



Important Notice
The Depository Trust Company

| | |
|-------------------|---|
| B #: | 1540-14 |
| Date: | August 22, 2014 |
| To: | All Participants |
| Category: | Dividends |
| From: | International Services |
| Attention: | Operations, Reorg & Dividend Managers, Partners & Cashiers |
| Subject: | Tax Relief - Country: The Netherlands ADR HEINEKEN HLDG N V CUSIP: 423008101 <u>Record Date:</u> 09/02/14 <u>Payable Date:</u> TBD <u>EDS Post-Payable cut off:</u> 10/31/14 8:00 PM |

Participants can use DTC's Elective Dividend System (EDS) function over the Participant Terminal System (PTS) or TaxRelief option on the Participant Browser System (PBS) web site to certify all or a portion of their position entitled to the applicable withholding tax rate. Participants are urged to consult the PTS or PBS function TAXI or TaxInfo respectively before certifying their elections over PTS or PBS.

Important: Prior to certifying tax withholding elections, participants are urged to read, understand and comply with the information in the Legal Conditions category found on TAXI or TaxInfo in PTS or PBS respectively.

Questions regarding this Important Notice may be directed to GlobeTax at 212-747-9100.

Important Legal Information: *The Depository Trust Company ("DTC") does not represent or warrant the accuracy, adequacy, timeliness, completeness or fitness for any particular purpose of the information contained in this communication, which is based in part on information obtained from third parties and not independently verified by DTC and which is provided as is. The information contained in this communication is not intended to be a substitute for obtaining tax advice from an appropriate professional advisor. In providing this communication, DTC shall not be liable for (1) any loss resulting directly or indirectly from mistakes, errors, omissions, interruptions, delays or defects in such communication, unless caused directly by gross negligence or willful misconduct on the part of DTC, and (2) any special, consequential, exemplary, incidental or punitive damages.*

To ensure compliance with Internal Revenue Service Circular 230, you are hereby notified that: (a) any discussion of federal tax issues contained or referred to herein is not intended or written to be used, and cannot be used, for the purpose of avoiding penalties that may be imposed under the Internal Revenue Code; and (b) as a matter of policy, DTC does not provide tax, legal or accounting advice and accordingly, you should consult your own tax, legal and accounting advisor before engaging in any transaction.

DTCC offers enhanced access to all important notices via a Web-based subscription service. The notification system leverages RSS Newsfeeds, providing significant benefits including real-time updates and customizable delivery. To learn more and to set up your own DTCC RSS alerts, visit http://www.dtcc.com/subscription_form.php.

Non-Confidential

HEINEKEN HOLDING N.V. has announced a cash dividend. Deutsche Bank acts as Depository for the company’s American Depositary Receipt (“ADR”) program.

Participants can use DTC’s Elective Dividend System (EDS) function over the Participant Terminal System (PTS) or TaxRelief option on the Participant Browser System (PBS) web site to certify all or a portion of their position entitled to the applicable withholding tax rate. Use of EDS will permit entitlement amounts to be paid through DTC.

On ADR Pay Date, all holders will receive this dividend net of the full Netherlands statutory withholding tax of 15% with the possibility to reclaim as outlined in the Eligibility Matrix on the following page.

| DIVIDEND EVENT DETAILS | |
|-------------------------------------|-----------------------|
| COUNTRY OF ISSUANCE | NETHERLANDS |
| ISSUE | HEINEKEN HOLDING N.V. |
| CUSIP# | 423008101 |
| DEPOSITARY | DEUTSCHE BANK |
| ADR RECORD DATE | SEPTEMBER 2, 2014 |
| ADR PAY DATE | TBA |
| ADR GROSS DIVIDEND RATE ON PAY DATE | TBA |
| ORD GROSS DIVIDEND RATE ON PAY DATE | € 0.36 |
| RATIO | 1 ORD : 2 ADRs |
| STATUTORY WHT RATE | 15% |

