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| B #: | 8971-18 |
| Date: | August 3, 2018 |
| To: | All Participants |
| Category: | Dividends |
| From: | International Services |
| Attention: | Operations, Reorg & Dividend Managers, Partners & Cashiers |
| Subject: | Tax Relief – Country: Netherlands HEINEKEN HOLDING N.V. CUSIP: 423008101 Record Date: 08/09/2018 Payable Date: 08/16/2018 CA Web Instruction Deadline : 09/11/2018 8:00 P.M E.T. |

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.

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Non-Confidential



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

Participants can use DTC's Corporate Actions Web (CA Web) instructions tab to certify all or a portion of their position entitled to the applicable withholding tax rate. Use of these instruction methods will permit entitlement amounts to be paid through DTC.

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 below Eligibility Matrix.

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| DIVIDEND EVENT DETAILS | |
|---|-----------------------|
| COUNTRY OF ISSUANCE | NETHERLANDS |
| ISSUE | HEINEKEN HOLDING N.V. |
| CUSIP# | 423008101 |
| UNDERLYING ISIN | NL0000008977 |
| DEPOSITARY | DEUTSCHE BANK |
| DR RECORD DATE | AUGUST 9, 2018 |
| ORD PAY DATE | AUGUST 9, 2018 |
| DR PAY DATE | AUGUST 16, 2018 |
| RATIO (DR to ORD) | 2 DR : 1 ORD |
| ORD RATE | EUR 0.59 |
| STATUTORY WITHHOLDING RATE | 15% |
|  | N/A |

IMPORTANT CHANGES: NEW DUTCH BENEFICIAL OWNER REGISTRATION PROCESS (QUICK REFUND AND LONG FORM ONLY)

EFFECTIVE IMMEDIATELY, ALL BENEFICIAL OWNERS MUST BE REGISTERED WITH THE DUTCH TAX AUTHORITIES (DTA) THUS RESULTING IN AN ASSIGNED DUTCH TAX ID # ON FILE WITH GLOBETAX IN ORDER FOR THE BENEFICIAL OWNER'S RECLAIM TO BE FILED FOR DURING THE QUICK REFUND OR LONG FORM PROCESS. ONCE GLOBETAX RECEIVES A VALID CLAIM FROM THE BROKER, GLOBETAX WILL REQUEST THE DUTCH TAX ID # FROM THE DTA. BENEFICIAL OWNERS WITHOUT A DUTCH TAX ID # WILL EXPERIENCE A DELAY IN FILING UNTIL GLOBETAX HAS RECEIVED THE ASSIGNED TAX ID # FROM THE DTA. BROKERS ARE NOT REQUIRED TO SUBMIT A DUTCH TAX ID # IN ORDER TO FILE.

QUICK REFUND CHANGES

BENEFICIARIES CONSIDERED ELIGIBLE ARE THOSE WITH SHARE POSITIONS OF 5,000 SHARES OR MORE AND ASSIGNED DUTCH TAX ID #s AT THE TIME OF ESP SUBMISSION. THE ESP QUICK REFUND DEADLINE WILL BE PAY DATE + 1 MONTH. THE CA WEB QUICK REFUND DEADLINE WILL NOW BE THE ESP QUICK REFUND DEADLINE + 1 WEEK. UPON SUBMISSION, ESP WILL ADVISE BROKERS WHICH BENEFICIARIES WILL BE FILED VIA QUICK REFUND AND WHICH WILL BE MOVED TO LONG FORM.

