



Important Notice
The Depository Trust Company

B #:	13335-20
Date:	April 24, 2020
To:	All Participants
Category:	Dividends
From:	International Services
Attention:	Operations, Reorg & Dividend Managers, Partners & Cashiers
Subject:	<u>Tax Relief</u> – Country: Netherlands HEINEKEN HOLDING N.V. CUSIP: 423008101 <u>Record Date: 04/28/2020 Payable Date: 05/14/2020</u> <u>GOAL Long Form Instruction Deadline: 10/31/2025 5:00 PM ET</u> NO QUICK REFUND TO BE OFFERED LONG FORM ONLY

Participants can use DTC’s Corporate Actions Web (CA Web) service to certify all or a portion of their position entitled to the applicable withholding tax rate. Participants are urged to consult TaxInfo respectively before certifying their instructions over the CA Web. Important: Prior to certifying tax withholding instructions, participants are urged to read, understand and comply with the information in the Legal Conditions category found on TaxInfo on the CA Web.

Questions regarding this Important Notice may be directed to Goal Global Recoveries Inc. (212) 248-9130.

*******TIME SENSITIVE PARTICIPANT ACTION REQUIRED*******

PARTICIPANTS MUST REFER TO THE FOLLOWING PAGE FOR REQUIRED ACTION TO REGISTER AND SUBMIT TAX FORMS VIA GOAL GLOBAL RECOVERIES INC.

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

Deutsche Bank Trust Company Americas (“Deutsche Bank”), as DR depository gives notice with respect to an upcoming cash dividend payment for **Heineken Holding NV**.

Deutsche Bank has appointed Goal Global Recoveries Inc. (“Goal”) (as tax agent) to facilitate holders of the DR by providing assistance in obtaining tax relief services.

Eligible holders will have the possibility to receive their entitlements in line with the applicable tax treaty between their country of residence and Netherlands. The dividend payment will be paid net of the full Netherlands statutory withholding tax rate of 15% with the possibility to obtain a post-pay date refund as outlined in the below Eligibility Matrix.

Participants utilizing this service agree to the Agreements, Fees, Representations and Indemnification as stated below.

DIVIDEND EVENT DETAILS	
NAME OF ISSUE	HEINEKEN HOLDING NV
COUNTRY OF ISSUANCE	NETHERLANDS
DR PROGRAM TYPE	SPONSORED
DEPOSITARY	DEUTSCHE BANK
CUSIP	423008101
ISIN	NL0000008977
DR RECORD DATE	28 APRIL 2020
ORD PAY DATE	07 MAY 2020
DR PAY DATE	14 MAY 2020
RATIO (DR: ORD)	2 DR: 1 ORD
ORD SHARE RATE	EUR 1.04
STAUTORY WITHHOLDING RATE	15%
METHODS OF RECLAIM FILING AVAILABLE	LONG FORM RECLAIM

DIVIDEND EVENT TIMETABLE	
GOAL ADROit OPENS FOR LONG FORM RECLAIM	15 MAY 2020 – 6:00 AM (EST)
GOAL ADROit DEADLINE FOR LONG FORM RECLAIM	31 OCTOBER 2025 – 5:00 PM (EST)

FEES AND PAYMENT METHOD			
FILING METHOD	PAYMENT METHOD	TAX RELIEF FEE	MINIMUM FEE
LONG FORM RECLAIM	ACH/CHECK	UP TO \$0.0125 PER DR	\$25.00 / BENEFICIAL OWNER

