



FOR GENERAL RELEASE TO THE PUBLIC  
APRIL 27<sup>TH</sup>, 2006



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## **EFES BREWERIES INTERNATIONAL N.V.**

### **LICENCE AGREEMENT TO BREW AND SELL BAVARIA PRODUCTS IN RUSSIA**

Efes Breweries International (“EBI”) today announced that its operating subsidiary in Russia, Moscow Efes Brewery (“MEB”), will brew, market and sell “Bavaria Premium”, a premium segment beer, and “Bavaria Malt”, a non-alcoholic beer, in Russia under licence from Bavaria N.V. effective April 26th, 2006.

“Bavaria Premium” had 3.6% volume share in the Russian premium segment, the fastest growing segment of the Russian beer market, as of December 2005 (AC Nielsen Research). “Bavaria Premium” will be sold in 50 cl and 30 cl bottles , 33cl cans and 30 lt kegs.

Under the license agreement, MEB will also produce and sell “Bavaria Malt”. Bavaria Malt, will be available in 50 cl and 33 cl bottles and 33 cl cans.

Bavaria is the second largest brewer in Holland with an annual production of 5 million hectoliters, and products sold in more than 100 countries.

Mr. Ahmet Boyacıoğlu, CEO of EBI, said “We continue to expand our product portfolio in line with our strategy to further solidify our competitive positions in our operating territories. Introducing “Bavaria Premium” to the dynamically growing Russian beer market will enable us to offer a wider and stronger international brand portfolio.”

“Bavaria has very ambitious plans for Russia” commented Mr. Frank Swinkels Jr, Member of the Board of Directors of Bavaria N.V..” We know for sure that we will fulfil these plans together with EBI in Russia, having witnessed the growth and development of EBI’s business in the last 5 years.”

#### **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, Kazakhstan, Moldova, Romania, and Serbia and Montenegro where the Company has eleven breweries with a total annual brewing capacity of 21.8 million hectolitres as well as four malteries with 139,000 tons annual capacity.

The product portfolio of EBI consists of premium, mainstream and economy brands, many of which hold leading positions in their respective market segments. EBI seeks to have a brand portfolio that provides an effective coverage of the beer segment spectrum with its brands marketed across all profitably growing segments. EBI’s current long-term strategic goal is to become one of the worldwide leading beer systems with core strengths generated in Eurasia, which defines the current operating territory of EBI.



Russian beer market is the fifth largest market in the world and also EBI's largest market, generating 66% and 76% of sales volumes and revenues respectively in 2005. EBI is the 4th largest brewer in Russia with 10% market share both by value and by volume (AC Nielsen YTD Jan 2006).

EBI offers a wide range of products, appealing to all segments of the Russian beer market. Currently EBI produces and sells "Warsteiner" in the super premium segment, "Zlatopramen", "Amsterdam Navigator" and "Efes Pilsener" in the premium segment, "Sary Melnik" in the upper mainstream segment, "Sokol" and "Solodov" in the lower mainstream segment and "Beliy Medved", "Krasny Vostok" and "Zhigulevskoe" in the economy segment.

EBI, 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).

EBI is a majority owned subsidiary of Anadolu Efes Biracılık ve Malt Sanayii A.Ş. ("Anadolu Efes"), the leading beverage company in Turkey. Anadolu Efes, together with its direct and indirect subsidiaries and affiliates, produces, markets and sells beer, malt, soft drinks and bottled water across Turkey, Southeast Europe, Russia, the CIS countries and the Middle East.

A copy of this press release can be accessed at [www.efesholland.nl](http://www.efesholland.nl).

### **About Bavaria**

Bavaria Premium beer is a leading brand in the Netherlands. Bavaria [Premium] is brewed according to a centuries-old family recipe, since 1719, from natural mineral water and top-quality malt.

Bavaria is the second largest brewery in Holland. The annual production is above five million hectolitres of beer. The majority of beer is still brewed in Lieshout, but Bavaria products are also brewed locally for Russia, by EBI, and locally by Bavaria's own brewery in South-Africa. Bavaria also has a soft drinks factory, two malt houses and has a link with a brewery of Trappist beer, La Trappe.

Different kinds of beer are brewed by Bavaria. The best-known is Bavaria Premium Pils lager, Premium beer from Holland. Bavaria malt, the alcohol-free beer, is at least as well-known in Holland. Bavaria malt is also available in apple, caramel, lemon and karkadé flavours. In France the special beers Bavaria 8.6 and the trendy 8.6 Red are high scorers on the beer charts. But 8.6 is also popular in other countries. Other special beers are La Trappe and Moreeke, the latter's name is a tribute to one of Bavaria's founding fathers, Laurentius Morees.

Until the 1970's Bavaria concentrated on the Dutch market, but then started to share Bavaria beer with the rest of the world. Currently, 100 countries enjoy the quality of Bavaria beer. With sales subsidiaries in France, Spain, Italy, England, South-Africa and America and agents in other countries, Bavaria now has a large international representation. Bavaria's approach to each market is individual: always looking at the



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tastes of the local beer drinkers. For example, in 1978 alcohol-free malt beer was already exported to countries in the Middle East. Quickly demand grew outside this region as well. At present Bavaria Malt is one of the most popular Malt beers. In the early 1990's, Bavaria started exporting premium beer to CIS countries and Bavaria brand became one of the two leading brands in the prestigious import segment of the Russian beer market.

The barley is malted in Bavaria's own malt houses, in Lieshout and in the Eemshaven, in the northern part of the Netherlands. These two malt houses, with an annual capacity of 240.000 tonnes, stem from a joint venture between Bavaria and a cooperation of farmers, Agrifirm. Together they form the Holland Malt company. As the malt house's production capacity is many times larger than needed for the brewery, a considerable part is exported to other breweries all over the world. [

A copy of this press release can be accessed at [www.bavaria.com](http://www.bavaria.com)

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