

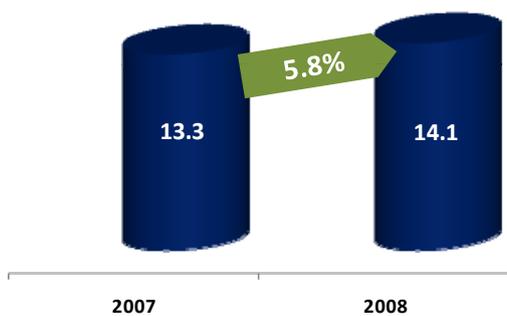


**EFES BREWERIES INTERNATIONAL N.V.**  
**SALES VOLUME FOR THE YEAR ENDED 31.12.2008**

**VOLUME GROWTH IN A CHALLENGING YEAR**

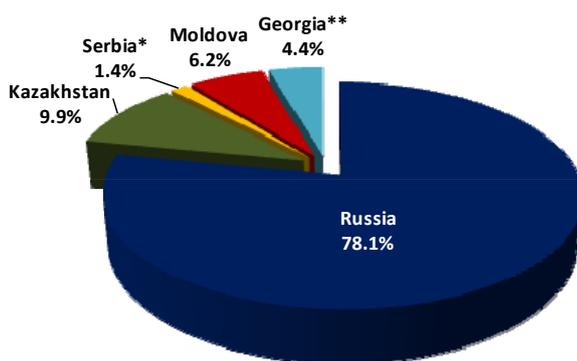
Efes Breweries International N.V. (“EBI” or “the Company”) today announced its sales volume figures for the year ended 31.12.2008.

**Consolidated Sales Volume Development**



- In 2008 EBI’s consolidated sales volume reached 14.1 mhl, recording a growth of 5.8% over the previous year. Sales volume growth on an organic basis<sup>1</sup> was 4.9% in the year. Fourth quarter sales volume was down by 0.5% compared to a year ago, due to the effects of a sharp economic slowdown in the region combined with the strong base of last year.

**Breakdown of Consolidated Sales Volume**



- In **Russia**, 2008 sales volume reached 11.1 mhl, by growing 6.8% over the previous year. The negative impact of deteriorating consumer confidence in Russia was apparent through out the year, but was witnessed to its greatest extent in the fourth quarter. The market is expected to have contracted by more than 5% in the 4th quarter and by 1% in the full year of 2008. EBI was able to outperform the market in all quarters.

*\*\*Consolidated until 30.06.2008*

*\*\* Consolidated after March 2008, inclusive*

*1 By excluding i) the sales volume of JSC Lomisi in Georgia, which EBI acquired in February 2008 and started full consolidation starting from March 1st 2008, ii) the FY2007 and 1H2008 sales volume of Efes Serbia, which is excluded from EBI's financials after the end of 1H2008 iii) the sales volume of "Viva" and "Real" brands in Moldova, which were sold to The Coca-Cola Company in February 2007.*



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• Innovation continues to be one of the primary drivers of volume growth in Russia. Accordingly, EBI successfully launched brand extensions and introduced new packages to the market, which positively contributed to our outperformance of the beer market. “**Stary Melnik Iz Bochonka Mild**” was launched in June, while “**Efes Fusion**” and “**Gold Red**” were introduced to the market in July 2008.



• In **Kazakhstan** sales volume grew by 4.6% in 2008, despite cycling a very strong base effect in 2007, when sales volume grew by 45.8%. The market growth slowed down significantly especially in the third and fourth quarters of the year, while EBI managed to outperform the market growth.



• In Kazakhstan, premium brand “**Bavaria**” was started to be locally produced under licence in August. In addition our highest volume generator brand in Russia, “**Gold Mine Beer**”, was launched in Kazakhstan in May 2008. . In September 2008 a draft beer in bottle, “**Karagandinskoe Kruzka Svezhego**” was launched in Kazakhstan.



• The challenging economic conditions in **Moldova** continued to have negative impact on our sales volume in the fourth quarter of 2008, yet at a slower rate. Total sales volume in Moldova was down by 27.7% in 2008, while the beer only volume (excluding the two month sales volume of the soft drinks brands “Viva” and “Real”, which were sold to The Coca-Cola Company in February 2007) declined by 11.4% year-on-year.



• EBI entered the **Georgian** beer market through the acquisition of the leading brewer in the market JSC Lomisi (“Lomisi”), in February 2008 and included this operation in its financial statements starting from March 1st 2008. EBI was able to generate 0.6 mhl sales volume in Georgia between March-December 2008 , despite the negative impact of the military conflict in Georgia in August.



## Overview of EBI

EBI, incorporated in the Netherlands and listed on the London Stock Exchange (IOB:EBID), is a 70.2% 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, including Russia. Currently EBI has an annual brewing capacity of 25.4 mhl and malt production capacity of 139,000 tonnes.

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

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