| CHARGES & DEADLINES | | | | | |
|---------------------|---------------------------|----------------|-------------------------------|---|--------------------------------------|
| FILING METHOD | BATCH | PAYMENT METHOD | TRANSFER AGENT SERVICE CHARGE | MINIMUM SERVICE CHARGE PER BENEFICIAL OWNER | FINAL SUBMISSION DEADLINE (8 PM EST) |
| QUICK RECLAIM | PRIMARY LONG-FORM BATCH | EDS | \$0.01 per ADR | \$25 | OCTOBER 31, 2014 |
| LONG-FORM | POST-EDS PROCESS; ONGOING | CHECK | \$0.01 per ADR | \$25 | OCTOBER 31, 2019 |

QUICK RECLAIM / LONG FORM ELIGIBILITY MATRIX

| RATE DESCRIPTION | RECLAIM RATE | ELIGIBLE RESIDENTS | DOCUMENTATION REQUIRED |
|--|--------------|--|--|
| UNFAVORABLE - 15% | 0% | Non-Treaty Countries | NONE |
| FAVORABLE - 10% POST-PAY DATE LONG-FORM ONLY | 5% | Azerbaijan, Bahrain, China, Czech Republic, Hong Kong, India, Indonesia, Kuwait, Oman, Portugal, Qatar, Romania, Saudi Arabia, Slovak Republic, South Africa, Taiwan, United Arab Emirates, Venezuela | IB 92 UNIVERSEEL & CLIENT LISTING |
| FAVORABLE - 10% POST-PAY DATE LONG-FORM ONLY | 5% | Ghana, Japan, United Kingdom | IB 93 UNIVERSEEL & CLIENT LISTING |
| EXEMPT - 0% POST PAY-DATE | 15% | U.S. ARTICLE 36—CHARITIES under 501(a), 501(c)(3), 509(a)(1), 509(a)(2), 509(a)(3), 17-(b) | ESP SUBMISSION / CLIENT LISTING |
| EXEMPT - 0% POST-PAY DATE | 15% | U.S. ARTICLE 35 - PENSIONS and IRAs under 401(a), 401(k), 457(b), 403 (b), 408, 408(a), 501(a) | ESP SUBMISSION / CLIENT LISTING |
| EXEMPT - 0% (FOREIGN TAX EXEMPT) POST-PAY DATE LONG-FORM ONLY | 15% | Any entity domiciled in a state in which it is not subject to tax on profits, as long as that state has an Exchange of Tax Information Agreement in place with the Netherlands, & that entity would not be subject to profits tax in the Netherlands if it were based therein. | CERTIFICATE OF RESIDENCY, ARTICLES OF ASSOCIATION, & DIV 16 "Refund for foreign bodies with exemption from profits tax" |