ELIGIBILITY MATRIX – LONG FORM

RATE DESCRIPTION	RECLAIM RATE	ELIGIBLE RESIDENTS	DOCUMENTATION	SIGNATURE REQUIRED
UNFAVORABLE 15%	0%	NON-TREATY COUNTRIES	NONE	N/A
FAVORABLE 10% POST PAY DATE	5%	AZERBAIJAN, BAHRAIN, CHINA, CZECH REPUBLIC, GHANA, HONG KONG, INDIA, INDONESIA (PENSIONS ONLY), JAPAN, KUWAIT, OMAN, PORTUGAL, QATAR, SAUDI ARABIA, SLOVAK REPUBLIC, SOUTH AFRICA, TAIWAN, UNITED ARAB EMIRATES, UNITED KINGDOM, VENEZUELA	<ol style="list-style-type: none"> 1. ADRoit SUBMISSION OR COVER LETTER (APPENDIX A)* 2. CERTIFICATE OF RESIDENCY (COR)** 	<ol style="list-style-type: none"> 1. DTC PARTICIPANT 2. N/A
FAVORABLE 5% POST PAY DATE	10%	PENSION FUNDS RESIDENT IN ETHIOPIA AND ZAMBIA	<ol style="list-style-type: none"> 1. ADRoit SUBMISSION OR COVER LETTER (APPENDIX A)* 2. CERTIFICATE OF RESIDENCY (COR)** 	<ol style="list-style-type: none"> 1. DTC PARTICIPANT 2. N/A
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)	<ol style="list-style-type: none"> 1. ADRoit SUBMISSION OR COVER LETTER (APPENDIX A)* 	<ol style="list-style-type: none"> 1. DTC PARTICIPANT
EXEMPT 0% POST PAY DATE	15%	U.S. ARTICLE 36 – CHARITIES under 501(c)(3), 509(a)(1), 509(a)(2), 509(a)(3), 17-(b)	<ol style="list-style-type: none"> 1. ADRoit SUBMISSION OR COVER LETTER (APPENDIX A)* 	<ol style="list-style-type: none"> 1. DTC PARTICIPANT
EXEMPT 0% (FOREIGN TAX EXEMPT) POST PAY DATE	15%	ANY ENTITY DOMICILED IN A COUNTRY 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.	<ol style="list-style-type: none"> 1. ADRoit SUBMISSION OR COVER LETTER (APPENDIX A)* 2. CERTIFICATE OF RESIDENCY (COR)** 3. ARTICLES OF ASSOCIATION, TRUST DEED, ANNUAL ACCOUNT, AND/OR PENSION PLAN 	<ol style="list-style-type: none"> 1. DTC PARTICIPANT 2. N/A 3. N/A

* Generated by the Goal ADRoit system - to be kept on file by Participants

**To be kept on file by the DTCC Participant for audit purposes. COR is valid within 2 years from tax year.



ADRoit by Goal Global Recoveries Inc.

Deutsche Bank offers the ADRoit system as a secure platform for the submission of the beneficial owner data and the creation of the requisite documentation.

The system will automatically generate the necessary documentation which the participant can easily access, complete, sign and submit to Deutsche Bank / Goal Global Recoveries Inc. The system also contains a bulk upload feature which allows for multiple relief at source events to be submitted within a single file.

A one-time registration process is required in order to use ADRoit. For registration purposes **only** please contact adroitregistration@goalgroup.com. For all other ADR related enquiries please contact adroit@goalgroup.com or call Goal Global Recoveries Inc. on +1 (212) 248- 9130

DESCRIPTION OF TAX DOCUMENTATION	
APPENDIX A – (COVER LETTER)	The Cover Letter gives Beneficial Owner information and notifies the depository of the relevant details of the claim.
CERTIFICATE OF RESIDENCY (COR)	Issued by the Beneficial Owner’s local tax office, stating the name, taxpayer identification number, and the address of the Beneficial Owner.
IRS FORM 6166	https://www.irs.gov/individuals/international-taxpayers/form-6166-certification-of-us-tax-residency
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.

Goal Global Recoveries Inc. Disclaimer:

All information contained in this Important Notice, including, but not limited to tax information, has been compiled in good faith from multiple third party sources. While all reasonable care has been taken in the compilation and publication of the contents of this Important Notice, the information is subject to change.

