

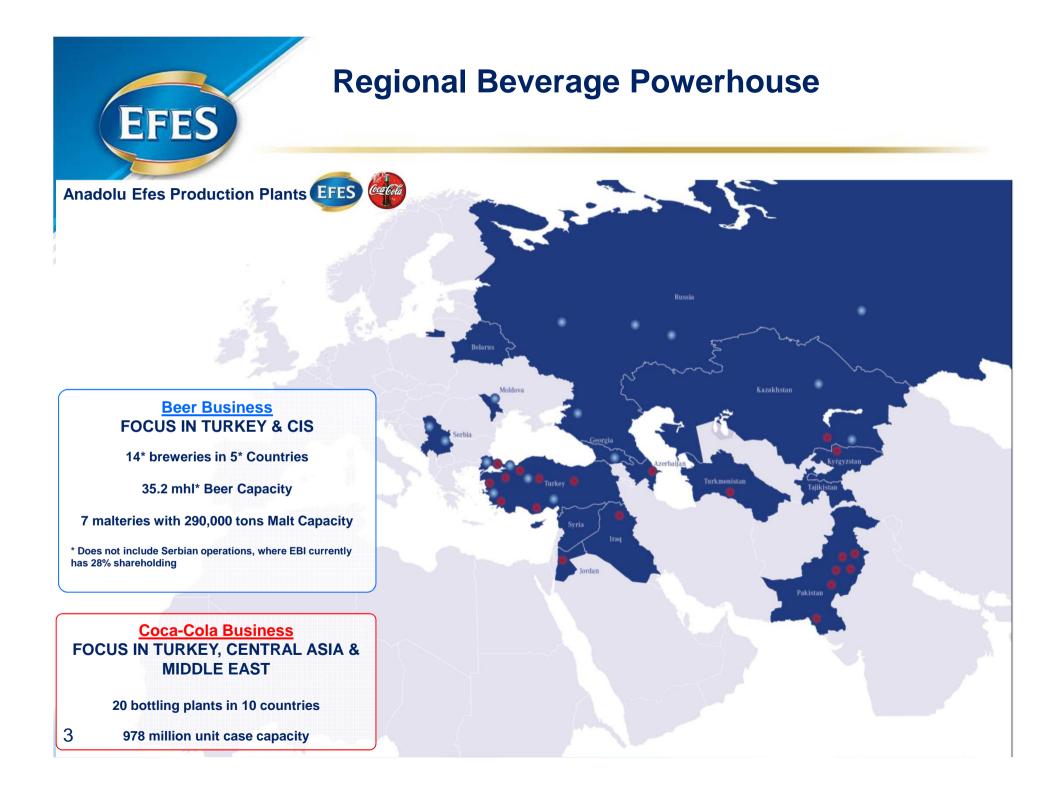
Investor Presentation

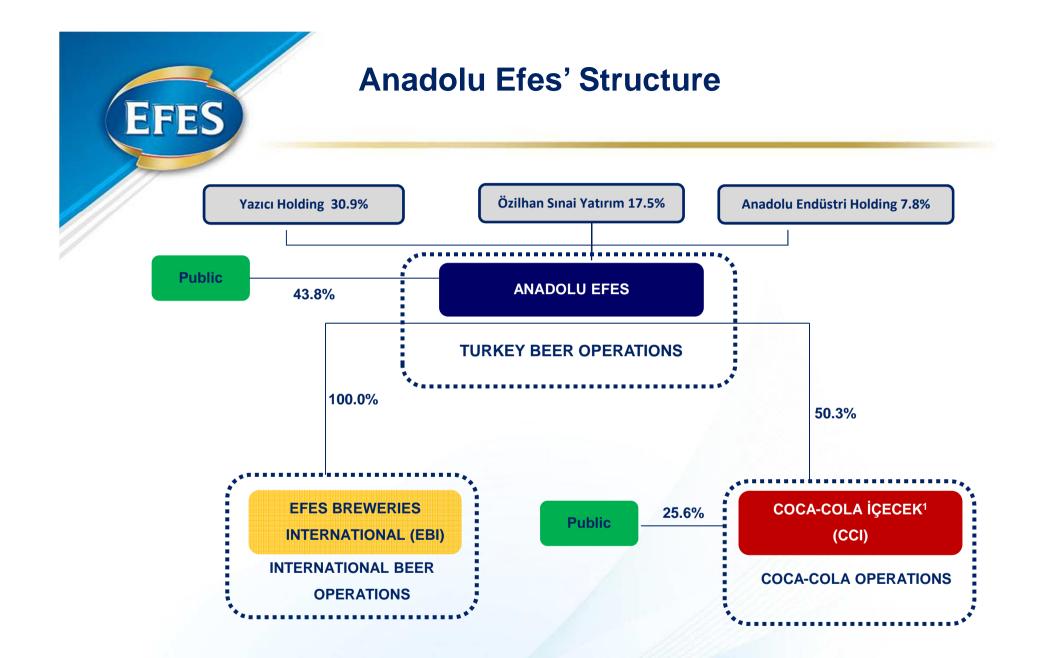


#### **Forward-Looking Statements**

This presentation may contain certain forward-looking statements concerning our future performance and should be considered as good faith estimates made by the Company. These forward - looking statements reflect management expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could materially impact the Company's actual performance.



