

Heineken NV

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our reference

your reference

date

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SUPPL

Dear Sir/Madam,

Attached please find a publication of Heineken NV dated October 16, 2001.
This publication is filed in relation with the exemption under Rule 12g3-2(b) of Heineken NV.

Yours sincerely,

J.C. van de Merbel

J.C. van de Merbel
Director Investor Relations

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THOMSON
FINANCIAL

Encl.

dlw 1/31

Amsterdam, 16 October 2001

Heineken N.V. net profit increase for 2001 to be at least 12%

When announcing the half-year results of Heineken N.V. on 12 September 2001, the dramatic events in the United States of the previous day, prevented Heineken from issuing a concrete profit forecast for the full year 2001.

The Executive Board now announces that Heineken N.V. expects an increase in net profit before extraordinary results of at least 12% for the year 2001, provided that no major deterioration in international affairs occurs. As already reported, Heineken has realised an extraordinary profit after tax of EUR 52 million in the first half year 2001. For the year 2000, net profit amounted to EUR 621 million.

The expected profit increase is based on a modest autonomous growth in sales volume, an improvement in the sales mix as well as a positive effect of exchange rates, mainly the US dollar (versus the Euro), and the positive results of first time consolidation of certain subsidiaries.

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