



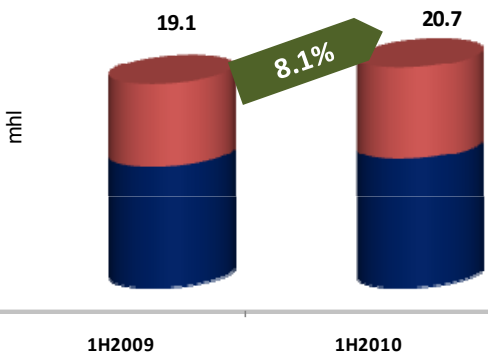
ANADOLU EFES HAS ANNOUNCED ITS SALES VOLUME FOR THE SIX MONTHS PERIOD ENDED 30.06.2010

GROWTH ACCELERATED IN THE SECOND QUARTER

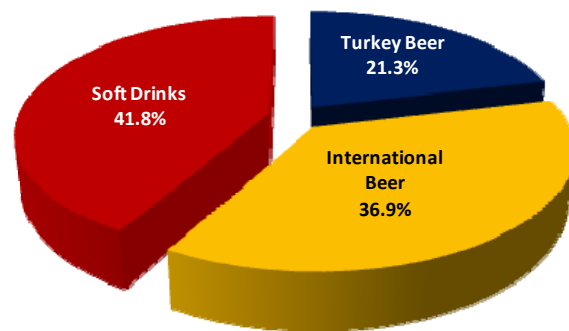
- Second quarter volume growth at 10.1% over 2Q2009, higher than the volume growth of 4.9% in the first quarter of 2010.

- Consolidated sales volume (including beer and soft drink volumes) up 8.1% in 1H2010 over 1H2009

Consolidated Sales Volume



Breakdown of Consolidated Sales Volume

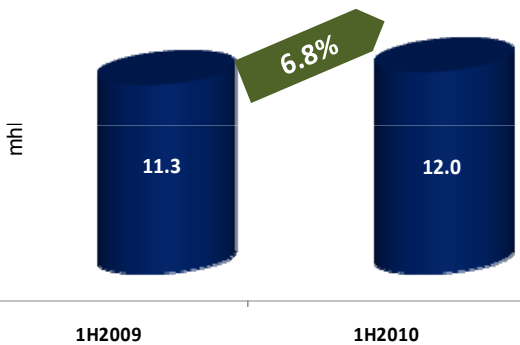


■ Beer ■ Soft Drinks

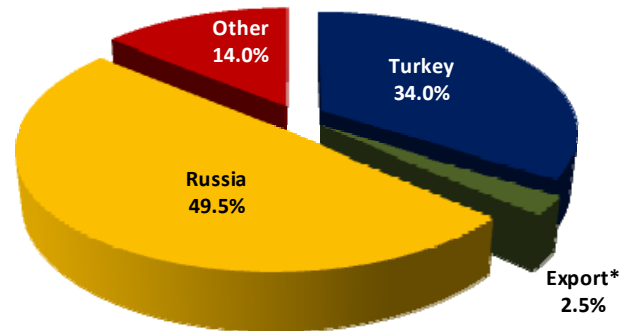
- Total beer sales volume at 12.0 million hectoliters (“mhl”) in 1H2010; up 6.8%

- Second quarter total beer sales volume increased by 9.6%

Total Beer Sales Volume



Breakdown of Total Beer Sales Volume

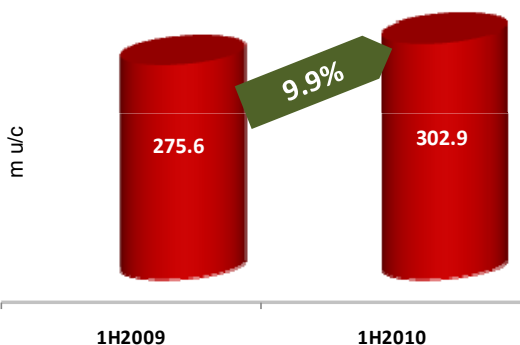


* Exports from Turkey

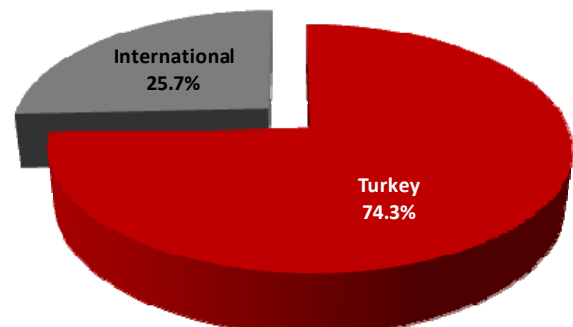
- Total soft drink sales volume at 302.9 million unit cases (“m u/c”); up 9.9% in 1H2010