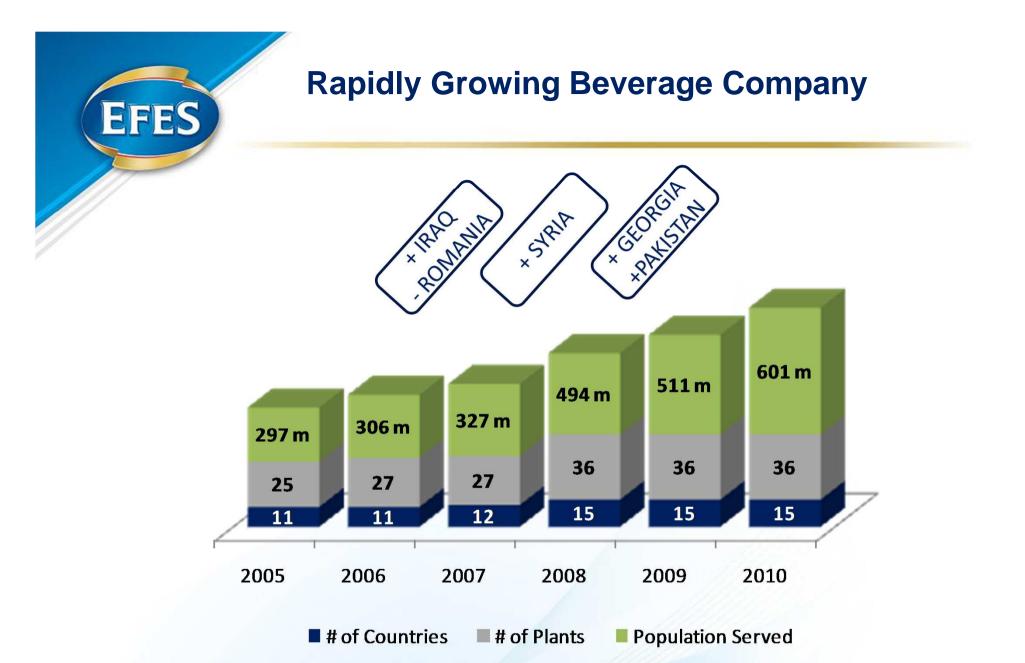




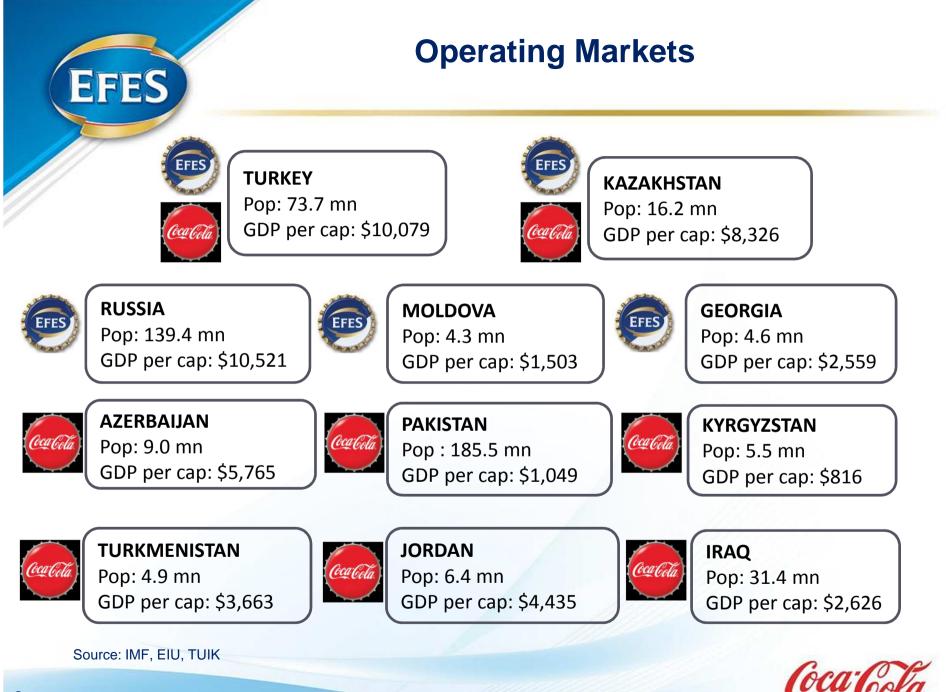
(1) 20% held by TCCEC (The Coca-Cola Export Corporation) and 4% by Özgörkey Holding. \* Only the major subsidiaries of the Group are presented

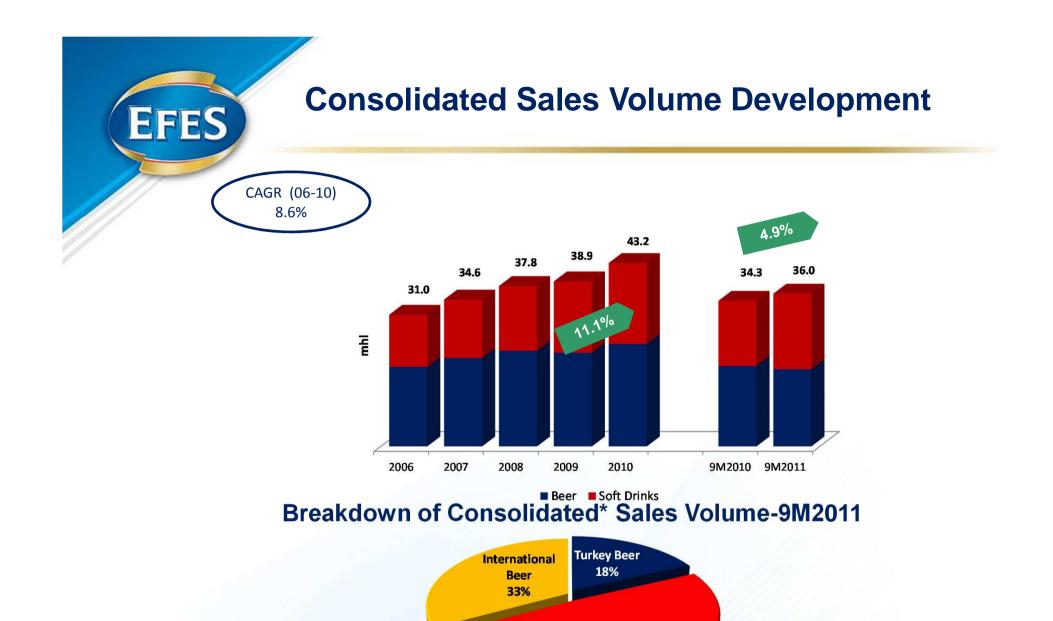


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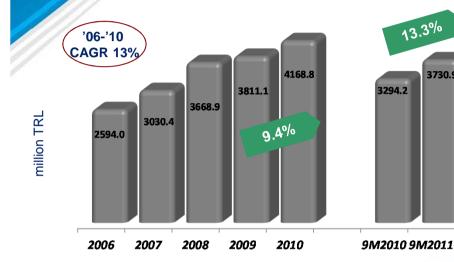
Coca:Cola

\*Full consolidation of Turkey and International Beer, proportionate consolidation of Soft Drinks (CCI)

Soft Drinks 49%

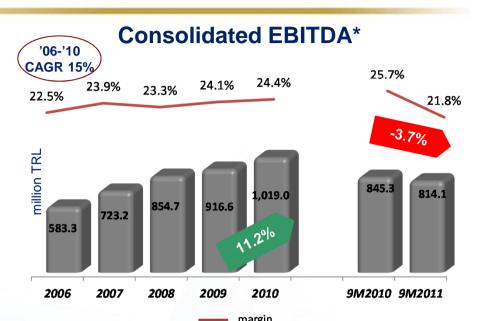
#### **Consolidated Financial Performance**

