

HEINEKEN Publishes 2015 Sustainability Report

(GLOBE NEWSWIRE) - Heineken N.V. (EURONEXT: HEIA; OTCQX: HEINY) today details progress towards its "Brewing a Better World" 2020 commitments and launches new 'spoken word' [video](#) to bring the sustainability message to a new, millennial audience.

Highlights

- Key new partnerships on both a global and local level were established to support the delivery of the 2020 targets. Collaborations included watershed workshops with UNIDO, a water risk assessment with WWF International and formulating a Human Rights due diligence process with expert support from NGO Shift.
- Water consumption in breweries worldwide reduced to 3.7 hl/hl^[1]; a 26% decrease since 2008.
- CO2 emissions in production decreased in both absolute and relative terms; down 36% in relative terms since 2008. Across the 'barley to bar' value chain, total carbon footprint reduced 6.3% compared with the 2012 baseline.
- 21% of barley, 53% of hops and 71% of bittersweet apples were sourced sustainably, exceeding 2015 targets. Across Africa, 24 sourcing initiatives supported around 120,000 farmers, creating benefit and greater economic empowerment for 840,000 family members.^[2]
- EUR23.6 million was directly contributed to local communities and funding for the HEINEKEN Africa Foundation was increased by EUR10m to EUR30 million.
- The Heineken® brand launched "Moderate Drinkers Wanted" - its latest global campaign aimed at making responsible consumption aspirational. The campaign follows "Dance More Drink Slow" which was viewed more than 25 million times online in 2015.
- Effective income tax rate (beia) was 27.8% and consolidated total tax contribution was EUR9.8 billion.
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Jean-François van Boxmeer, Chairman of the Executive Board & CEO, said: "2015 was a pivotal year for the world's sustainability agenda. Events such as COP21 and the introduction of the UN's Sustainable Development Goals provide additional input for "Brewing a Better World", our approach to creating a sustainable business. We are confident of the progress we have made in 2015 though we are aware of the challenges ahead."

Setting ambitious targets is important to HEINEKEN on its sustainability journey. Against the 2015 targets across the Brewing a Better World priorities, targets in five areas were fully met, four others were nearly 100% achieved and in some areas such as distribution and safety there remains clear room for improvement. A full breakdown and explanation in each commitment area is included in the report. To support the launch and engage a millennial audience in HEINEKEN's approach to sustainability, HEINEKEN invited vocal artist Kevin 'Blaxtar' de Randamie to transform the Report into his own artistic expression.

You can view his spoken word video 'Let's Get Frank' here: <https://youtu.be/8FJyKYK74DM>

Access to the report

- HEINEKEN full 2015 Sustainability Report can be accessed and downloaded online at <https://secure.theheinekencompany.com/latest-reports>
- There are over [30 case studies](#) on the HEINEKEN Company website.

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Sustainability is an integral part of HEINEKEN's business operations and is one of HEINEKEN's six business priorities. HEINEKEN's sustainability commitments come to life through Brewing a Better World, the company's long-term approach to creating shared, sustainable value throughout the entire value chain.

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 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.