IMPORTANT NOTICE
The Depository Trust Company

B #:	24499-26
Date:	August 7, 2026
To:	All Participants
Category:	Tax Relief, Distributions
From:	International Services
Attention:	Operations, Reorg & Dividend Managers, Partners & Cashiers
Subject:	**Tax Relief Country:** NETHERLANDS **Security:** HEINEKEN HOLDING N.V. **CUSIP:** 423008101 **Record Date:** 08/10/2026 **Payable Date:** 08/24/2026 **Quick Refund CA Web Instruction Deadline:** 09/11/2026 8:00 PM ET

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.

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

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 #S 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.

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	Aug 10, 2026	Aug 17, 2026	Aug 24, 2026	2 : 1	EUR 0.76

FEES & DEADLINES

FILING METHOD	PAYMENT METHOD	CUSTODIAL FEE (USD)	TAX RELIEF FEE	MINIMUM FEE PER BENEFICIAL OWNER	FINAL SUBMISSION DEADLINE
QUICK REFUND	DTCC	N/A	UP TO $ 0.01250 PER DR	N/A	CA WEB / ESP ELECTION DEADLINE: Sep 11, 2026 ORIGINAL DOCUMENT DEADLINE: N/A
LONG FORM	CHECK OR ACH	N/A	UP TO $ 0.01250 PER DR	$ 125.00000	Oct 31, 2031 5:00 PM ET

MINIMUM SHARE AMOUNT REQUIRED TO FILE A CLAIM
(CLAIMS RECEIVED BELOW THE FILING MINIMUM WILL BE REJECTED)

FILING METHOD	WITHHOLDING RATE	RECLAIM RATE	MINIMUM # OF DRs REQUIRED TO FILE (BASED OFF AN APPROX. EXCHANGE RATE OF 1.137640 USD PER EUR)
QUICK REFUND	0.00000%	15.00000%	10,500 DRs

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Agreements, Fees, Representations and Indemnification from Participants and Beneficial Owners

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 ESPs 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 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	
PHONE NUMBER	800-876-0959 (+1 212 747 9100 from outside US)
FAX NUMBER	866-888-1120
GROUP EMAIL	DutchESP@globetax.com
COMPANY	GLOBETAX SERVICES INC.
STREET ADDRESS	ONE NEW YORK PLAZA, 34TH FLOOR
CITY/STATE/ZIP	NEW YORK, NY 10004

FREQUENTLY ASKED QUESTIONS (FAQs)

QUICK REFUND

Will I be paid through DTC for claims submitted through the Quick Refund process?	**Yes.**
Do I need to physically send any documents to the Depositary Bank/GlobeTax in order to participate in the Quick Refund process?	Article 35 U.S. pension & IRAs and Article 36 U.S. charitable entities must only provide the Beneficial Owner Breakdown via ESP.
Is the Quick Refund process free of charge?	**No.** This tax relief assistance service is wholly voluntary and discretionary and outside the terms and conditions of any applicable deposit agreement. DEUTSCHE BANK TRUST COMPANY AMERICAS undertakes no duty or obligation to provide this service and may reject or decline any or all proposed electing participants or holders in its sole discretion. Fees will be charged for this service of up to $0.0125 per DR with a $0.00 minimum, and any other charges, fees or expenses payable by or due to DEUTSCHE BANK TRUST COMPANY AMERICAS or its agents, including the custodian or to tax authorities or regulators. Fees paid to DEUTSCHE BANK TRUST COMPANY AMERICAS may be shared with its agents.
Is the Quick Refund process an optional process?	**Yes.** This is a discretionary, optional service.

FREQUENTLY ASKED QUESTIONS (FAQs)

LONG FORM

Will I Be Paid Through DTC 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 the depositary bank / GlobeTax in order to participate in the Long Form process?	Article 35 U.S. pension & IRAs and Article 36 U.S. charitable entities must only provide the beneficial owner breakdown via ESP. Non-U.S. exempt entities must provide the beneficial owner breakdown via ESP and the COR, trust deed, annual account, and/or pension plan upon request. Non-U.S. entities claiming the favorable rate must provide the beneficial owner breakdown via ESP and the COR upon request.

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FREQUENTLY ASKED QUESTIONS (FAQs)

LONG FORM

Does the Long Form process have a minimum position requirement per beneficial owner? What will the fee be if a Beneficial Owner's claim is for less than $250?	**No,** there is no minimum position requirement per beneficial owner for the Long Form. Reclaims of less than $250.00 are subject to a split of the reclaim funds (50/50).
Is there an opportunity to file after the three year statute of limitations in the Netherlands?	**Yes,** however, reclaims that are not filed by GlobeTax within three years of the end of year of the payment date, may file claims through the ex-officio period which runs to five years from the end of year in which the dividend has paid, however, the applicant loses their ability to appeal with the DTA should their claim be rejected.

FREQUENTLY ASKED QUESTIONS (FAQs)

GENERAL

Will I receive a declaration in lieu of dividend note ("DLD" or "CERT") for my Article 35 pensions or Article 36 charities?	**No,** all declaration in lieu of dividend notes are maintained by the depositary and 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.
Will GlobeTax accept claims filed directly to them by beneficial owners?	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.
Is there a possibility of audit by the local tax authority?	**Yes,** the DTA reserves the right to request further information and documentation regarding submitted claims.

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.