Consolidated Net Sales Revenue\*



**EFES** 

8



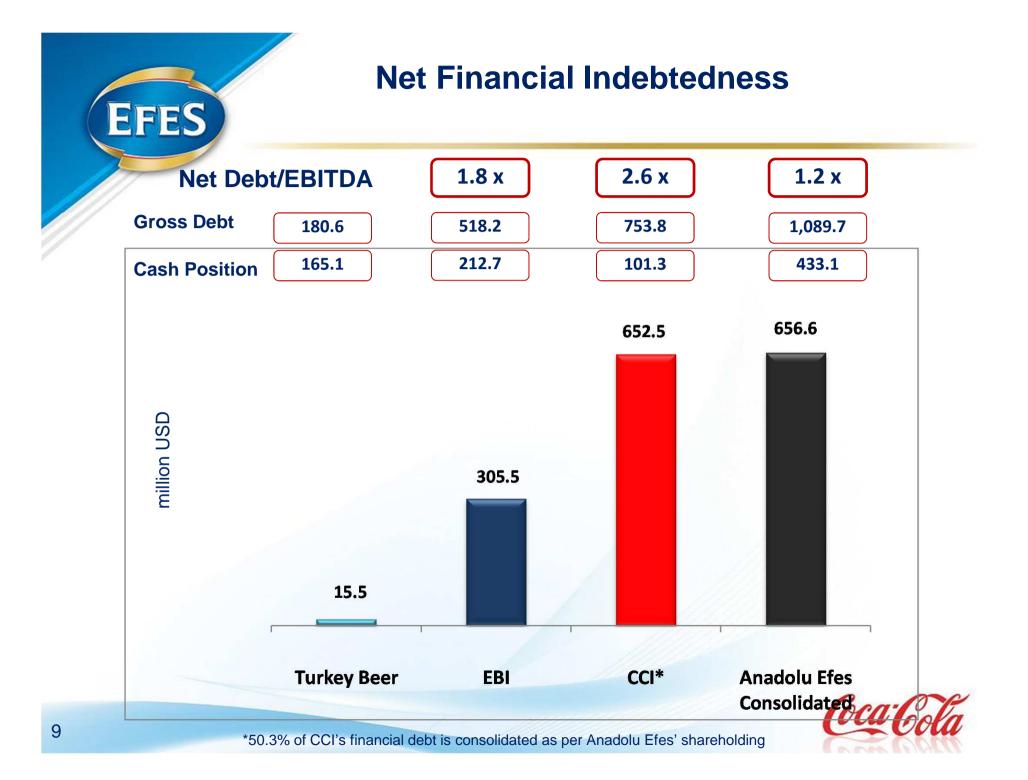
\*Full year EBITDA is as previously reported, not restated as per CMB's new reporting format.

#### **Breakdown of Consolidated\*** Net Sales Revenue-9M2011



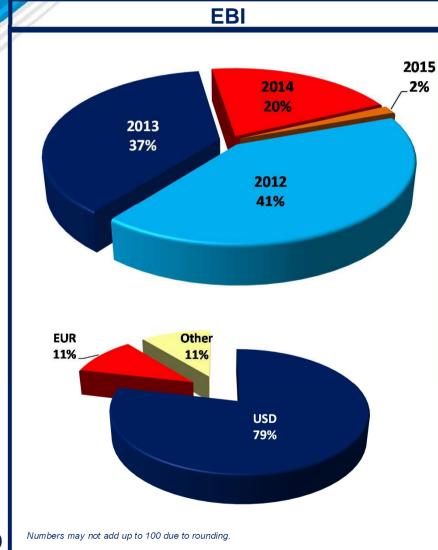


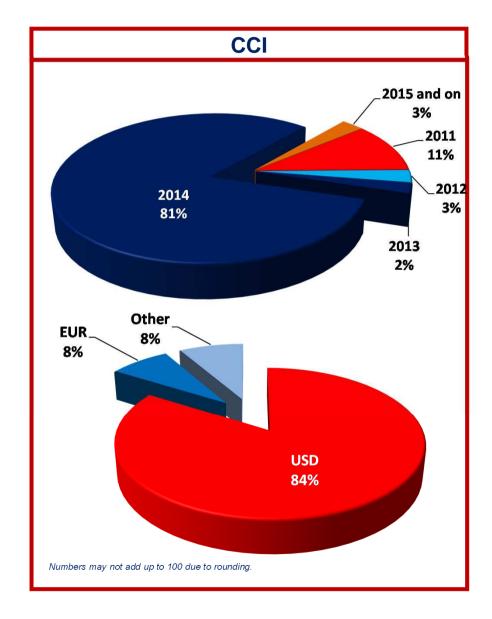
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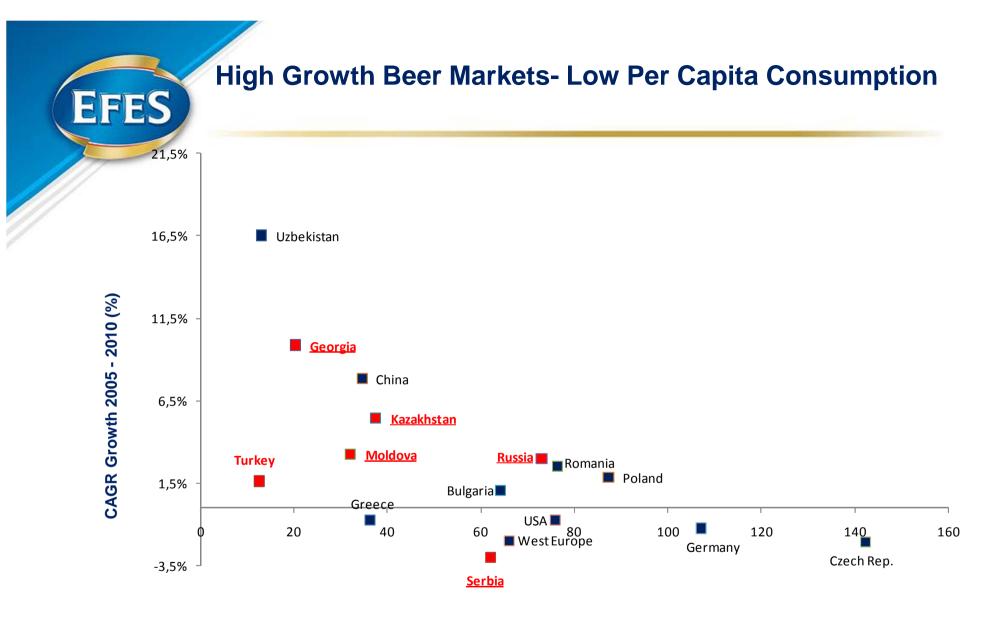
#### **Debt Maturity & Currency Breakdown**





