



**VIDEO: Heineken N.V. Director, Head of Investor Relations, Sonya Ghobrial,
Interviewed in OTCQX Video Series**

NEW YORK – April 4, 2017 – [Heineken N.V.](#) (OTCQX: HEINY; HINKF; HKHHY; HKHHF), Director, Head of Investor Relations, Sonya Ghobrial was interviewed by [OTC Markets Group](#) (OTCQX: OTCM) in its OTCQX® Video Series. The series features one-on-one interviews with senior executives of OTCQX companies as they showcase their businesses and investment profiles.

In the interview, Sonya Ghobrial discusses:

- The company's transformation over the last three years to create a balanced global footprint, with around 60% of profits coming from developing markets
- Heineken's portfolio focus, led by Heineken® but with more than 250 brands, some that have potential to travel across regions
- Consolidation in the beer sector and Heineken's M&A strategy, including comments on the proposed transactions announced in the last 6 months, the Punch transaction in the U.K., and the acquisition of the Kirin business in Brazil

To watch the complete interview, visit OTC Markets Group's YouTube page at <https://youtu.be/003wV9UiuSQ>

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a powerful portfolio of more than 250 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business and delivers value for all stakeholders. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ approximately 73,000 people and operate 167 breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V.

shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY).

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