



FOR GENERAL RELEASE TO THE PUBLIC
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EBI AND HEINEKEN COMPLETED COMBINATION OF BUSINESSES IN SERBIA

Efes Breweries International N.V. ("EBI") today announced that the collaboration with Heineken N.V. ("Heineken") in Serbia and Kazakhstan is in progress as planned. As a result of a share issue, Heineken now owns 72% of Central Europe Beverages B.V. ("CEB"), the newly established holding entity based in Netherlands, which has the majority shareholdings in the operating entities in Serbia, while EBI retains 28% of CEB. Similarly in Kazakhstan the relevant agreements were signed and the share transfers, which will give EBI and Heineken ownership of 72% and 28%, respectively, in the combined Kazakh business, will be completed upon the receipt of regulatory approvals.

No further details are disclosed at this stage.

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

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