- Second quarter volume growth was 10.7%

Consolidated Soft Drink Sales Volume



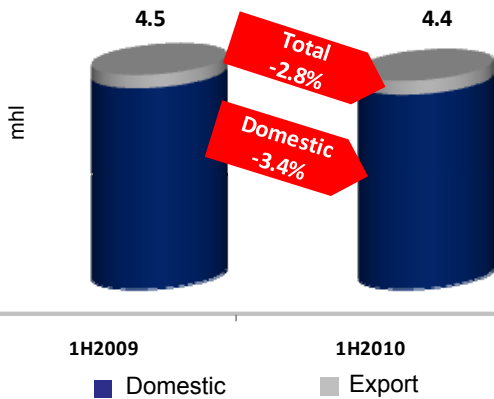
Breakdown of Total Soft Drink Sales Volume





TURKEY BEER

Sales Volume



• Turkey beer operations' total sales volume increased by 1.0% in the second quarter of 2010 over the same period of the previous year, with a 0.9% increase in the domestic market. As a result, in the first half of 2010, total sales volume of our Turkey beer operations declined by 2.8% to 4.4 mhl, with a 3.4% decline in domestic market compared to the same period of the previous year. The volume growth realized in the second quarter was achieved with the support of the slight economic recovery and lower impact of smoking ban in the second quarter compared to the first quarter, despite unfavorable weather conditions in Turkey in the month of June and continued impact of higher prices due to excise tax increase.

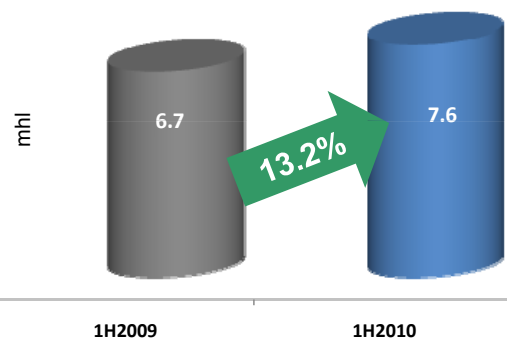
INTERNATIONAL BEER (EFES BREWERIES INTERNATIONAL N.V.)

• Our international beer operations are conducted by Efes Breweries International N.V. ("EBI"), incorporated in the Netherlands and listed on the London Stock Exchange (IOB:EBID). EBI is a 99.9% subsidiary of Anadolu Efes. As of June 30, 2010, EBI operates in 4 countries with 9 breweries and 3 malteries. In addition to the fully consolidated 3 malteries, EBI also has 19.98% interest in a maltery in Moscow. EBI has a 28% share in Central European Beverages (CEB), which has beer operations in Serbia and it also owns a market development company in Belarus.

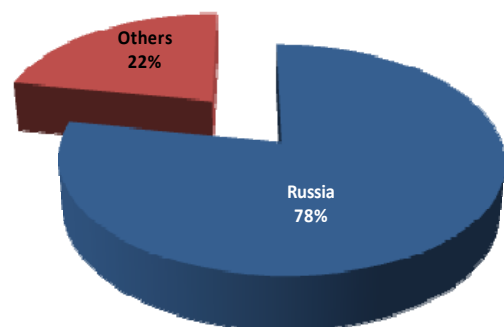
• In the second quarter of 2010, the consolidated sales volumes increased by 14.8% over the same quarter of 2009, outpacing the volume growth of 10.5% in the first quarter of 2010. As a result, in the first half of 2010, EBI's consolidated sales volume reached 7.6 mhl, indicating an increase of 13.2% compared to the same period of the previous year. Despite increased sales prices in 2010 in all countries of operation to reflect higher taxes on beer in addition to continued economic challenges, strong brand innovation, continuous initiatives to increase availability and successful practices in marketing paid off, leading EBI to continue to report positive growth rates in all operations in the second quarter as well. Low base of last year also contributed to this excellent performance.

• In Russia, in the first half of 2010 sales volume was 5.9 mhl, indicating an increase of 12.2% over same period of the previous year. Despite ongoing economic challenges as well as significantly higher beer prices to cover excise tax increase, EBI once again managed to show positive momentum driven by strong brand equity, innovation, good execution and higher availability as well as benefiting from its established position in the growing segments in the market.

