



HEINEKEN Ireland Sales Ltd.,
1st Floor,
One Kilmainham Square,
Inchicore Road,
Dublin 8.
DO8 ET1W
T +353 (0)1 4168800
F +353 (0)1 4168801

Date
19 May, 2020.

Subject
COVID 19 – HEINEKEN Ireland Direction

Dear Customer,

Following on from my most recent correspondence of the 2nd of April, I would like to take the opportunity to give you an update on how HEINEKEN Ireland continues to support you during this time of closure, in particular to assist and help you prepare for the re-opening of your outlets which, if not exactly clear at this moment in time, is at least beginning to come into view. We are working closely with your Trade Associations, and through our various points of contact (Sales Representatives, Technical Service team and Customer Service team) we have, of course, remained in direct dialogue with you over the weeks. I would like to update you now on some key areas which will enable all parties to transition more smoothly to the new operating environment.

Sales and Draught Beer Service coverage:

I am happy to report, that since the 6th of May, our teams have been able to get back on the road visiting your outlets, cleaning beer lines, counting kegs and ensuring that the path is clear for collection of broached kegs and full kegs which are past (or will soon be past) their sell-by date.

Keg collection will commence on the 21st of May and will continue for approximately one month. You will be contacted by your HEINEKEN Keg Distributor in advance to organise the timing and logistics of collection and it is the firm intention of HEINEKEN Ireland to process all returned stock for crediting to your account. The process of counting and collecting kegs is a significant operation but rest assured your account will be credited as soon as is possible.

Please note that your empty kegs will be collected at a later date when normal delivery service has resumed. For full clarity, beer collected from trade will be returned to the Cork Brewery where it will be safely decanted. All of the product will be sustainably disposed of by HEINEKEN Ireland and our partners through a combination of measures across agriculture (e.g. animal feed) and green energy production.

Credit and Payment Schedules:

We have already informed you that we will extend credit. Our intention is to continue to do so over the coming weeks, however given that your outstanding balance will have been extended for a significant period of time, please start to re-engage with your HEINEKEN representative to discuss the clearing of this balance. If you have cancelled/frozen your direct debit mandates then recommencing normal business will be made all the more difficult. I would therefore urge you to reinstate your direct debit mandate by contacting your HEINEKEN Ireland Representative or Customer Care on 1850 514455.



Support and Guidelines for re-opening:

At time of writing, there is no formal guidance in terms of the rules and regulations for re-opening in a COVID compliant manner. However, HEINEKEN Ireland will continue to work with your Trade Associations, sharing best practice from what we learn from other countries and assisting you in whatever way we can. I'm happy to be able to refer you to a new medium of communication we have created for our customers which is called '**Pub Hub**'. This website consists of short HEINEKEN Ireland videos providing you with information and advice during this time; covering all topics from cleaning, collecting kegs, credit, and importantly re-opening support – please see here:

<https://www.heinekenireland.ie/pub-hub/>

This channel will become our main communication channel and will be updated with additional material each week, so do visit for, what we believe, are helpful updates and information for you.

Please rest assured that we will do all in our power to support you as best as possible through this monumental challenge to our trade. We will continue to engage widely with all stakeholders but most of all, with you, our valued customer, to ensure that our teams on the ground and in Customer Service are best placed to be of assistance to you when the time arrives for the reopening of your doors and when consumers can enjoy our draught and packaged range of products in your licenced outlets.

I personally look forward to enjoying a fresh draught Heineken® in a pub soon!

Yours sincerely,

A handwritten signature in black ink that reads "Sharon Walsh".

Sharon Walsh,
On Trade Commercial Director,
HEINEKEN Ireland.



HEINEKEN Ireland Sales Ltd, Registered Office: Ladyswell Brewery, Cork, Registered in Ireland No. 188537
Directors: M. Schuurman (NL), S. Walsh, W. Bogusz (Polish), P. Greene (UK), C. Hyland, J. Golden, Sina
Engelke (German)