DESCRIPTION OF VARIOUS DOCUMENTATION

| DOCUMENT NAME | DESCRIPTION | ORIGINAL / COPY | SIGNATURE REQUIREMENT |
|-------------------------------------|---|--|--|
| IRS FORM 6166 | ISSUED BY THE INTERNAL REVENUE SERVICE, STATING THE NAME AND TAX PAYER IDENTIFICATION NUMBER OF THE BENEFICIAL OWNER. IT MUST BE FOR THE CURRENT TAX YEAR. | ORIGINAL PREFERRED / COPY ACCEPTED | IRS REPRESENTATIVE |
| IB 92 UNIVERSEEL | DUTCH TAX FORM REQUIRED FOR ANY BENEFICIAL OWNER, DOMICILED IN NON-REMITTANCE-BASED JURISDICTIONS, ATTEMPTING TO RECLAIM THE 5% ENTITLEMENT; THIS FORM MUST BE CERTIFIED BY THE BENEFICIAL OWNER'S LOCAL TAX OFFICE. | ORIGINAL | BENEFICIAL OWNER & MUST BEAR THE STAMP OF LOCAL TAX AUTHORITY |
| IB 93 UNIVERSEEL | DUTCH TAX FORM REQUIRED FOR ANY BENEFICIAL OWNER, DOMICILED IN REMITTANCE-BASED JURISDICTIONS, ATTEMPTING TO RECLAIM THE 5% ENTITLEMENT; THIS FORM MUST BE CERTIFIED BY THE BENEFICIAL OWNER'S LOCAL TAX OFFICE. | ORIGINAL | BENEFICIAL OWNER & MUST BEAR THE STAMP OF LOCAL TAX AUTHORITY |
| DIV 16 | THIS FORM IS USED TO APPLY FOR A "REFUND FOR FOREIGN BODIES NOT SUBJECT TO ANY TAX ON PROFITS." (SEE ELIGIBILITY MATRIX) | ORIGINAL | BENEFICIAL OWNER |
| COVER LETTER (EXHIBIT A) | <p>A LISTING OF THE BENEFICIAL OWNERS NAMES, TAXPAYER ID NUMBERS, NUMBER OF SHARES, AND ENTITY TYPE (CHARITY OR PENSION).</p> <p>THE CLIENT LISTING IS PROVIDED TO DEUTSCHE BANK / GLOBETAX, BY THE PARTICIPANT, EITHER THROUGH ESP SUBMISSION, OR THROUGH TRADITIONAL HARD COPY RECLAIM REQUEST LETTER.</p> <p>IF NOT SUBMITTING YOUR CLAIM VIA ESP, PLEASE CONTACT DUTCHESP@GLOBETAX.COM TO PROCURE A RECLAIM REQUEST LETTER TEMPLATE.</p> | ORIGINAL | DTC PARTICIPANT |
| ARTICLES OF ASSOCIATION | A DOCUMENT SPECIFYING THE REGULATIONS FOR THE OPERATIONS OF A LEGAL ENTITY. THE ARTICLES OF ASSOCIATION DEFINE THE ENTITY'S PURPOSE, ORGANIZATIONAL STRUCTURE, AND HOW FINANCIAL RECORDS ARE MAINTAINED. | COPY ACCEPTED | PROVIDED BY BENEFICIAL OWNER |

| CONTACT DETAILS | |
|------------------------|--|
| PRIMARY CONTACT | STEPHANIE URUGUTIA |
| DOMESTIC PHONE (U.S.) | 1-800-876-0959 |
| DOMESTIC FAX (U.S.) | 1-866-888-1120 |
| INTERNATIONAL PHONE | 1-212-747-9100 |
| INTERNATIONAL FAX | 1-212-747-0029 |
| EMAIL ADDRESS | DutchESP@GLOBETAX.COM |
| COMPANY | DEUTSCHE BANK / GLOBETAX |
| STREET ADDRESS | 90 BROAD STREET 16 TH FLOOR |
| CITY/STATE/ZIP | NEW YORK, NY 10004 |
| ADDITIONAL CONTACTS | LAURA GALLO |
| | KASEY HARBES |

ESP
 Electronic Submission Portal
powered by **GLOBETAX**

Deutsche Bank now offers ESP powered by GlobeTax, a paperless withholding tax reclaim process, for Exempt Organizations (qualified under Article 36 of the Tax Convention) and Exempt Pension Trusts (qualified under Article 35 of the Tax Convention) to participants holding ADRs and New York Shares.

**These claims should be submitted through the following web site.
 (Requires a one-time registration)**

<https://esp.globetax.com>

Please contact Stephanie Urugutia at 1-800-876-0959 or via email at DutchESP@globetax.com if you have any questions about this process.