BROKERS SHOULD MAKE OR REVISE THEIR CA WEB ELECTION BY THE CA WEB QUICK REFUND DEADLINE TO REFLECT THE REGISTERED BENEFICIARIES

NON-US DOCUMENTATION REQUIREMENT CHANGES

THE BELOW QUICK REFUND/LONG FORM REQUIREMENTS ARE EFFECTIVE IMMEDIATELY. FURTHER DETAILS REGARDING DOCUMENTATION CAN BE FOUND IN THE "**ELIGIBILITY MATRIX – QUICK REFUND/LONG FORM**" TABLE:

NON-US FAVORABLE 10%

- COR
 - COR VALID WITHIN TWO YEARS OF TAX YEAR

NON-US EXEMPT 0%

DTT CLAIMS

- COR
 - COR VALID WITHIN TWO YEARS OF TAX YEAR
 - MUST STATE EXEMPTION FROM ALL TAXES

DUTCH DOMESTIC LAW CLAIMS

- COR
 - COR VALID WITHIN TWO YEARS OF TAX YEAR
 - MUST STATE EXEMPTION FROM ALL TAXES
- RELEVANT DIVIDEND NOTES
 - PENSIONS ARE REQUIRED TO PROVIDE PENSION PLAN AND/OR ANNUAL ACCOUNTS
 - NON-PENSIONS ARE REQUIRED TO PROVIDE ARTICLES OF ASSOCIATION AND/OR TRUST DEED
- DTA RESERVES THE RIGHT TO REQUEST FURTHER DOCUMENTS TO PROVE EXEMPTION

FEES & DEADLINES

| FILING METHOD | BATCH | PAYMENT METHOD | TAX RELIEF FEE | MINIMUM FEE PER BENEFICIAL OWNER | FINAL SUBMISSION DEADLINE (ESP) | FINAL SUBMISSION DEADLINE (CA WEB) |
|---------------------|---------------------------------|---------------------|--------------------------|----------------------------------|------------------------------------|-------------------------------------|
| QUICK REFUND | PRIMARY LONG FORM BATCH | VIA DTC | UP TO \$0.0125 PER DR | \$25.00 | SEPTEMBER 4, 2018 8:00 P.M. EST | SEPTEMBER 11, 2018 8:00 P.M. EST |
| LONG FORM | POST-CA WEB PROCESS; ONGOING | VIA CHECK OR ACH | UP TO \$0.0125 PER DR | \$25.00 | OCTOBER 31, 2023 8:00 P.M. EST | N/A |

ELIGIBILITY MATRIX – QUICK REFUND/LONG FORM

| RATE DESCRIPTION | RECLAIM RATE | ELIGIBLE RESIDENTS | DOCUMENTATION REQUIRED | SIGNATURE REQUIRED |
|--|--------------|--|---|---|
| UNFAVORABLE 15% | 0% | NON-TREATY COUNTRIES | NONE | N/A |
| FAVORABLE 10% POST PAY DATE | 5% | AZERBAIJAN, BAHRAIN, CZECH REPUBLIC, CHINA, HONG KONG, INDONESIA, KUWAIT, OMAN, PORTUGAL, QATAR, SAUDI ARABIA, SLOVAK REPUBLIC, SOUTH AFRICA, TAIWAN, UNITED ARAB EMIRATES, VENEZUELA | <ol style="list-style-type: none"> ESP SUBMISSION OR COVER LETTER (EXHIBIT A) CERTIFICATE OF RESIDENCY (COR)^ | <ol style="list-style-type: none"> YES – DTC PARTICIPANT N/A |
| FAVORABLE 10% POST PAY DATE | 5% | GHANA, JAPAN, UNITED KINGDOM | <ol style="list-style-type: none"> ESP SUBMISSION OR COVER LETTER (EXHIBIT A) CERTIFICATE OF RESIDENCY (COR)^ | <ol style="list-style-type: none"> YES – DTC PARTICIPANT N/A |
| EXEMPT 0% POST PAY DATE | 15% | U.S. ARTICLE 36 - CHARITIES under 501(c)(3), 509(a)(1), 509(a)(2), 509(a)(3), 17-(b) | <ol style="list-style-type: none"> ESP SUBMISSION OR COVER LETTER (EXHIBIT A) | <ol style="list-style-type: none"> YES – DTC PARTICIPANT |
| EXEMPT 0% POST PAY DATE | 15% | U.S. ARTICLE 35 - PENSIONS and IRAs under 401(a), 401(k), 457(b), 403(b), 408, 408(a) | <ol style="list-style-type: none"> ESP SUBMISSION OR COVER LETTER (EXHIBIT A) | <ol style="list-style-type: none"> YES – DTC PARTICIPANT |
| EXEMPT 0% (FOREIGN TAX EXEMPT) POST PAY DATE | 15% | ANY ENTITY DOMICILED IN A COUNTRY IN WHICH IT IS NOT SUBJECT TO TAX ON PROFITS, AS LONG AS THAT STATE HAS AN EXCHANGE OF TAX INFORMATION AGREEMENT IN PLACE WITH THE NETHERLANDS, & THAT ENTITY WOULD NOT BE SUBJECT TO PROFITS TAX IN THE NETHERLANDS IF IT WERE BASED THEREIN. | <ol style="list-style-type: none"> ESP SUBMISSION OR COVER LETTER (EXHIBIT A) CERTIFICATE OF RESIDENCY (COR)^ ARTICLES OF ASSOCIATION, TRUST DEED, ANNUAL ACCOUNT, AND/OR PENSION PLAN^ | <ol style="list-style-type: none"> YES – DTC PARTICIPANT N/A N/A |

