

Heineken N.V. reports the progress of transactions under its current share buyback programme

Amsterdam, 17 March 2025 - Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) hereby reports transaction details related to the first €750 million tranche of its €1.5 billion share buyback programme as communicated on 12 February 2025.

From 10 March 2025 up to and including 14 March 2025 a total of 65,841 shares was repurchased on exchange at an average price of € 79.52. During the same period, 65,600 shares were repurchased from Heineken Holding N.V..

Up to and including 14 March 2025, a total of 567,119 shares was repurchased under the share buyback programme for a total consideration of € 45,166,410 (including shares repurchased from Heineken Holding N.V.).

Heineken N.V. publishes on a weekly basis, every Monday, an overview of the progress of the share buyback programme on its website: <https://www.theheinekencompany.com/investors/share-information/share-buyback-programme>

Enquiries

Media

Christiaan Prins

Director of Global Communication

Marlie Paauw

Corporate Communications Lead

E-mail: pressoffice@heineken.com

Tel: +31-20-5239355

Investors

Tristan van Strien

Global Director of Investor Relations

Lennart Scholtus / Chris Steyn

Investor Relations Manager / Senior Analyst

E-mail: investors@heineken.com

Tel: +31-20-5239590

Regulatory information

This press release is issued in connection with the disclosure and reporting obligations as set out in Article 5(1)(b) Regulation (EU) 596/2014 and Article 2(2) of the Commission Delegated Regulation (EU) 2016/1052 that contains technical standards for buyback programs.

Editorial information:

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium and non-alcoholic beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 340 international, regional, local and specialty beers and ciders. With HEINEKEN's over 85,000 employees, we brew the joy of true togetherness to inspire a better world. Our dream is to shape the future of beer and beyond to win the hearts of consumers. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brew a Better World", sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Most recent information is available on our Company's website and follow us on LinkedIn and Instagram.