



Important Notice
The Depository Trust Company

B #:	21793-25
Date:	April 25, 2025
To:	All Participants
Category:	Tax Relief, Distributions
From:	International Services
Attention:	Operations, Reorg & Dividend Managers, Partners & Cashiers
Subject:	<u>Tax Relief</u> – Country: Netherlands <u>Security:</u> HEINEKEN HOLDING N.V. <u>CUSIP:</u> 423008101 <u>Record Date:</u> 04/24/2025 <u>Payable Date:</u> 05/09/2025 <u>CA Web Instruction Deadline:</u> 05/23/2025 8:00 PM ET ***REVISED DUE TO A RECENT UPDATE REGARDING QUICK REFUND PROCESS ORANGE BOX***

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 GlobeTax 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.

HEINEKEN HOLDING N.V. has announced a cash dividend and **Deutsche Bank Trust Company Americas** acts as the Depositary for the company's Depositary Receipt ("DR") program.

Participants may use DTC's Corporate Actions Web ("CA Web") instructions tab to certify all or a portion of their position entitled to each applicable withholding tax rate. Use of this instruction method will permit entitlement amounts to be paid through DTC. By making submissions of such certifications the submitter warrants that it has the required authority to make them, that the party for which the submission is made is eligible therefore, and will indemnify, as applicable, Globe Tax Services, Inc., the applicable depositary, the applicable custodian, and other acting, directly or indirectly, in reliance thereon, including for any inaccuracy therein.

On DR pay date, all beneficial owners will receive this dividend net of the full Netherlands statutory rate with the possibility to obtain a post-pay date refund as outlined in the Eligibility Matrix.

QUICK REFUND PROCESS

- BENEFICIARIES CONSIDERED ELIGIBLE ARE THOSE WITH AN ASSIGNED DUTCH TAX ID # AT THE TIME OF ESP SUBMISSION. UPON QUICK REFUND SUBMISSION, ESP WILL ADVISE BROKERS WHICH BENEFICIARIES WILL BE FILED VIA QUICK REFUND AND WHICH WILL BE MOVED TO LONG FORM.
- DUTCH QUICK REFUND CLAIMS WITH A RECLAIM VALUE LESS THAN \$50 WILL BE MOVED TO LONG FORM.

DIVIDEND EVENT MATRIX

ISSUE	CUSIP#	UNDERLYING ISIN	DR RECORD DATE	ORD PAY DATE	DR PAY DATE	RATIO (DR to ORD)	ORD RATE
HEINEKEN HOLDING N.V.	423008101	NL0000008977	APRIL 24, 2025	MAY 2, 2025	MAY 9, 2025	2:1	EUR 1.17

FEES & DEADLINES

FILING METHOD	BATCH	PAYMENT METHOD	CUSTODIAL FEE	TAX RELIEF FEE	MINIMUM FEE PER BENEFICIAL OWNER	FINAL SUBMISSION DEADLINE (ESP)
QUICK REFUND	PRIMARY BATCH	DTC	N/A	UP TO \$0.0125 PER DR	\$0	CA WEB/ESP ELECTION DEADLINE: MAY 23, 2025 8:00 P.M. EST
LONG FORM	POST-CA WEB PROCESS; ONGOING	CHECK OR ACH	N/A	UP TO \$0.0125 PER DR	\$25	OCTOBER 31, 2030 5:00 P.M. EST

MINIMUM SHARE AMOUNT REQUIRED TO FILE A QUICK REFUND CLAIM (CLAIMS RECEIVED BELOW THE FILING MINIMUM WILL BE MOVED TO LONG FORM)

BENEFICIAL OWNER'S WITHHOLDING TAX RATE OF ENTITLEMENT	RATE OF RECLAIM	MINIMUM # OF DRs REQUIRED TO FILE (BASED OFF AN APPROX. EXCHANGE RATE USD/EUR)
0.00%	15.00%	580 DRs MINIMUM

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.

ELIGIBILITY MATRIX

Note: All information related to eligibility and documentation requirements can be found on the [ESP](#) site by visiting the relevant event and viewing the Eligibility Matrix. If you need access to ESP, please complete the [New User Registration](#) form, and our team of market experts would be pleased to help you get set up.

For each Country's general Eligibility Matrix, please see ESP's [Reference Guide](#).

ESP



Deutsche Bank Trust Company Americas offers ESP powered by GlobeTax, an electronic withholding tax submission system. This system allows for the secure and simplified transfer of beneficial owner level data from the Participant to GlobeTax and creates applicable documentation on the Participants' behalf.