*NOTE: All documents listed in **BLUE font** are generated by GlobeTax's ESP website after submission of beneficial owner data

^NOTE: These documents are to be kept on file in case of DTA request. They are not required to be sent to GlobeTax upon ESP submission or filing. GlobeTax will request these documents from you if they are requested by the DTA. Scans will suffice. COR is valid within 2 years from tax year.

DESCRIPTION OF VARIOUS DOCUMENTATION

| DOCUMENT NAME | DESCRIPTION |
|--------------------------------------|--|
| APPENDIX A (COVER LETTER) | A listing of the beneficial owner's details, taxpayer ID numbers, number of DRS, and entity type (charity or pension). The cover letter is provided to Deutsche Bank Trust Company Americas by the participant, either through ESP submission or through traditional hard copy reclaim cover letter. |
| IRS FORM 6166 | https://www.irs.gov/individuals/international-taxpayers/form-6166-certification-of-u-s-tax-residency |
| ARTICLES OF ASSOCIATION | A document specifying the regulations for the operations of a legal entity. The articles of association define the entity's purpose, organizational structure, and how financial records are maintained. |

CONTACT DETAILS

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|------------------------------|--|
| PRIMARY CONTACT | JOFFIE SAM |
| DOMESTIC PHONE (U.S.) | 1-800-876-0959 |
| DOMESTIC FAX (U.S.) | 1-800-888-1120 |
| INTERNATIONAL PHONE | 1-212-747-9100 |
| INTERNATIONAL FAX | 1-212-747-0029 |
| EMAIL ADDRESS | JOFFIE_SAM@GLOBETAX.COM |
| 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 |
| ADDITIONAL CONTACTS | SHERELLE ISAACS |

ESP

powered by **GLOBETAX**

Deutsche Bank 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 Deutsche Bank and creates applicable documentation on the Participants behalf. Submit the data online through the web site below, print out the document on letterhead, sign, and mail to Deutsche Bank / GlobeTax.

These claims should be submitted through the following web site. (Requires a one-time registration)

<https://ESP.GlobeTax.com>

Please contact support@globetax.com at 212-747-9100 if you have any questions about this process.

FREQUENTLY ASKED QUESTIONS (FAQs)

GENERAL QUESTIONS

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|---|---|
| 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, 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 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 DEUTSCHE BANK TRUST COMPANY AMERICAS ACCEPT CLAIMS FILED DIRECTLY TO THEM BY BENEFICIAL OWNERS? | DEUTSCHE BANK TRUST COMPANY AMERICAS 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. |

QUICK REFUND QUESTIONS

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| WILL I BE PAID THROUGH DTC FOR CLAIMS SUBMITTED THROUGH THE QUICK REFUND PROCESS? | YES. |
| DO I NEED TO PHYSICALLY SEND ANY DOCUMENTS TO DEUTSCHE BANK TRUST COMPANY AMERICAS 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. NON-U.S. EXEMPT ENTITIES MUST PROVIDE THE BENEFICIAL OWNER BREAKDOWN VIA ESP AND COR, TRUST DEED, ANNUAL ACCOUNT, AND/OR PENSION PLAN UPON REQUEST. NON-US ENTITIES CLAIMING THE FAVORABLE RATE MUST PROVIDE THE BENEFICIAL OWNER BREAKDOWN VIA ESP AND THE COR UPON REQUEST. |