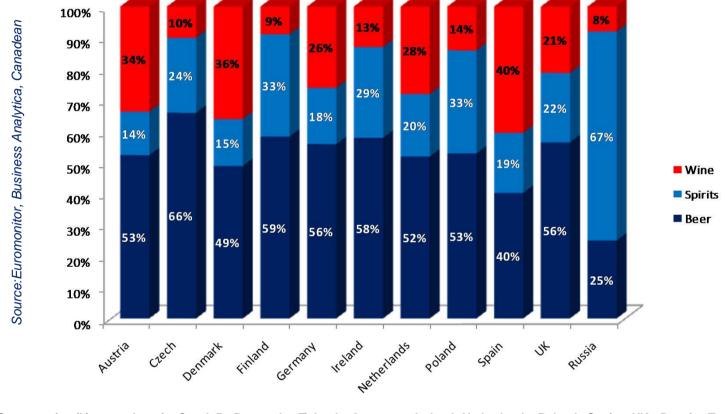
10





Per Capita Consumption (It)

#### **Breakdown of Pure Alcohol Consumption**



| Per Capita Consumption (It) | Austria | Czech R. | Denmark | Finland | Germany | Ireland | Netherlands | Poland | Spain | UK | Russia | Turkey |
|-----------------------------|---------|----------|---------|---------|---------|---------|-------------|--------|-------|----|--------|--------|
| Total pure alcohol          | 10      | 12       | 10      | 8       | 10      | 9       | 8           | 8      | 10    | 9  | 18     | 1      |
| Beer                        | 108     | 142      | 68      | 89      | 107     | 99      | 73          | 87     | 78    | 78 | 73     | 12     |

**EFES** 







# **Turkey Beer Operations**

### A Leading Position in the Turkish Beer Market Steadily Growing and Increasing Market Share

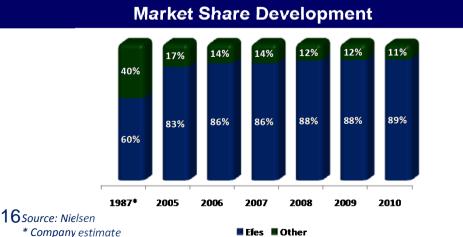


EFES



≻After two quarters of decline in volumes, Turkey beer volumes recovered in 3Q2011 compared to 3Q2010 contributed by;

better weather conditions in 3Q2011 vs. previous quarters
acceptance of new price points
better political sentiment in export markets



#### **Off-Premise Development Initiatives**

Before

**EFES** 



Before



After



After



## **Off-Premise Development Initiatives**

Before

**EFES** 



Inside



After



Inside







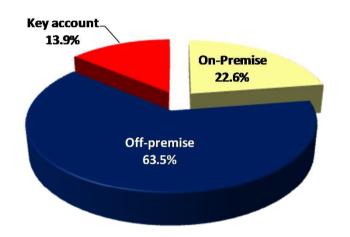




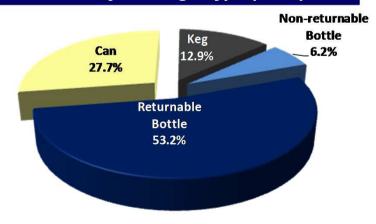
#### **Turkish Beer Market – Fundamentals & Dynamics**

#### Sales Volume by Consumption Channel (2010)

**EFES** 



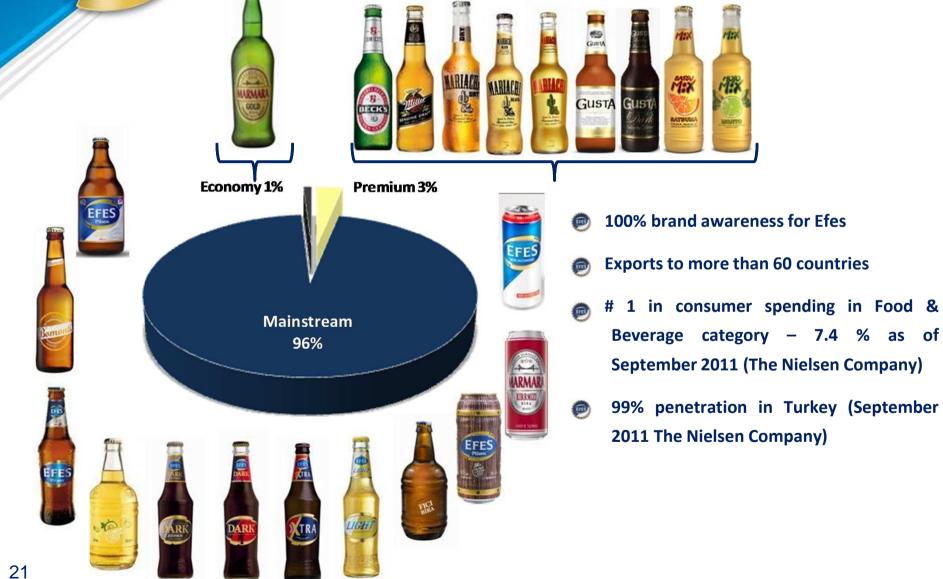
#### Sales Volume by Package Type (2010)



#### **DYNAMICS OF THE TURKISH BEER MARKET**

- Consolidated market top 2 players represent more than 99% of the market
  - ✓ lack of sizeable acquisition targets
  - ✓ consolidated distribution structure
- Returnable market Bottles & kegs amount to ca.65%
  - ✓ additional initial investment requirement for containers
  - ✓ requirement to set-up two way distribution system
- TV& Radio advertisement fully restricted since 1984
- High level of excise taxes
- Limited presence of organized retailsupermarkets account for ca.14% share of Efes sales volumes

