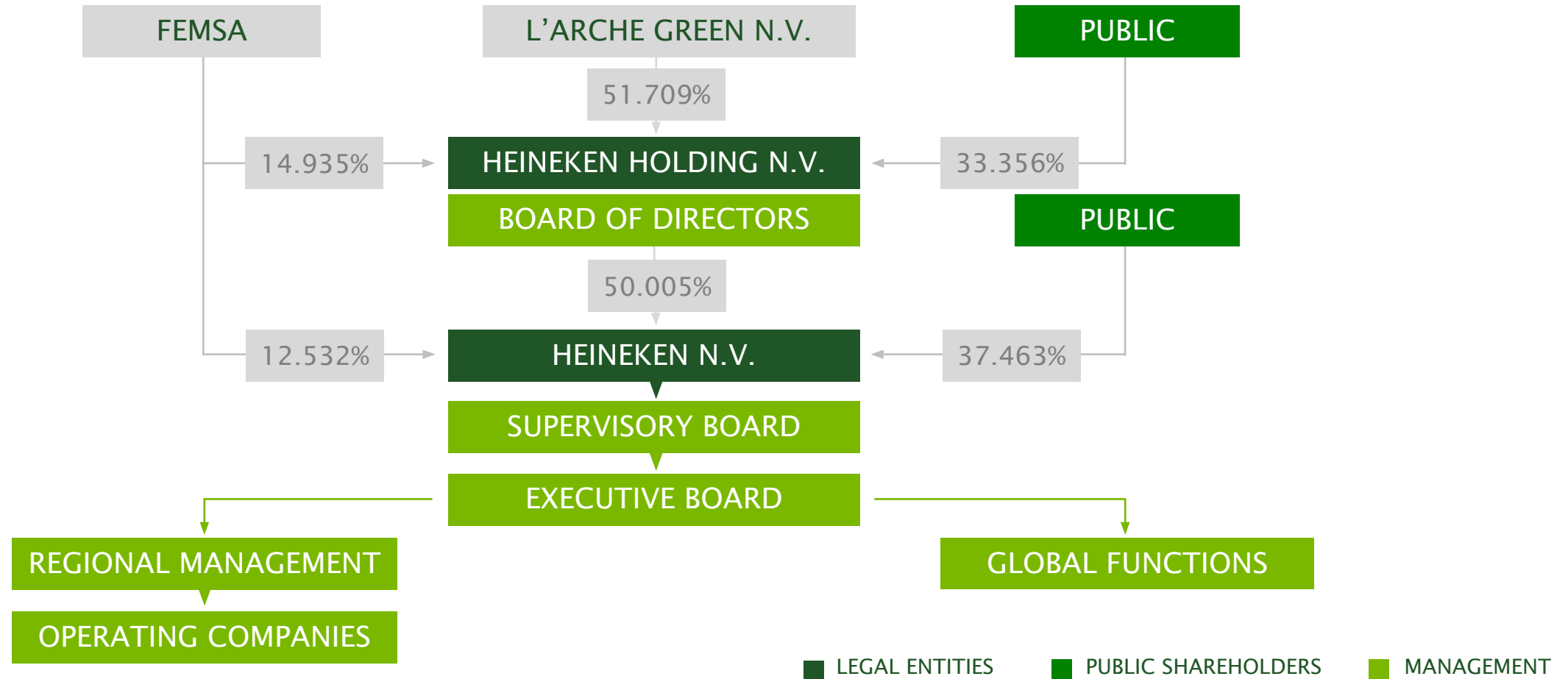
OVER 250 BEER AND CIDER BRANDS

OUR FLAGSHIP BRAND, HEINEKEN®, IS THE WORLD'S LEADING INTERNATIONAL PREMIUM BEER

DESPERADOS, SOL, AFFLIGEM AND CIDERS COMPLEMENT OUR GLOBAL BRAND PORTFOLIO

PASSION FOR QUALITY AND INNOVATION

OWNERSHIP STRUCTURE AND STOCK EXCHANGE LISTING



LEAD BY COOL **MARKETING & INNOVATION**



HEINEKEN IS COMMITTED TO BEING PART OF THE CONVERSATION WITH CONSUMERS AND WE CONTINUE TO UNLEASH THE POWER OF OUR INNOVATION, A CORE PART OF OUR DNA.

1.9BN EUROS REVENUE FROM INNOVATION

9.2% INNOVATION RATE UP FROM 7.7% IN 2016

PARTNERSHIP WITH JAMES BOND, 0.5BN SPECIAL EDITION BOTTLES AND ACTIVATED IN 90 MARKETS

WIN WITH LOW AND NO ALCOHOL, RADLER 2.0% IN 45 MARKETS ACROSS 5 CONTINENTS, 0.0% BEER NOW IN 10 MARKETS

UEFA CHAMPIONS LEAGUE ACTIVATED IN 109 MARKETS

RUGBY WORLD CUP 2015, WORLDWIDE PARTNER OF BIGGEST EVER TOURNAMENT. FINAL WATCHED BY MORE THAN 120 MILLION FANS

DELIGHTING OUR CONSUMERS WITH INNOVATIONS

INNOVATION IS AT THE HEART OF OUR COMPANY STRATEGY

WE WORK TO CONTINUALLY SURPRISE AND EXCITE OUR CONSUMERS AND MEET CHANGING CONSUMER PREFERENCES

INNOVATION CONTRIBUTING €1.9 BILLION OF REVENUES IN 2015

GLOBAL & LOCAL INNOVATIONS



THE HEINEKEN COMPANY

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