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| DOES THE QUICK REFUND PROCESS HAVE A MINIMUM POSITION PER BENEFICIAL OWNER REQUIREMENT? | ANY CLAIM FOR BENEFICIAL OWNERS HOLDING LESS THAN 5,000 DRS WILL BE AUTOMATICALLY HELD AND SUBSEQUENTLY FILED VIA THE TRADITIONAL LONG FORM PROCESS. THEY WILL NOT BE PAID VIA DTC. |
| 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 DTC FOR CLAIMS SUBMITTED THROUGH THE LONG FORM PROCESS? | NO, YOU WILL BE PAID BY CHECK. |
| DO I NEED TO PHYSICALLY SEND ANY DOCUMENTS TO DEUTSCHE BANK TRUST COMPANY AMERICAS 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. NON-U.S. EXEMPT ENTITIES MUST PROVIDE THE BENEFICIAL OWNER BREAKDOWN VIA ESP AND COR, TRUST DEED, ANNUAL ACCOUNT, AND/OR PENSION PLAN UPON REQUEST. NON-US ENTITIES CLAIMING THE FAVORABLE RATE MUST PROVIDE THE BENEFICIAL OWNER BREAKDOWN VIA ESP AND THE COR UPON REQUEST. |
| 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 \$50? | NO, ALL CLAIMS WILL BE PROCESSED THOUGH THERE IS A MINIMUM FEE OF \$25 PER BENEFICIAL OWNER. DEUTSCHE BANK TRUST COMPANY AMERICAS WAIVES THE \$25 MINIMUM ON AN EXCEPTIONAL BASIS IN FAVOR OF A SPLIT OF THE RECLAIMED FUNDS (50/50) FOR ANY BENEFICIAL OWNER RECLAIMING LESS THAN \$50. |
| IS THE LONG FORM PROCESS FREE OF CHARGE? | NO. THIS TAX RECLAIM ASSISTANCE SERVICE IS WHOLLY VOLUNTARY AND DISCRETIONARY AND OUTSIDE THE TERMS AND CONDITIONS OF ANY APPLICABLE DEPOSIT AGREEMENT. FEES WILL BE CHARGED FOR THIS ASSISTANCE SERVICE OF UP TO \$0.0125 PER DR FOR STANDARD LONG FORM RECLAIMS WITH A MINIMUM OF \$25.00. RECLAIMS RECEIVED POST DEADLINE CANNOT BE ASSURED AND MAY BE SUBJECT TO A PER BENEFICIARY FEE AS WELL AS OTHER CHARGES, FEES OR EXPENSES PAYABLE BY OR DUE TO CITIBANK OR ITS AGENTS, INCLUDING THE CUSTODIAN OR TAX AUTHORITIES. IN ADDITION, CHARGES MAY APPLY TO ANY LONG FORM CLAIMS REJECTED OR NOT ACCEPTED BY THE CUSTODIAN. FEES PAID TO DEUTSCHE BANK MAY BE SHARED WITH ITS AGENTS AND AFFILIATES. |
| IS THIS LONG FORM PROCESS FOR TAX RELIEF OFFERED BY DEUTSCHE BANK TRUST COMPANY AMERICAS AN OPTIONAL PROCESS? | YES, THIS IS A DISCRETIONARY, OPTIONAL SERVICE. |

FORMS AND ATTACHMENTS

**Double click on respective icon to view attachment.*

APPENDIX A – COVER LETTER

***For Non-ESP users ONLY*



APPENDIX A
fillable.pdf

APPENDIX A – EXCEL BREAKDOWN

***For Non-ESP users ONLY*



Microsoft Excel
Worksheet