



HEINEKEN MEXICO OPENS ITS MOST SUSTAINABLE BREWERY

- *With a US \$500 million investment, the company maintains its commitment of contributing to Mexico's economic growth.*
- *The new brewery will be an example of circular economy in every process with a positive impact on the environment.*

Meoqui, Chihuahua, February 27, 2018 – With a US \$500 million investment and production capacity for 6 million hectoliters per year to supply both national and international markets, HEINEKEN Mexico opened its seventh brewery in the country.

During the opening event, Dolf van den Brink, CEO, HEINEKEN Mexico, stated that the new brewery will have a positive impact in the beer industry, as it was designed with breakthrough technology, becoming the first to operate under the Circular Economy principles. This means that 100 percent of all waste will be treated or recycled.

He also reinforced the company's commitment to a country that provides legal security and tax certainty, while maintaining a dynamic, vigorous economy that has allowed the national beer industry to experience growth for 16 consecutive quarters.

Dolf van den Brink said that, by 2019, the company's investment in all production processes will have reached US \$2 billion, "from the facilities that we are opening today to the expansion of warehouses and distribution centers."

HEINEKEN Mexico's new brewery in Meoqui will be 100 percent renewable. This means that different strategies will be applied to maximize the use of green energies in operations. For example, the glass windows in the brewery contain photovoltaic cells that will harvest approximately 12 percent of energy—the rest will come from wind power.

Additionally, the brewery will use the energy generated by the neighboring glass plant from company Crown, which is strategically located alongside HEINEKEN Mexico's facilities in Meoqui. This will create two significant benefits: first, the temperature of gas emissions from the Crown plant will be reduced, and second, the brewery will use this thermal energy in its boiling process.



Meoqui's brewery will have a wastewater treatment plant, whose advanced technology will allow to:

- Use biogas in boilers
- Reuse treated water for general cleaning services of shared facilities and irrigation of green spaces.

In terms of water, it will be the most efficient brewery within HEINEKEN's system worldwide as it will use two liters of water for every liter of beer produced.

All these elements will reduce thermal energy usage by 50 percent and water consumption by 50 percent.

The opening event was attended by HEINEKEN NV CEO Jean-François van Boxmeer; HEINEKEN Mexico CEO Dolf van den Brink; the Secretary of Economy Idefonso Guajardo Villarreal; the Governor of Chihuahua Javier Corral Jurado; and the Mayor of Meoqui Ismael Pérez.

During the formal event, Jean François van Boxmeer said that Mexico is a key component for the HEINEKEN world due to its stable and promising market for the industry, in addition to being an exceptional source of talent for the company, "Our operation in Mexico is one of the most important globally, and the talent of the more than 16,000 Mexicans that work at HEINEKEN Mexico is proof of the great potential of this country."

"HEINEKEN's new brewery in Meoqui will produce a significant economic spillover, which will be a reference for the state and an incentive for other industries," said the state's governor, after pointing out the importance of creating ties with the private sector to advance projects that drive progress and fuel the local economy.

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About CM/HEINEKEN Mexico

Founded in 1890, CM/HEINEKEN Mexico is the brewery with the longest tradition in Mexico. The company owns seven breweries and one malt plant, where 16,000 people share a strong commitment to quality to create the best experiences. "Offering a Better World" is the sustainability strategy that creates a positive impact on the community and the environment. Led by Heineken®, it has the largest portfolio in the market with Tecate®, Tecate Light®, Dos Equis®, Indio®, Sol®, Amstel Light®, Affligem®, Bohemia®, Noche Buena®, Strongbow Apple Ciders®, Coors Light®, Carta Blanca®, Superior®, and Kloster Light®. Since May 2010, it is part of HEINEKEN, the most international brewing group. For additional information, please visit www.cuamoc.com, Facebook and Twitter: @cuamocmx