FREQUENTLY ASKED QUESTIONS (FAQs)

GENERAL QUESTIONS

| QUESTION | ANSWER |
|---|--|
| WILL I RECEIVE A DECLARATION IN LIEU OF DIVIDEND NOTE (“DLD” or “CERT”) FOR MY ARTICLE 35 OR ARTICLE 36 POSITIONS? | NO, GOING FORWARD, ALL DECLARATION IN LIEU OF DIVIDEND NOTES WILL BE MAINTAINED BY THE DEPOSITARY, TO BE RELEASED ONLY UPON WRITTEN REQUEST BY THE PARTICIPANT. |
| AM I REQUIRED TO FILE THROUGH ESP? | NO, YOU MAY SUBMIT A TRADITIONAL CLAIM THROUGH THE MAIL IF YOU CANNOT SUBMIT CLIENT DATA THROUGH ESP. WE STRONGLY SUGGEST LOGGING IN TO ESP TO DOWNLOAD THE TEMPLATE PROVIDED WHEN PREPARING YOUR CLAIM, REGARDLESS OF YOUR ULTIMATE SUBMISSION METHOD. |
| IS THERE A RELIEF AT SOURCE PROCESS FOR THIS EVENT? | NO, RELIEF AT SOURCE IS NOT AVAILABLE FOR THIS EVENT. |
| IS THERE ANY CASE IN WHICH A U.S. RESIDENT 401(a), 401(K), 457(b), 403(b), IRA, ROTH IRA, EMPLOYEE PENSION PLANS OR SIMPLE RETIREMENT ACCOUNT WOULD NOT QUALIFY FOR TREATY BENEFITS UNDER ARTICLE 35 OF THE TREATY? | THESE ACCOUNT TYPES WILL NOT BE CONSIDERED ELIGIBLE FOR TREATY BENEFITS UNDER ARTICLE 35 OF THE TREATY IN ANY TAXABLE YEAR IF LESS THAN 70% OF THE TOTAL AMOUNT OF WITHDRAWALS FROM SUCH U.S. TRUST DURING THAT YEAR IS USED TO PROVIDE PENSION, RETIREMENT OR OTHER EMPLOYEE BENEFITS AS MEANT IN ARTICLE 35 OF THE TREATY. |
| WILL DEUTSCHE BANK /GLOBETAX ACCEPT CLAIMS FILED DIRECTLY TO THEM BY BENEFICIAL OWNERS? | DEUTSCHE BANK / GLOBETAX ONLY ACCEPTS CLAIMS FILED BY THE DTC PARTICIPANT WHO HELD THE SECURITIES THROUGH DTC AND ONLY TO THE EXTENT THAT DTC HAS REPORTED THESE HOLDINGS TO US AS VALID. |

QUICK RECLAIM QUESTIONS

| QUESTION | ANSWER |
|--|---|
| DO I NEED TO PHYSICALLY SEND ANY DOCUMENTS TO DEUTSCHE BANK / GLOBETAX IN ORDER TO PARTICIPATE IN THE QUICK RECLAIM PROCESS? | NO, YOU MUST ONLY PROVIDE THE BENEFICIAL OWNER BREAKDOWN VIA ESP. |
| WILL I BE PAID THROUGH DTC FOR CLAIMS SUBMITTED THROUGH THE QUICK RECLAIM PROCESS? | YES. |
| ONCE I SUBMIT A QUICK REFUND CLAIM VIA ESP, HOW LONG WILL IT TAKE TO BE PAID? | WE ESTIMATE PAYMENT WITHIN APPROXIMATELY 6 to 8 WEEKS OF PAY DATE. |
| DOES THE QUICK RECLAIM PROCESS HAVE A MINIMUM POSITION PER BENEFICIAL OWNER REQUIREMENT? | ANY CLAIM FOR BENEFICIAL OWNERS HOLDING LESS THAN 5,000 ADRs WILL BE AUTOMATICALLY HELD AND SUBSEQUENTLY FILED VIA THE TRADITIONAL LONG-FORM PROCESS. |