Consolidated Sales Volume Development



Breakdown of Consolidated Sales Volume

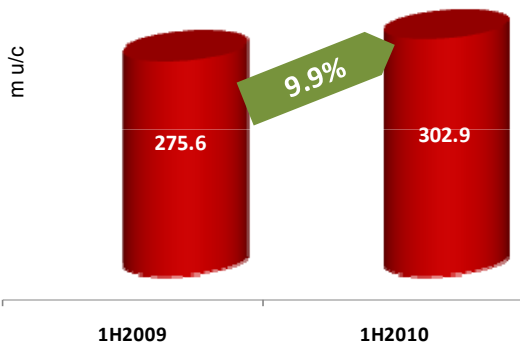




SOFT-DRINK OPERATIONS (COCA-COLA İÇECEK A.Ş.)

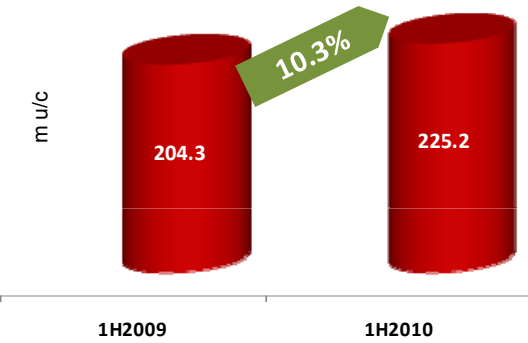
•Anadolu Efes' soft drink operations are run by Coca-Cola İçecek A.Ş. ("CCI"). CCI produces, sells and distributes sparkling and still beverages, primarily brands of The Coca-Cola Company, in Turkey, Kazakhstan, Azerbaijan, Jordan, Kyrgyzstan and Turkmenistan. In addition, CCI is a party to joint venture agreements that have the exclusive distribution rights for brands of The Coca-Cola Company in Pakistan, Iraq and Syria. Anadolu Efes is the largest shareholder of CCI with 50.3% stake.

Consolidated Soft Drink Sales Volume



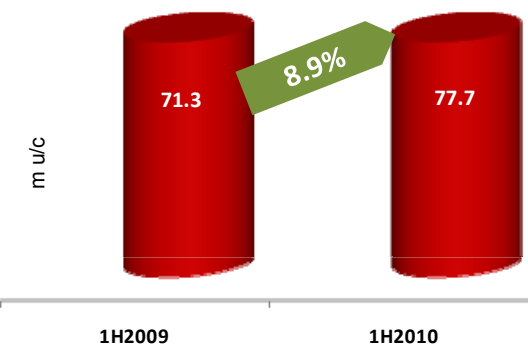
• Second quarter consolidated sales volume increased by 10.7% to 190.4 million unit cases in 2Q2010 from 172.0 million unit cases in 2Q2009. Consolidated sales volume is up by 9.9% to 302.9 million unit cases in 1H2010 from 275.6 million unit cases in 1H2009. International operations constituted 25.7% of total volume.

Turkey Soft Drink Sales Volume



• Turkey Operation's volume was up by 10.3% to 225.2 million unit cases in 1H2010. Unit case volume in Turkey increased by 9.9% to 137.7 million unit cases in the second quarter on the back of sustained growth in all major categories. The growth of sparkling beverages accelerated in the second quarter to high single digits over 2Q2009. Sales promotions as well as global and local marketing activities assisted the positive growth trend. The still category grew at high teens in the second quarter versus low single digit growth in the first quarter.

International Soft Drink Sales Volume



• CCI's International Operations' volume was up by 8.9% to 77.7 million unit cases in 1H2010. International volume rose by 12.9% to 52.7 million unit cases in the second quarter, registering strong improvement in all key markets. Central Asia region posted growth at high teens in the second quarter versus low single digit growth in the first quarter. Following a slow start in the first quarter due to poor weather conditions and price increases in 4Q2009, sales volume in Pakistan grew at high teens in the second quarter. In the Middle East, CCI focused on growing its consumer base.



FOR GENERAL RELEASE TO THE PUBLIC
July 14th, 2010



ABOUT ANADOLU EFES



• Anadolu Efes Biracılık ve Malt Sanayii A.Ş. (Anadolu Efes), together with its subsidiaries and affiliates produces and markets beer, malt and soft drinks across a geography including Turkey, Russia, the CIS countries, Southeast Europe and the Middle East. Anadolu Efes, listed in the Istanbul Stock Exchange (AEFES.IS), is an operational entity under which the Turkey beer operations are managed, as well as a holding entity which is the majority shareholder of Efes Breweries International N.V. ("EBI"), that manages international beer operations, and is the largest shareholder of Coca-Cola İçecek A.Ş. ("CCI"), that manages the soft drink business in Turkey and international markets.

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

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