



MARCH 30TH, 2010

Acquisition of EBI shares by Anadolu Efes

Anadolu Efes today announces that it has acquired 10,987,470 EBI GDRs representing 54,937,350 EBI shares (representing approximately 25.98 per cent of the issued share capital of EBI) from a group of GDR holders at a price of \$17.00 per GDR, following an approach by that group to Anadolu Efes indicating their willingness to realise value for their investment in EBI. Prior to this transaction, Anadolu Efes already owned 155,329,514 EBI Shares representing approximately 73.47 per cent of the issued share capital of EBI. As a result of this transaction Anadolu Efes now controls approximately 99.45 per cent of the entire issued share capital of EBI.

The consideration of approximately \$187 million has been provided from Anadolu Efes' existing cash resources and an additional bilateral loan in the amount of \$100 million with a maturity of 24 months.

Under the rules of the Takeover Code, Anadolu Efes intends to make an all cash offer as soon as reasonably practical to acquire the outstanding 1,161,705 EBI shares, representing approximately 0.55 per cent of the issued share capital of EBI at a price of \$17.00 per GDR. Further, Anadolu Efes intends to instigate procedures to begin the compulsory purchase of any outstanding EBI shares pursuant to the squeeze out procedures in The Netherlands.

In order to allow other minority shareholders to receive payment as quickly as possible, Anadolu Efes intends to acquire any GDRs that are offered for sale in the market by any other GDR holders prior to and during the offer. Any holders of GDRs who wish to sell their GDRs should contact Anadolu Efes' broker Simon Chitty at RBS Hoare Govett on +44 20 7678 1078.

The acquisition follows the offer made by Anadolu Efes for EBI in July 2009, as a result of which Anadolu Efes increased its shareholding in EBI from 70.22 per cent to 73.47 per cent. Consistent with the reasons set out at the time, securing full control of EBI provides Anadolu Efes greater operational flexibility for organic and inorganic growth and improves its overall credit profile and ability to finance EBI's future development.

Additional disclosures are to be made by our Company in a timely manner pursuant to the Communiqué Serial VIII, No. 54; if any change concerning the inside information disclosed herein occurs.

For further information regarding Anadolu Efes, please visit our website at <http://www.anadoluefes.com/> or you may contact;

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