LONG-FORM QUESTIONS

| QUESTION | ANSWER |
|--|---|
| HOW LONG DOES IT TAKE FOR PAYMENT ON LONG-FORM CLAIMS? | APPROXIMATELY 4-6 MONTHS. |
| DOES THE LONG-FORM PROCESS HAVE A MINIMUM POSITION REQUIREMENT PER BENEFICIAL OWNER? | NO, ALL CLAIMS WILL BE PROCESSED THOUGH THERE IS A MINIMUM FEE OF \$25 PER BENEFICIAL OWNER. |
| WHAT WILL THE FEE BE IF A BENEFICIAL OWNER'S CLAIM IS FOR LESS THAN \$50? | DEUTSCHE BANK / GLOBETAX IS WILLING TO WAIVE THE \$25 MINIMUM ON AN EXCEPTIONAL BASIS IN FAVOR OF A SPLIT OF THE RECLAIMED FUNDS OF 50/50 FOR ANY BENEFICIAL OWNER RECLAIMING LESS THAN \$50. |
| WILL I BE PAID THROUGH DTC FOR CLAIMS SUBMITTED THROUGH THE LONG-FORM PROCESS? | NO, YOU WILL BE PAID BY CHECK. |

DISCLAIMER

All Post-Electronic Reclaims filing Long-Form:

U.S. residents and non-U.S. residents who have missed the Relief at Source and Quick Reclaim Process deadlines may file for a "long-form" refund by submitting a claim via either ESP or traditional methods to Deutsche Bank / GlobeTax prior to the expiry of the right to claim. Based on their county, that period generally expires five (5) years from the end of the year in which the dividend was paid in the local market. Claims received after the long form deadline will be filed on a best effort basis at the discretion of Deutsche Bank / GlobeTax.

All tax information contained in this Important Notice is based on a good faith compilation of information obtained from multiple sources. The information is subject to change. Actual deadlines frequently vary from the statutory deadlines because of local market conditions and advanced deadlines set by local agents. To mitigate risk it is strongly advised that DTC Participants file their claims as soon as possible as the depository and/or their agents will not be liable for claims filed less than six months before the specified deadline. In the event that local market rules, whether implemented by a local agent or a Tax Authority, conflict with the information provided in the important notice, either prior to or after publication, the local market rules will prevail.

EXHIBIT A- COVER LETTER
Please place on your Company Letterhead

Tax Relief Request Form

ISSUE: HEINEKEN HOLDING N.V.
CUSIP: 423008101
RECORD DATE: SEPTEMBER 2, 2014
PAY DATE: **ADR PAY DATE**

| <u>Full Beneficial Owner Name</u> | <u>Shares Held</u> | <u>Tax Payer I. D. #</u> | <u>Reclaim %</u> |
|-----------------------------------|--------------------|--------------------------|------------------|
|-----------------------------------|--------------------|--------------------------|------------------|

1.

Total Shares: _____

Please include a disk if there are more than 5 beneficial owners.

We ask that GlobeTax, file these withholding tax relief requests for the above-mentioned beneficial owner(s). Please contact the undersigned should you have any questions.

INDEMNIFICATION

I / We certify that to the best of my knowledge the individual beneficial owners are eligible for the preferential rates as stated herein and I declare that I have performed all the necessary due diligence to satisfy myself as to the accuracy of the information submitted to me by these beneficial owners. In consideration of the services provided by Deutsche Bank Trust Company Americas contemplated hereby and the assistance provided by the issuer of the shares underlying the ADRs (the "Issuer"), we agree to indemnify, defend, hold and save Deutsche Bank Trust Company Americas, the Issuer and their respective affiliates, and the respective directors, offices, agents and employees of Deutsche Bank Trust Company Americas, the Issuer and each of their affiliates from and against any and all costs, damages or liabilities (including, without limitation, tax payments, interest charges, penalties or other costs assessed by relevant tax and administrative authorities, and the reasonable fees and disbursements of counsel), and any of them, arising out of or relating to the information provided by the undersigned in, or in connection with, this document.

Sincerely,

Title:
Address:
DTC Participant #:

Completed claims should be sent to: **GlobeTax
90 Broad Street – 16th Floor
NY, NY 10004
ATTN: Dutch Reclaims**