

# Profile

Heineken is one of the world's great brewers and is committed to growth and remaining independent. The brand that bears the founder's family name – Heineken – is available in almost every country on the planet and is the world's most valuable international premium beer brand.

Heineken aims to be a leading brewer in each of the markets in which we operate and to have the world's most prominent brand portfolio. Our principal brands are Heineken® and Amstel®. In addition to these, we have more than 170 international, regional, local and specialty beers around the globe, brewing a Group beer volume of 139.2 million hectolitres. Our other leading brands include Cruzcampo®, Tiger®, Żywiec®, Birra Moretti®, Ochota®, Primus® and Star®.

We have the widest presence of all international brewers, thanks to our global network of distributors and 119 breweries in more than 65 countries. In Europe we are the largest brewer and distributor of beverages.

Our global coverage is achieved through a combination of wholly-owned companies, licence agreements, affiliates and strategic partnerships and alliances. Some of our wholesalers also distribute wine, spirits and soft drinks. Our brands are well established in profitable, mature markets, whilst the popularity of our beers is growing daily in emerging beer markets.

Marketing excellence and innovation are key components of our growth strategy. In everything we do, it is the consumers and their changing needs that is at the heart of our efforts.

We also fully acknowledge our role in society. Social responsibility and sustainability underpin everything we do. We will continue expanding initiatives to combat alcohol abuse and misuse and we will work hard to reach the highest environmental standards in the industry.

## History

The Heineken story began more than 140 years ago in 1864 when Gerard Adriaan Heineken acquired a small brewery in the heart of Amsterdam. Four generations of the Heineken family have been passionately involved in the expansion of the Heineken brand and the Company throughout the world.

## Employees

In 2007, the average number of people employed was 54,004. Their hard work and commitment are the basis of our Company's success.