



EFES BREWERIES INTERNATIONAL N.V.

EBI ACQUIRES KRASNY VOSTOK BREWING GROUP IN RUSSIA

Efes Breweries International N.V. ("EBI" or "the Company") today announced that it signed a Share Purchase Agreement to acquire 92.34% of Krasny Vostok Brewing Group ("the KV Group") in Russia.

The transaction, which values the KV Group at an enterprise value of approximately 390 million USD, is subject to regulatory approval. The acquisition is expected to improve the operating results of EBI's business in Russia.

The KV Group has a total annual brewing capacity of approximately 10.0 million hectolitres and operates two breweries located in Kazan and Novosibirsk. The KV Group also owns three malting facilities in Kazan with a total annual production capacity of 93,000 tons. KV Group's strength lies in the regions east of Moscow: Kazan, Novosibirsk, Ufa, Samara, Perm, Kira and Western Siberia amongst others.

With a brand portfolio consisting of an upper mainstream brand "Solodov" and economy brands, including "Krasny Vostok", "Zhigulevskoe", and "Yershistoe", the KV Group has close to 3.0% volume share of the Russian beer market.

Ahmet Boyacioğlu, Chairman of the Board of Management and Chief Executive Officer of EBI said: "Acquisition of Krasny Vostok is a very important step for EBI in terms of our future strategic position in the Russian beer market. It will enable us to solidify and build on our 4th position within the dynamically consolidating market through increased capacity, extensive geographical coverage, lower cost base and higher sales volume."

Mr. Boyacioğlu also added that "by expanding our presence in the economy segment in addition to our strong positioning in the premium and mainstream segments, we will have a significant competitive advantage by meeting the growing demand with our rich brand portfolio."

Moscow Efes Brewery ("MEB"), EBI's operating subsidiary in Russia, is the 4th largest brewer in the Russian beer market with 7.5% market share by volume as of end of November 2005 (AC Nielsen). MEB owns and operates three breweries located in Moscow, Ufa and Rostov with a total annual brewing capacity of 7.7 million hectolitres.

The product portfolio of EBI in Russia currently consists of brands with strong positions in their respective segments including "Warsteiner" (Super Premium) "Efes Pilsener", "Zlatopramen", "Amsterdam Navigator" (Premium) brands that are produced under license as well as "Stary Melnik" (Upper Mainstream), "Sokol" (Lower Mainstream) and "Beliy Medved" (Economy).

With the acquisition of the KV Group, EBI will increase its total annual brewing capacity in Russia to approximately 18 million hectolitres and total market share to around 10%. Additionally, total annual malt production capacity of EBI in Russia will increase from approximately 46.000 tons to approximately 139,000 tons.

About EBI

EBI has a strong presence in the countries in which it operates, across the CIS, Eastern Europe and the Balkans. Currently EBI operates in Russia, Moldova, the Republic of Kazakhstan, Serbia and Montenegro and Romania where the Company has nine breweries with a total annual brewing capacity of 11.8 million hectolitres.



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The Company, established in the Netherlands, completed a successful listing of GDRs on the London Stock Exchange in October 2004 and currently is a publicly traded company (IOB: EBID).

A copy of this press release can be accessed at www.efesholland.nl.

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