### **Strong Brand Portfolio** significant share of "Efes" brand



**EFES** 

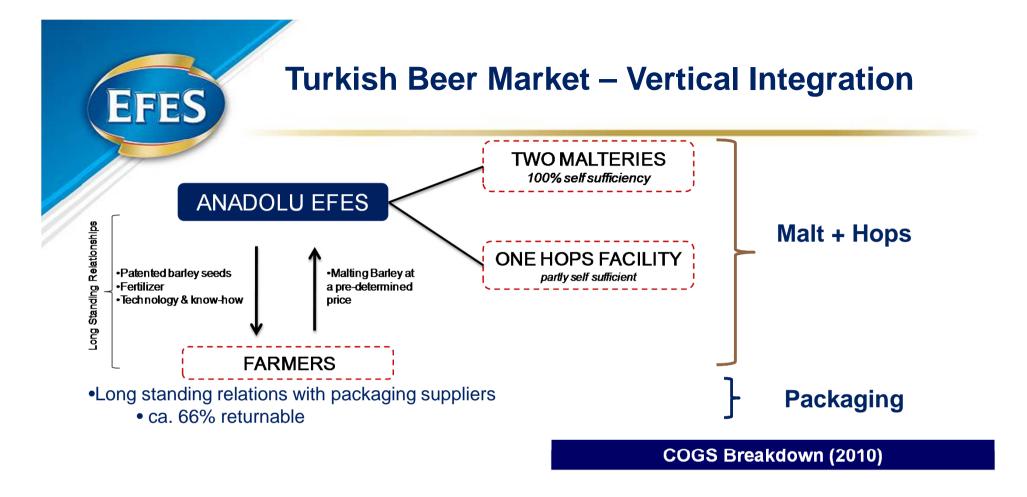


## **Unmatched Brand Equity**

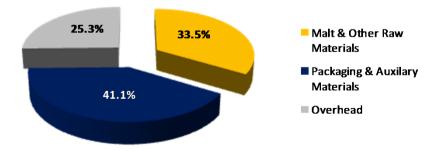
TURKEY Top Brands – % of spending

| 11   |                 | Total Trade                   | %   |
|--|-----------------|-------------------------------|-----|
| Source: The Nielsen Company YTD September 2011 | 1.              | Winston (tobacco)             | 6.2 |
| mbe  | 2.              | Marlboro <i>(tobacco)</i>     | 4.8 |
| spte   | 3.              | Parliament <i>(tobacco)</i>   | 4.4 |
| D Se   | 4.              | Lark (tobacco)                | 4.0 |
| EX.  | 5.              | EFES PILSEN                   | 3.6 |
| any  | 6.              | L&M (tobacco)                 | 3.0 |
| dmc  | 7.              | Muratti (tobacco)             | 2.5 |
| n Co   | 8.              | Viceroy (tobacco)             | 2.2 |
| isei   | 9.              | Coca-Cola                     | 2.2 |
| Nie  | 10              | . Tekel 2001 <i>(tobacco)</i> | 2.1 |
| The  |                 |                               |     |
| :ec:   |                 |                               |     |
| Sour   | $\overline{\ }$ |                               |     |

| Ι.  | EFES PILSEN | 7.4 |
|-----|-------------|-----|
| 2.  | Coca-Cola   | 4.5 |
| 3.  | Eti         | 3.8 |
| 4.  | Ulker       | 3.6 |
| 5.  | Yeni Rakı   | 3.4 |
| 6.  | Pınar       | 2.8 |
| 7.  | Caykur      | 2.4 |
| 8.  | Sutas       | 2.0 |
| 9.  | Fanta       | 1.4 |
| 10. | Icim        | 1.2 |
| 11. | Сарру       | 1.0 |



Vertical integration is a key factor in efficient production cost management



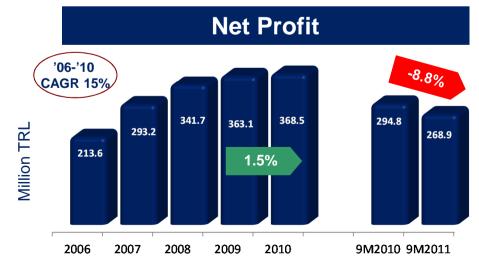
#### **Turkey Beer Operations' Financial Performance**

EFES



**EBITDA\*** 41.8% 41.1% '06-'10 40.3% 40.1% **CAGR 14%** 39.8% 39.2% 37.3% Million TRL 1.9% 519.1 503.0 412.1 494.2 404.2 389.8 3.2% 308.0 2008 2009 2010 2006 2007 9M2010 9M2011

\*Previously reported EBITDA figures for 2005, 2006 and 2007 are adjusted by excluding other income/expense arising from Anadolu Efes' holding nature for comparison purposes.



## FY2011 OUTLOOK TURKEY BEER OPERATIONS

- We more than covered the most recent excise tax hike of 20% effective as of October 13 through a simultaneously introduced average price increase of 14%
- As the last quarter contribute a small portion in total sales volumes, we do not see a major change for our 2011 full-year guidance
- We maintain our guidance of low-single digit decline in domestic sales volume or
- ➢ We also stick to our previous margin outlook for 2011;
  - Flat gross profit margin supported by higher beer prices on a per liter basis and moderate increases in input costs
  - Slight contraction in EBITDA margin led by lower volumes

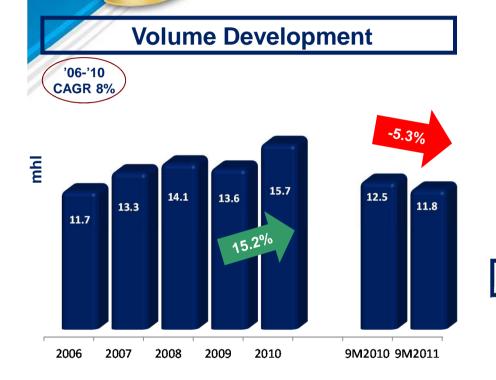
EFES



# **International Beer Operations**

# EFES

#### **Volume Development In International Markets**



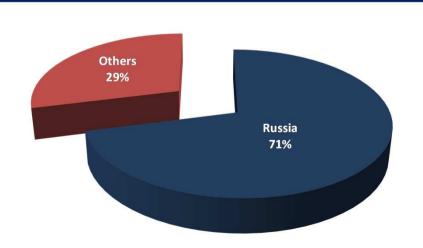
EBI's consolidated sales volume was 11.8 mhl in 9M2011, down by 5.3% compared to the same period of 2010.

