



EFES BREWERIES INTERNATIONAL N.V.

SALES VOLUMES OVER THE 10.0 MHL MARK IN 2006

Efes Breweries International N.V. ("EBI" or "the Company") today announced its sales volume figures for the twelve months period ended 31.12.2006.

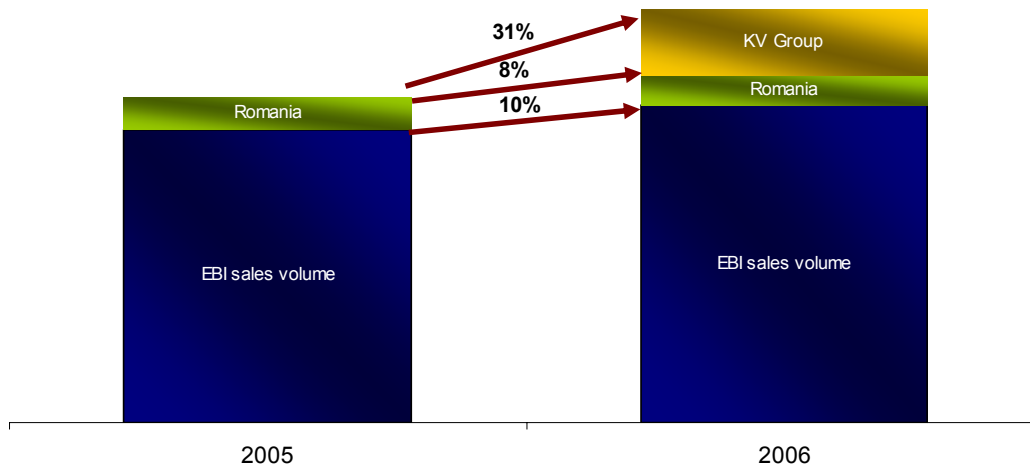
In 2006 EBI's total sales volume increased to 11.7 million hectoliters ("mhl"), delivering 31% growth compared to previous year. This growth includes, in addition to the organic growth achieved in Russia, Serbia, Kazakhstan and Moldova,

- i. the sales volume of brands of Krasny Vostok Brewing Group ("KV Group), which EBI acquired in Russia at the end of February 2006
- ii. the sales volume of in Interbrew Efes Romania ("Efes Romania"), which EBI disposed of its 50% share in August 2006 to its Joint-Venture partner Inbev S.A.

In order to provide a better comparison;

- i. excluding the sales volume of the acquired KV Group brands, the organic sales volume growth of EBI in 2006 was realized at 8%.
- ii. excluding the total sales volume of in Interbrew Efes Romania ("Efes Romania") for both 2005 and 2006, and by excluding the sales volume of KV Group brands in 2006, the total sales volume growth of EBI in 2006 was 10%.

SALES VOLUME DEVELOPMENT IN 2006

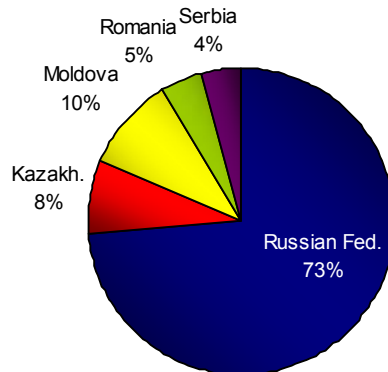


In order to meet the growing demand in its operating territories, EBI conducts capacity increases in its operations. In this regard, EBI increased the capacity of its Ufa Brewery in Russia from 2.0 mhl to 4.0 mhl, thereby reaching a total capacity of 19.7 mhl in Russia. In addition, EBI also increased its brewing capacity in Kazakhstan from 1.0 mhl to 1.3 mhl per annum. Together with the capacity added through



the KV Group acquisition, EBI's total brewing capacity reached 23.3 mhl at the end of 2006 from 11.8 mhl in 2005.

SALES VOLUME BREAKDOWN IN 2006*



*On a consolidated basis

In Russia, sales volume was up by 44% in 2006 over previous year, by reaching 8.7 mhl. Excluding the sales volume of KV Group brands, total sales volume increase in Russia was 10%.

EBI capitalizes on the synergies of being available in all the beer segments in Russia. To that end, in addition to the inclusion of KV Group brands in its portfolio; “Solodov” in the lower mainstream segment, “Krasny Vostok” and “Zhigulevskoe” in the economy segment, Moscow Efes Brewery (“MEB”), EBI’s operating subsidiary in Russia signed a licence agreement with Bavaria N.V., the second largest brewer in Holland, for production, sale and distribution of “Bavaria Premium” and “Bavaria Malt” in Russia, effective from April 2006. MEB further expanded its premium product portfolio through signing an agreement with Femsa Cerveza for production of Mexican beer “SOL” in Russia in December 2006.

In Kazakhstan, total sales volume grew by 17% in 2006 over the previous year, by reaching 0.9 mhl. “Karagandinskoe” remains to be the flagship brand of EBI in Kazakhstan and the sales volume growth of “Efes”, positioned at the super premium segment, as well as “Sokol” in the premium segment, was ahead of EBI’s total sales volume growth in Kazakhstan in 2006.

In Moldova, where EBI has a built-in smaller scale soft drinks business in addition to its brewing operations, total sales volume increased by 12% in 2006 reaching 1.2 mhl. On the other hand, only beer sales volume was up by 17%.

In Serbia, where EBI was the fourth largest brewer in 2006, sales volume was down 10% to 0.5 mhl. In order to effectively capitalize on the future potential of the Serbian beer market, EBI currently focuses on the continuous development of branding and infrastructure of its operations in Serbia.



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In August 2006, EBI completed the sale of its 50% shareholding in Efes Romania to Inbev S.A. ("InBev").

Overview of EBI

EBI, incorporated in the Netherlands and listed on the London Stock Exchange (IOB:EBID), is a 70% subsidiary of Anadolu Efes Biracılık ve Malt Sanayi A.Ş.

EBI has a strong presence in the countries in which it operates, across the CIS, the Balkans and Eastern Europe, including Russia. Currently EBI has an annual brewing capacity of 23.3 million hectolitres.

A copy of this press release can be accessed at www.efesinternational.com

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