

## Definitions of terms and phrases used in this report

### BEIA

Before exceptional items and amortisation of brands.

### CAPEX

Capital expenditure on property, plant and equipment.

### Cash conversion ratio

Free operating cash flow/Net profit (beia) before deduction of minority interests.

### Depletions

Sales by distributors to the retail trade.

### Dividend pay out

Dividend as percentage of net profit.

### Earnings per share

Net profit divided by the weighted average number of shares – basic – during the year.

### EBIT

Earnings before interest and taxes and net finance expenses.

### EBITDA

Earnings before interest and taxes and net finance expenses before depreciation and amortisation.

### Effective tax rate

Taxable profit adjusted for share of profit of associates, dividend income and impairments of other investments.

### Fit2Fight

Cost saving programme aimed at reducing the fixed cost base versus 2005 by €450 million by 2008.

### Fixed costs ratio

Fixed costs under Fit2Fight as a percentage of revenue.

### Free operating cash flow

This represents the total of cash flow from operating activities, and cash flow from operational investing activities.

### Gearing

Net debt/shareholders' equity.

### Net debt

Non-current and current interest-bearing loans and borrowings and bank overdrafts less securities and cash.

### Net interest cover

EBITDA/Net interest expenses.

**Net profit**

Profit after deduction of minority interests (profit attributable to equity holders of the Company).

**Organic growth**

Growth excluding the effect of foreign exchange rate movements, consolidation changes, exceptional items, amortisation of brands and changes in accounting policies.

**Organic volume growth**

Increase in consolidated volume, excluding the effect of the first time consolidation of acquisitions.

**Profit**

Total profit of the group before deduction of minority interests.

®

All brand names mentioned in this report, including those brand names not marked by an ®, represent registered trade marks and are legally protected.

**Region**

A region is defined as Heineken's managerial classification of countries in geographical units.

**Revenue**

Net realised sales proceeds in Euros.

**Top-line growth**

Growth in net revenue.

**Volume****Amstel® volume**

The volume of the Amstel brand.

**Consolidated beer volume**

100 per cent of beer volume produced and sold by fully consolidated companies and a share of beer volume produced and sold by proportionately consolidated joint-venture companies.

**Group beer volume**

The part of the total group volume that relates to beer.

**Heineken® volume**

The volume of the Heineken brand.

**Heineken® volume in Premium segment**

The group volume of the Heineken brand in the premium segment (Heineken volume in the Netherlands is excluded).

**Total group volume**

100 per cent of beer, soft drinks and other beverages volume produced and sold by fully consolidated companies and by proportionately consolidated joint-venture companies as well as the volume of Heineken's brands produced and sold under licence by third parties.