EBI's consolidated sales volume fell by 11.4% in 3Q2011 y-o-y due to;

➤ continued weakness in Russian beer volumes

➢ high base of 3Q2010 contributed by exceptionally hot weather conditions in July and August

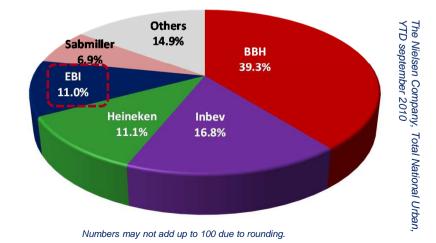
Breakdown of Sales Volume - 9M2011





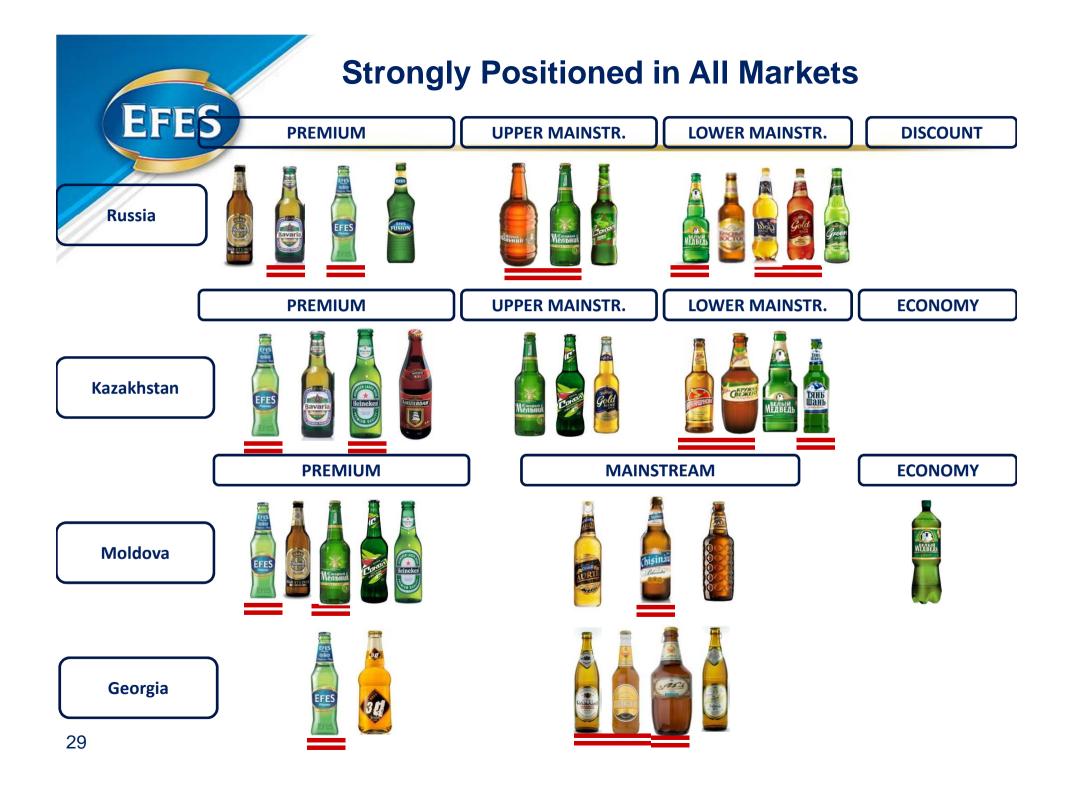


The Nielsen Company, Total National Urban YTD September 2011



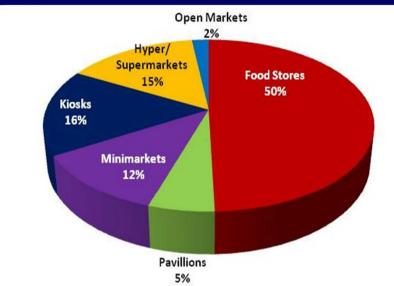
According to the Nielsen Company, beer market sales volumes in Urban Russia declined by;

- >7% in the third guarter of 2011 versus the same period of 2010
- >3% in the nine month period of 2011 versus the same period of 2010
- ≻Our market share in Russia remained almost flat at 10.9% in 9M2011<sup>1</sup>. compared to both 9M2010 and 1H2011

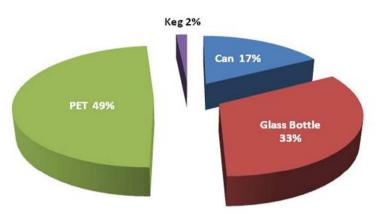


# Russian Beer Market – Fundamentals & Dynamics

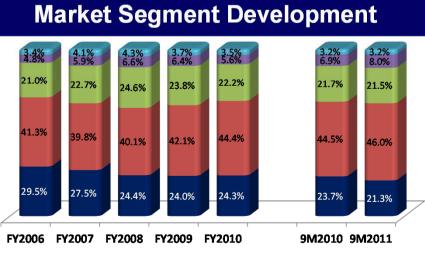
Outlet Split (2010)



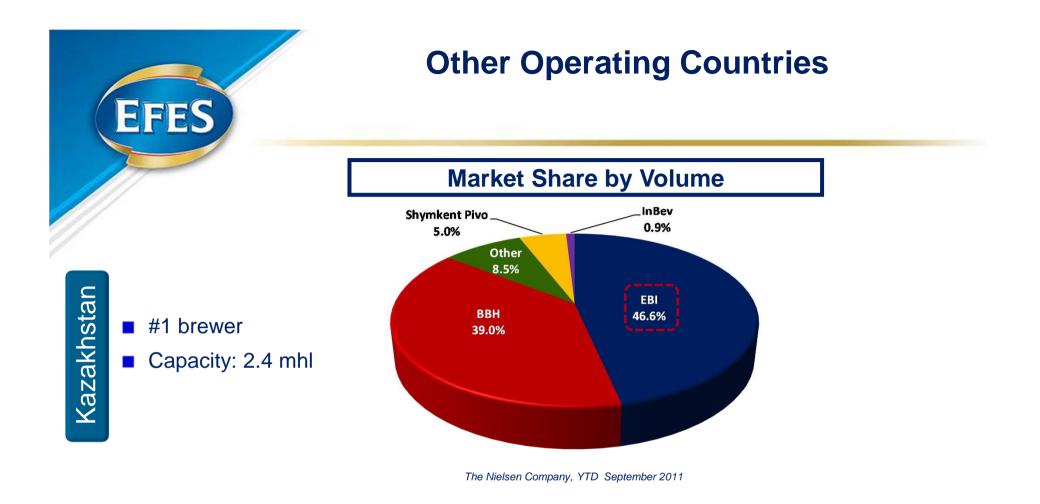
#### Packaging Split (2010)

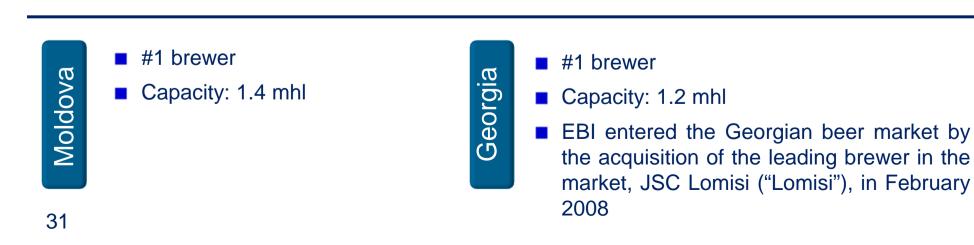


Numbers may not add up to 100 due to rounding.