Submit the data online through the web site below, print out the documents on letterhead, sign them, and mail them to GlobeTax, along with the necessary required documents.

These claims should be submitted through the following website.

<https://ESP.GlobeTax.com>

Please contact us via the [ESP Service Desk](#) at 212-747-9100 if you have any questions about this process.

CONTACT DETAILS

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
GROUP EMAIL	DUTCHESP@GLOBETAX.COM
COMPANY	GLOBETAX SERVICES INC.
STREET ADDRESS	ONE NEW YORK PLAZA, 34 TH FLOOR
CITY/STATE/ZIP	NEW YORK, NY 10004

FREQUENTLY ASKED QUESTIONS (FAQs)

GENERAL QUESTIONS

Will I receive a declaration in lieu of Dividend Note (“DLD” or “CERT”) for my Article 35 Pensions or Article 36 Charities?	No , all declarations in lieu of Dividend Notes are 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 standard 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 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?	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.
Will Deutsche Bank Trust Company Americas accept claims filed directly to them by Beneficial Owners?	No , Deutsche Bank Trust Company Americas only accepts claims filed by the DTC participant who held the securities through DTCC and only to the extent that DTCC has reported these holdings to us as valid.
Is there a possibility of audit by the Local Tax Authority?	Yes , the Dutch Tax Authority reserves the right to request further information and documentation regarding submitted claims.
What documentation is required for Beneficial Owners who have not received a Dutch RSIN?	U.S. Pension and Charities (not including IRAs) who have not received a Dutch RSIN will be required to submit a 6166 that certifies the BO as an eligible us tax exempt entity. The 6166 must be valid within two years of the current date. Non-us tax exempt entities are required to submit a Certificate of Residency and other documents to prove their comparability to a Dutch tax exempt entity such as: Articles of Association, Trust Deed, Annual Account, and/or Pension Plan. Beneficial Owners that cannot supply this documentation will not be issued a Dutch RSIN and therefore will not be eligible for a refund of Dutch withholding tax.
Will I receive a declaration in lieu of Dividend Note (“DLD” or “CERT”) for my Article 35 Pensions or Article 36 Charities?	No , all declarations in lieu of Dividend Notes are maintained by the Depositary, to be released only upon written request by the Participant.

QUICK REFUND QUESTIONS

Will I be paid through DTCC for claims submitted through the Quick Refund process?	Yes .
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Do I need to physically send any documents to GlobeTax in order to participate in the Quick Refund process?	<p>Article 35 U.S. Pension and IRAs and Article 36 U.S. Charitable entities must provide only the Beneficial Owner breakdown via ESP.</p> <p>Non-U.S. Exempt entities must provide the Beneficial Owner breakdown via ESP and Certificate of Residency, 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 ESP and the Certificate of Residency upon request.</p>
Is the Quick Refund process free of charge?	No. This tax reclaim assistance service is wholly voluntary and discretionary. Quick refund applications received post deadline will be rejected. Fees will be charged for this assistance service of up to \$0.0125 per DR, and any other charges, fees or expenses payable by or due to Deutsche Bank Trust Company Americas or its agents, including the tax authorities or regulators. Fees paid to Deutsche Bank Trust Company Americas may be shared with its agents.
Is the Quick Refund process for Tax Relief offered by Deutsche Bank Trust Company Americas an optional process?	Yes , this is a discretionary, optional service.
LONG FORM QUESTIONS	
Will I be paid through DTCC for claims submitted through the Long Form process?	No , you will be paid by check or ACH.
Do I need to physically send any documents to GlobeTax 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 ESP.</p> <p>Non-U.S. Exempt entities must provide the Beneficial Owner breakdown via ESP and Certificate of Residency, 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 ESP and the Certificate of Residency upon request.</p>
Does the Long Form process have a minimum position requirement per Beneficial Owner?	No , there is no minimum position requirement per Beneficial Owner for Long Form.
What will the fee be if a Beneficial Owner's claim is for less than \$50?	Reclaims less than \$50 are subjected to a split of the reclaim funds (50/50).

Warning and Disclaimer:

The information and data contained in this Notice is based on information obtained from multiple sources believed to be reliable. However, Deutsche Bank Trust Company Americas and its agents do not warrant or guarantee the accuracy or completeness of, nor undertake to update or amend, this information or data. We and our agents expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon any of this information or data. The information contained in this Notice is subject to change, including in the and subject to discretion of third parties, and/or pre-emption or being superseded by local market rules, and practices or actions taken by non-U.S. agents or tax authorities. Deadlines often differ from statutory deadlines. You should file claims as soon as possible, and at least six months prior to the specified deadline.