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HEINEKEN announces global partnership with Formula One Management

Amsterdam, 9th June 2016: HEINEKEN and Formula One Management (FOM) have reached an agreement for Heineken® to become a Global Partner of Formula 1® (F1®). This significant partnership will start this year at the newly renamed FORMULA 1 GRAN PREMIO HEINEKEN D'ITALIA 2016, in Monza, and run for a multi-year term.

From the 2017 F1® season onwards, Heineken® will be the F1® Event Title Partner of three Formula 1® Grands Prix (GP). It will also have a significant presence at several additional F1® Events chosen by Heineken® and Formula One Management. Heineken® will be the exclusive Global Beer Partner of Formula 1® and will also have substantial pouring, activation and access rights across the majority of F1® Events in the FIA Formula One World Championship™. Heineken® will not be visible on any F1® cars.

Heineken® will create fully integrated global F1® *'Open your World'* manifesto and *"If You Drive, Never Drink"* campaigns. Activations will include F1® circuit branding, TV commercials, digital activations, live fan experiences and events, dedicated PR initiatives, and packaging/point-of-sale activations. David Coulthard and Sir Jackie Stewart will be ambassadors for the respective campaigns.

Gianluca Di Tondo, Senior Director Global Heineken® Brand at HEINEKEN, said; "Formula One is bigger than a race. It is a global event. F1 represents a unique opportunity for Heineken to engage with existing and potential consumers in important growth markets. F1 delivers in three specific areas; strong commercial opportunities; expansion of our responsible drinking platform in new and innovative ways; and enabling skill transfers between F1 and our employees."

He added: "This partnership complements our existing global platforms, enabling us to reach F1's huge spectator numbers and 400 million unique television viewers every year. The hallmark of our long and successful relationships with UEFA Champions League, Rugby World Cup and the James Bond franchise is our passion to excite our consumers. We will be bringing this passion to Formula One."



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Bernie Ecclestone, CEO of the Formula One group, said; “Heineken is a premium international brand with a super reputation for first class marketing. I am very pleased to welcome them to the Formula One family and look forward to the scale and quality of their activation at and away from F1 Events. We are both in the innovation and enjoyment business and I hope that this is the start of a long and special relationship. When I have a beer, I have always been happy with a Heineken”.

Central to the partnership will be a clearly articulated and compelling ‘responsibility’ message. The Formula 1® global platform will provide Heineken® with even greater opportunities, globally and locally, to drive positive change. Consumers will be left in no doubt that Heineken® and Formula 1® are both clear; “*If You Drive, Never Drink*”.

The new campaign will build on HEINEKEN’s long standing commitment to use its flagship brand to convey the responsibility message. Heineken® invests 10% of the brand’s global media spend on dedicated responsible consumption campaigns such as *Moderate Drinkers Wanted* and *Dance More Drink Slow*. The message is also delivered through sponsorship platforms such as UEFA Champions League and Rugby World Cup where one third of all pitch side advertising is dedicated to the message. As well as at hundreds of music festivals and shows around the world. The messaging also appeared on more than 8 billion bottles and cans in 2015.

Bernie Ecclestone added; “Some time ago I started a ‘*Think Before You Drive*’ campaign at F1 Events. I am pleased that this important initiative now has such strong and committed support from Heineken, through its “*If You Drive, Never Drink*” campaign. We will now evolve and reinforce these messages in a way that reflects the Heineken personality and values.”

–ENDS–

Editorial information:

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About HEINEKEN:

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



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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). Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com and follow us via @HEINEKENCorp.

About 'Enjoy Heineken Responsibly':

'Enjoy Heineken® Responsibly (EHR),' is our global brand-led approach to promote responsible consumption, first launched in 2004. Whilst the Enjoy Heineken® Responsibly is the flagship of our commitments, we are of course promoting responsible consumption throughout our brand portfolio. As an industry leader, we believe we should lead by example, playing an active role in promoting responsible and moderate consumption of alcohol.

HEINEKEN employees are ambassadors for our responsible consumption agenda and, around the world, many markets have developed tailored activations to spread the message locally. We also work in partnership with many stakeholders to encourage responsible attitudes and to understand and address alcohol misuse.

About Formula 1

Formula 1®, which began in 1950, is the world's most prestigious motor racing competition and is the world's most popular annual sporting series. In 2015 it was watched by 400 million unique television viewers from over 200 territories. The 2016 FIA Formula One World Championship™ runs from March to November and spans 21 races in 21 countries across five continents. Formula One World Championship Limited is part of the Formula One Group, founded by CEO Bernie Ecclestone, and holds the exclusive commercial rights to the FIA Formula One World Championship™. For more information on Formula 1® visit www.formula1.com.

About David Coulthard

David Coulthard has enjoyed a long and spectacular career during which he drove for three of the most successful teams in the history of Formula One – Williams, McLaren and Red Bull Racing – and at the time of his retirement he was the highest points-scoring British Formula One driver of all time.

Winner of 13 Grands Prix, he finished 5 times in the top 3 of the FIA F1 world championship. He was a 2 time winner of the world famous Monaco Grand Prix, alongside his double victories at the British and Australian GP's David achieved a remarkable 62 podium finishes during 15 seasons.

Outside of Formula One, David has been a successful entrepreneur, launching one of Monaco's most popular hotels and investing in a range of businesses which have added to his reputation as being a winner on and off track.

Coulthard was appointed Member of the Order of the British Empire (MBE) in the 2010 Queens Birthday Honours for his services to motorsport.



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About Sir Jackie Stewart

Born in 1939, Sir Jackie was involved with cars from an early age. Leaving school at 15, (his dyslexia undiagnosed until much later), he found his personal voice in sport; first as an Olympic-class shot, then in motor racing.

Sir Jackie's motor racing career took off internationally in 1965 when, at Monza, he scored the first of his 27 Grand Prix Championship victories. During his career, he was crowned three-time World Champion and achieved a total of 27 victories, out of 99 races. In 1988 he formed, with his son Paul, Paul Stewart Racing; subsequently, in 1996, forming Stewart Grand Prix which was sold to the Ford Motor Company in 1999.

Sir Jackie was awarded the OBE in 1972 and was knighted in 2001. He was awarded an Honorary Professorship from the University of Stirling and received eight Honorary Doctorates from US and Scottish and English Universities. He has received honours from His Majesty the King of Jordan and His Majesty the King of Bahrain.

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