



Heineken® reveals first Formula 1® campaigns

Amsterdam, 2nd September 2016: Heineken® has officially launched its global Formula 1® (F1®) partnership with two new campaigns; “When You Drive, Never Drink” and “More than a Race”. The launch coincides with the brand’s first Formula 1® Grand Prix (GP) as an official F1® Event Title Partner; the FORMULA 1 GRAN PREMIO HEINEKEN D’ITALIA 2016. Both campaigns will be rolled out across multiple markets on TV and digital platforms this year and throughout 2017.

“When You Drive, Never Drink” is the latest chapter in HEINEKEN’s long term commitment to encourage responsible drinking. A new TV commercial, featuring road safety pioneer and F1® legend, Sir Jackie Stewart, creatively communicates a powerful anti-drink driving message where consumers are left in no doubt – when you drive, you never drink. It reinforces the company’s view that when you’re behind the wheel, abstinence is the only option. The campaign will also be highly visible at the Italian GP through extensive track branding and an outdoor media campaign in Milan.

<https://www.youtube.com/watch?v=tV6gygNPetU>

“More than a Race”, features former F1® driver and current TV commentator, David Coulthard. It centres on the insight that F1® is not just a two hour race. An F1® race weekend is a 72 hour spectacle of glamour and excitement, taking place in some of the world’s greatest cities. The commercial will be aired in mid-September 2016.

Gianluca Di Tondo, Senior Director Global Heineken® Brand at HEINEKEN, said; “Our new campaigns deliver in two key areas; a new and innovative take on our responsible consumption platform, and a brand campaign aimed at driving commercial opportunities. For each of these, we are only just beginning. Both will be expanded through digital activations, live fan experiences, PR initiatives and packaging/point of sale activations.”

He added; “We have partnered with the ideal ambassadors for each campaign. Sir Jackie’s track record in road safety is unparalleled, with nearly 50 years of pioneering work. He’ll be heavily involved in the wider “When you Drive, Never Drink” campaign for Heineken®. David embodies our “More than a Race” activity, he enjoyed a highly successful career as an F1 driver, and now has a multi-faceted role in the F1 community.”



Bernie Ecclestone, CEO of the Formula One group, said; “Heineken’s new campaigns are impressive. They provide impact, innovation and scale. The campaigns capture the essence of F1; safety and responsibility coupled with excitement and glamour. This is an example of why we were so excited about Heineken joining the F1 family.”

From the 2017 Formula 1® season onwards, Heineken® will be the F1® Event Title Partner of three Formula 1® Grands Prix (GP). It will also have a significant presence at six additional Formula 1® Events chosen by Heineken® and Formula One Management. Heineken® is the exclusive Global Beer Partner of Formula 1® and has substantial pouring, activation and access rights across the majority of Formula 1® Events in the FIA Formula One World Championship™. The partnership gives Heineken® the right to activate worldwide and throughout the calendar year. Heineken® will not be visible on any Formula 1® cars.

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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 81,000 people and operate more than 160 breweries in 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) programs: 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.

About ‘Enjoy Heineken Responsibly’:

‘Enjoy Heineken® Responsibly (EHR),’ is our global brand-led approach to promote responsible consumption, first launched in 2004. Whilst the Enjoy Heineken® Responsibly is the flagship of our commitments, we are of course promoting responsible consumption throughout our brand portfolio. As an industry leader, we believe we should lead by example, playing an active role in promoting responsible and moderate consumption of alcohol.

HEINEKEN employees are ambassadors for our responsible consumption agenda and, around the world, many markets have developed tailored activations to spread the message locally. We also work in partnership with many stakeholders to encourage responsible attitudes and to understand and address alcohol misuse.



About Formula 1

Formula 1®, which began in 1950, is the world's most prestigious motor racing competition and is the world's most popular annual sporting series. In 2015 it was watched by 400 million unique television viewers from over 200 territories. The 2016 FIA Formula One World Championship™ runs from March to November and spans 21 races in 21 countries across five continents.

Formula One World Championship Limited is part of the Formula One Group, founded by CEO Bernie Ecclestone, and holds the exclusive commercial rights to the FIA Formula One World Championship™. For more information on Formula 1® visit www.formula1.com.

About David Coulthard

David Coulthard has enjoyed a long and spectacular career during which he drove for three of the most successful teams in the history of Formula One – Williams, McLaren and Red Bull Racing – and at the time of his retirement he was the highest points-scoring British Formula One driver of all time.

Winner of 13 Grands Prix, he finished 5 times in the top 3 of the FIA F1 world championship. He was a 2 time winner of the world famous Monaco Grand Prix, alongside his double victories at the British and Australian GP's David achieved a remarkable 62 podium finishes during 15 seasons.

Outside of Formula One, David has been a successful entrepreneur, launching one of Monaco's most popular hotels and investing in a range of businesses which have added to his reputation as being a winner on and off track.

Coulthard was appointed Member of the Order of the British Empire (MBE) in the 2010 Queens Birthday Honours for his services to motorsport.

About Sir Jackie Stewart

Born in 1939, Sir Jackie was involved with cars from an early age. Leaving school at 15, (his dyslexia undiagnosed until much later), he found his personal voice in sport; first as an Olympic-class shot, then in motor racing.

Sir Jackie's motor racing career took off internationally in 1965 when, at Monza, he scored the first of his 27 Grand Prix Championship victories. During his career, he was crowned three-time World Champion and achieved a total of 27 victories, out of 99 races. In 1988 he formed, with his son Paul, Paul Stewart Racing; subsequently, in 1996, forming Stewart Grand Prix which was sold to the Ford Motor Company in 1999.

Sir Jackie was awarded the OBE in 1972 and was knighted in 2001. He was awarded an Honorary Professorship from the University of Stirling and received eight Honorary Doctorates from US and Scottish and English Universities. He has received honours from His Majesty the King of Jordan and His Majesty the King of Bahrain.