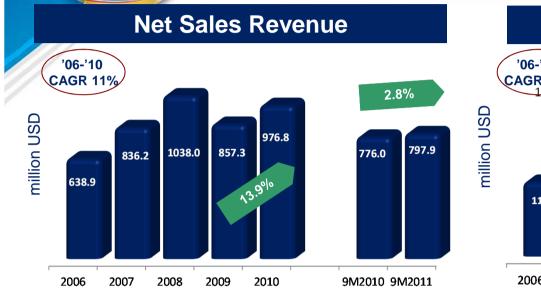


Source: The Nielsen Company

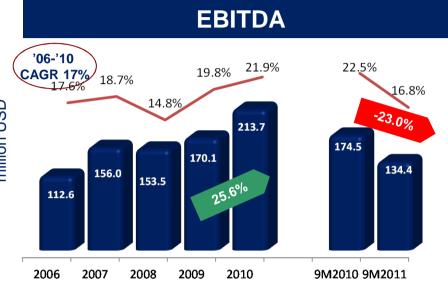


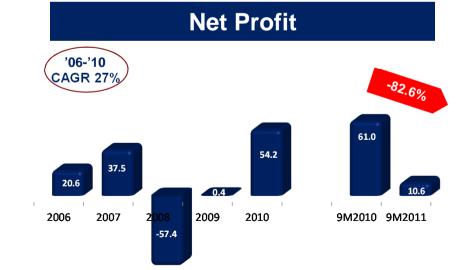


### International Beer Operations Financial Performance



**EFES** 





million USD

## FY2011 OUTLOOK

## **INTERNATIONAL BEER OPERATIONS**

Beer demand came under pressure in our largest market Russia since the beginning of 2011 mainly due to;

higher price points

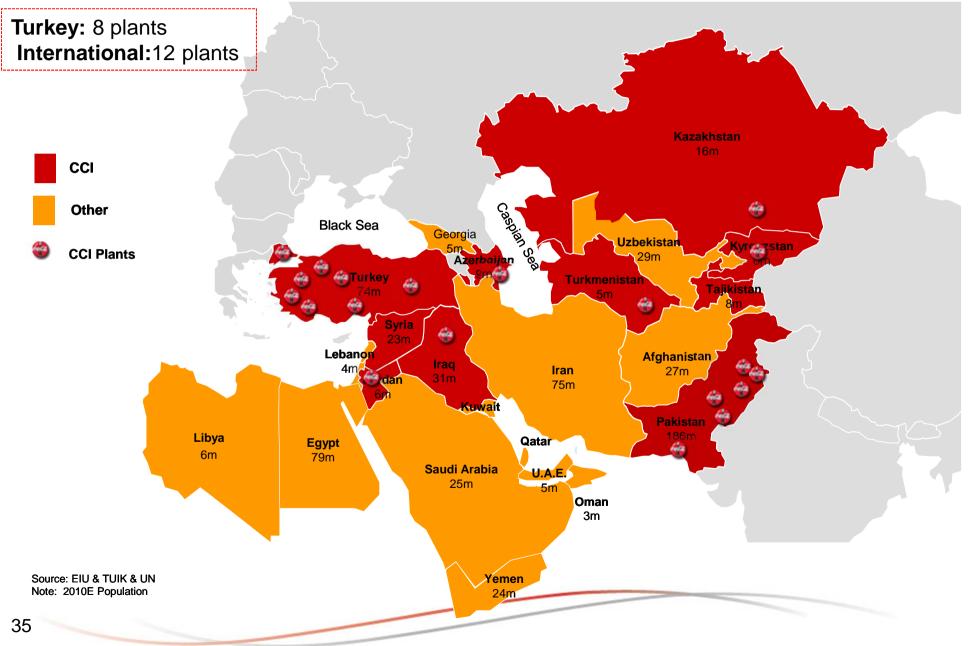
**EFES** 

- unfavorable weather conditions during the season
- We expect the Russian beer market to continue to be weaker in the remaining part of 2011, leading to a low single digit decline in Russian beer market and mid single digit decline in our international beer volumes in 2011
- Although we still expect net sales revenues in international operations to grow in absolute terms, our gross profit and EBITDA is set to decline, both in absolute terms and margins, due to;
  - cost pressures
  - higher excise taxes
  - phased pricing
  - continued discounts
- As a result, we maintain our estimate for the second half of the year which points out a slightly higher decline in gross and EBITDA margins compared to the first half of the year and we expect
- a performance in line with this forecast in the last quarter

# **Soft Drink Operations**

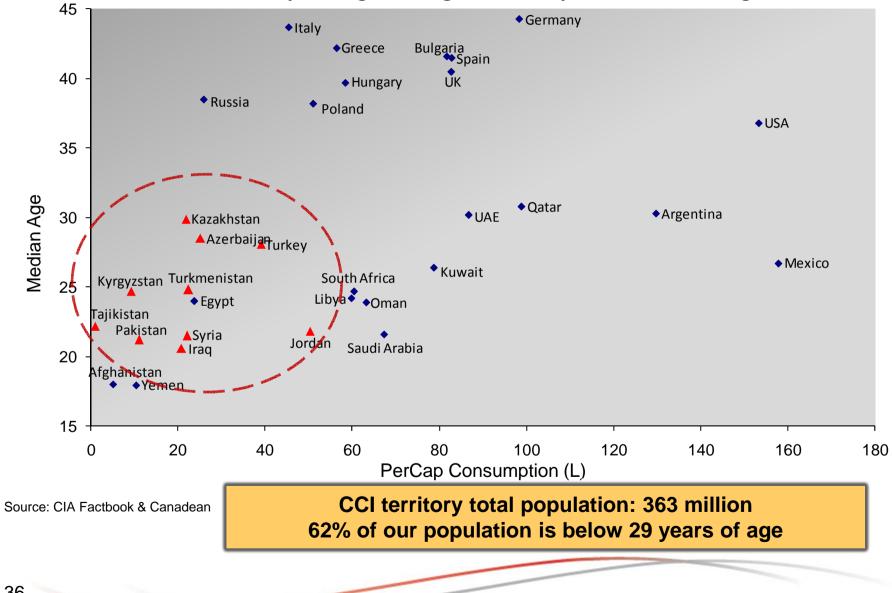
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#### **Operating Geography Soft Drinks Business**



