



FOR GENERAL RELEASE TO THE PUBLIC  
January 13<sup>th</sup>, 2010

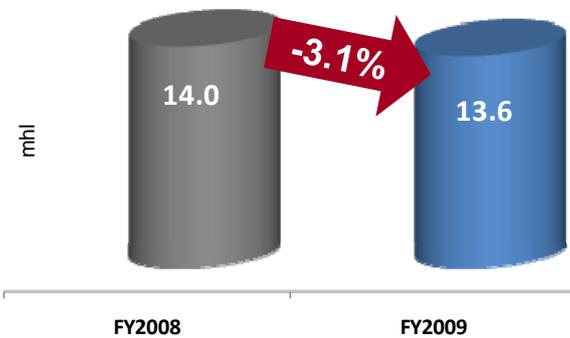
## EFES BREWERIES INTERNATIONAL N.V.

### SALES VOLUME FOR THE YEAR ENDED 31.12.2009

#### GAINING MARKET SHARES IN DECLINING MARKETS

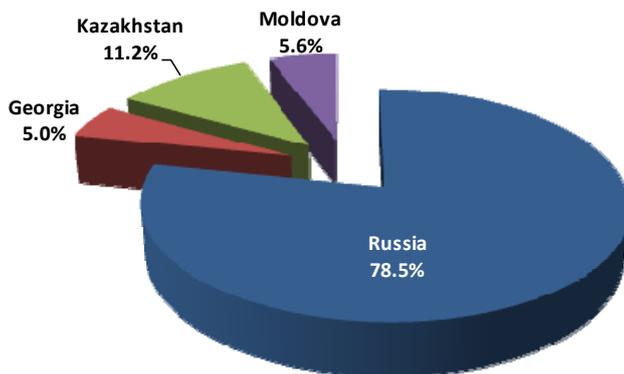
Efes Breweries International N.V. ("EBI" or "the Company") today announced its sales volume figures for the year ended 31.12.2009.

##### Consolidated Sales Volume Development



• In FY2009, EBI's consolidated sales volume was 13.6 mhl, indicating a decline of 3.1% compared to the previous year. Organic<sup>1</sup> sales volume declined by 2.2% in the period. Despite continued challenges in the operating geography, the consolidated sales volumes in the last quarter of 2009 decreased only slightly by 0.6% compared to the same period of the previous year. This was achieved through focused, innovative and memorable but cost effective marketing activities leading EBI to outperform the operating markets, as well as the low base of last year.

##### Breakdown of Consolidated Sales Volume



Numbers may not add up to 100 due to rounding.

• In **Russia**, FY2009 sales volume was 10.7 mhl, indicating a decline of 3.6% over the previous year. Resulting from the global financial crisis, pressures on consumer demand in Russia continued in the last quarter of 2009. However, due to the low base of 4Q2008 and stock building in the last quarter of 2009, sales volume decline was limited with 0.9% in Russia in the fourth quarter of 2009 compared to the same period of 2008. The market is estimated to have declined by high single digits in FY2009.

<sup>1</sup> By excluding i) January – February 2009 sales volume of JSC Lomisi in Georgia, which EBI acquired in February 2008 and started full consolidation starting from March 1st 2008, ii) the sales volume of Efes Serbia, which is excluded from EBI's financials after the end of 1H2008

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

#### Enquiries to:

Can Çaka- Managing Director

Tel: +90 216 586 80 53 E-mail: [can.caka@efespilsen.com.tr](mailto:can.caka@efespilsen.com.tr)

Cicek Uşaklıgil, Investor Relations Manager (Anadolu Efes)

Tel: +90 216 5868037 E-mail: [cicek.usakligil@efespilsen.com.tr](mailto:cicek.usakligil@efespilsen.com.tr)