Local market conditions and possible advanced deadlines imposed by local agents may cause actual deadlines to frequently vary from statutory deadlines. Therefore, to minimize risk, it is strongly advised that DTC Participants file their claims as soon as possible because the depository agents and/or their agents will not be liable for claims filed less than six months before the specified deadline. In the circumstance where local market rules, whether imposed by a local agent or a Tax Authority, cause any conflict with the information provided in the Important Notice (prior to or after publication), the local market rules shall prevail.

The information contained herein is for informational purposes only and is not intended to be a substitute for obtaining tax, accounting, or financial advice from an appropriate professional advisor.

CONTACT DETAILS	
PRIMARY CONTACT	ESTEBANIA CONCEPCION
SECONDARY CONTACT	JOSEPH CONNOR
CONTACT TELEPHONE NUMBER	+1 (212) 248- 9133
E-MAIL ADDRESS	ADROIT@GOALGROUP.COM
COMPANY NAME	GOAL GLOBAL RECOVERIES INC.
STREET ADDRESS	5 HANOVER SQUARE, SUITE 2300
CITY, STATE, ZIP CODE	NEW YORK, NY 10004

LONG FORM RECLAIM - FAQs

Will I be paid via DTC for claims submitted through the long form process?	No, you will be paid via ACH or Check.
Does any documentation need to be physically sent to Deutsche Bank in order to participate in the Long Form Process?	<p>Article 35 U.S. pension & IRAs and Article 36 U.S. charitable entities must only provide the beneficial owner breakdown via ADRoit.</p> <p>Non-U.S. exempt entities must provide the Beneficial Owner breakdown via ADRoit and COR, trust deed, annual account, and/or pension plan upon request.</p> <p>Non-U.S. entities claiming the favorable rate must provide the Beneficial Owner breakdown via ADRoit and the COR upon request.</p>
Does the Long Form Process have a minimum position requirement per Beneficial Holder?	No, there is a minimum fee of \$25.00 per Beneficial Holder which may be waived on an exceptional basis for clients reclaiming less than \$50. In such instances, a fee of 50% of the reclaimed amount will be applied.
GENERAL - FAQs	
Will Deutsche Bank accept claims filed directly to them by Beneficial Owners?	Deutsche Bank only accepts claims filed by the DTC participant who held the securities through DTC.
Will I receive a declaration in lieu of dividend note for my Article 35 pensions or Article 36 charities?	No, all declaration in lieu of dividend notes are maintained by the depositary, to be released only upon written request by the participant.
Is there any case in which a U.S. resident 401(a), 401(k), 457(b), 403(b), IRA, ROTH IRA, employee pension plan or simple retirement account would not qualify for treaty benefits under Article 35 of the treaty between the U.S. and the Netherlands for the avoidance of double taxation?	Yes, for instance, these account types will not be considered eligible for treaty benefits under Article 35 of the treaty between the U.S. and the Netherlands for the avoidance of double taxation 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 above mentioned treaty.

EXHIBIT A – COVER LETTER
(Please place on your Company Letterhead)

Tax Relief Request Form

ISSUE: **HEINEKEN HOLDING NV**
CUSIP: **423008101**
ADR RECORD DATE: **28 APRIL 2020**
ADR PAY DATE: **14 MAY 2020**

Name of Beneficial Owner	Street Address of Beneficial Owner	City State, Zip of Beneficial Owner	Tax Payer I.D. #	Type of Account	# of ADRs Held	Reclaims %

Note: For more than 5 Beneficial Owners, please include an excel breakdown of shareholder information

Total Shares: _____

We ask that Goal Global Recoveries Inc., 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 owner(s) 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:

Deutsche Bank Trust Company Americas / Goal Global Recoveries Inc.
5 Hanover Square, Suite 2300
New York, NY 10004
Attn: ADR Reclaim Department