

As at 31 December 2006

Export offices are not shown

Reach

1. Western Europe

Heineken is Western Europe's largest and leading beer brewer. We have market leadership positions in the Netherlands, Spain and Italy and we are the number two player in France, Ireland and Switzerland. Heineken, and in some cases Amstel, are also brewed under licence or imported into several other Western European markets.

2. Central and Eastern Europe

Brau Union is Heineken's Central European operating company and the largest brewing group in Central Europe, leading in Greece, Austria, Romania, Slovakia, Bulgaria and Macedonia. We are the number two player in Poland. Brau Union has also strong market positions in Russia, Germany, Hungary, Croatia and the Czech Republic.

3. The Americas

Heineken has built a strong position in the Americas, with exports to the USA, Central America and the Caribbean. Heineken also owns a number of breweries in the Caribbean and Central America and has interests in and licensing agreements with several breweries in Central and South America. The agreement of Heineken USA and FEMSA Cerveza in Mexico makes Heineken the exclusive national importer, marketer and seller of FEMSA's brands. Our interest in CCU has strengthened our position in Chile and Argentina.

4. Africa and the Middle East

Heineken has owned breweries and has enjoyed substantial market positions in several African countries for more than 50 years. In Africa we brew a variety of local brands and in some countries Heineken and Amstel beer are also brewed locally. Most of the operating companies also produce and market soft drinks. In South Africa, Amstel is brewed and distributed under licence.

5. Asia Pacific

Underpinning our position in the region is our Singapore-based joint venture with Fraser & Neave, Asia Pacific Breweries (APB). It operates 23 breweries in Singapore, Malaysia, Thailand, Vietnam, Cambodia, China, New Zealand, Papua New Guinea, India and Sri Lanka. Heineken is brewed at several of APB's breweries throughout the region. In addition, we have our own breweries in Indonesia and on New Caledonia. We also import Heineken into the region. Heineken beer has a strong market position, particularly in Thailand, Vietnam, Hong Kong, Australia, New Zealand, Singapore and Taiwan.

Geographical distribution of Consolidated beer volume

In millions of hectolitres	2006	2005	%
Western Europe	32,100	31,896	0.6
Central and Eastern Europe	46,925	39,308	19.4
The Americas	13,197	11,782	12.0
Africa and the Middle East	13,281	11,559	14.9
Asia Pacific	6,402	5,976	7.1
Consolidated beer volume	111,905	100,521	11.3