## **Future Opportunities**

#### 2009 Sparkling Beverages Consumption vs Median Age



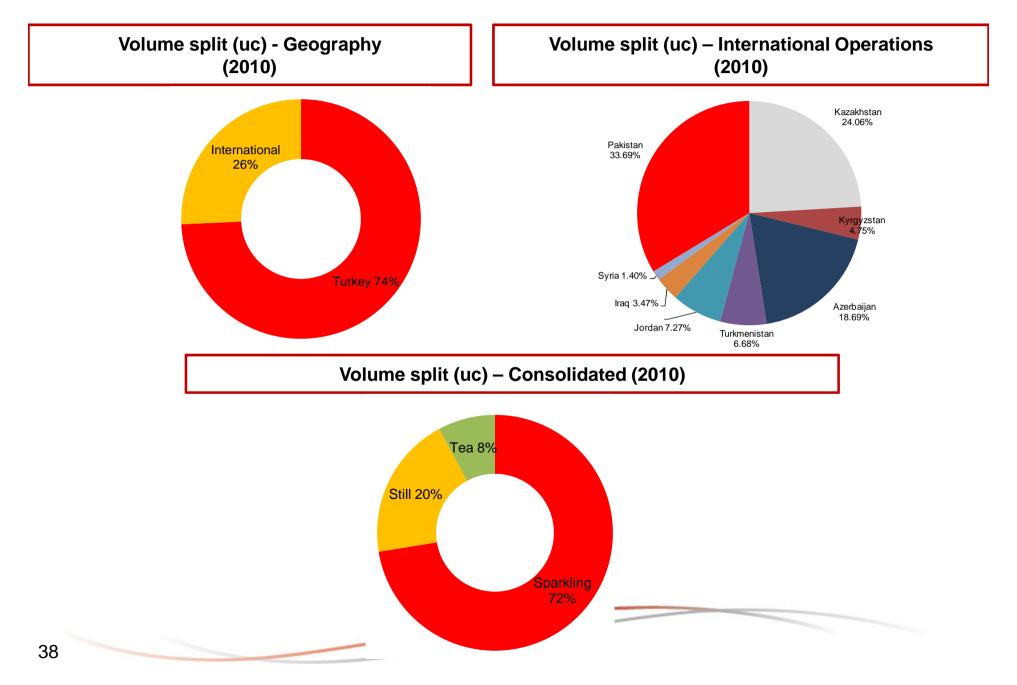
36

# **Country Data**

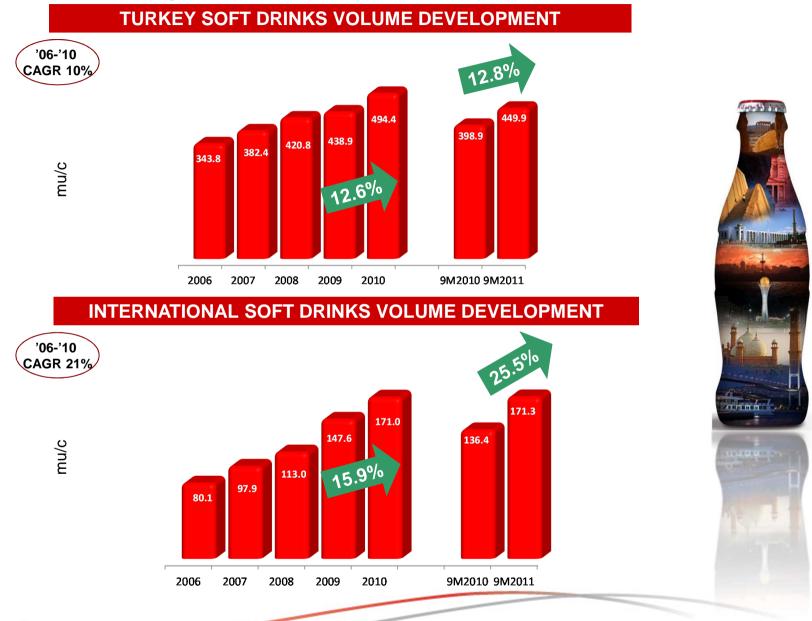
|          |              | Population<br>(mn) in<br>2010 | % of<br>population<br>below 29<br>years | GDP per<br>capita in 2010<br>(\$) ** | Per capita<br>consumption<br>of sparkling<br>bev. (L) in<br>2009 | CCI's market<br>share in<br>sparkling<br>bev. in 2010 | 2010<br>Volume<br>(mn uc) | Volume<br>Growth in<br>2010 |
|----------|--------------|-------------------------------|---|--------------------------------------|--|---|---------------------------|-----------------------------|
| C*       | Turkey       | 73.7                          | 51%                                     | 10,079                               | 40.3   | 69%   | 494                       | 13%                         |
| C        | Pakistan     | 185.5                         | 65%                                     | 1,049                                | 11.0   | 29%   | 118                       | 8%                          |
| 9        | Kazakhstan   | 16.2                          | 51%                                     | 8,326                                | 21.9   | 34%   | 43                        | 23%                         |
| C*       | Azerbaijan   | 9.0                           | 51%                                     | 5,765                                | 24.1   | 56%   | 32                        | 19%                         |
| اله اکبر | Iraq         | 31.4                          | 68%                                     | 2,626                                | 20.0   | -   | 20                        | 34%                         |
| •        | Jordan       | 6.4                           | 68%                                     | 4,435                                | 53.0   | 12%   | 12                        | -10%                        |
| (÷.)     | Turkmenistan | 4.9                           | 59%                                     | 3,663                                | 21.3   | -   | 11                        | 85%                         |
|          | Kyrgyzstan   | 5.5                           | 58%                                     | 816                                  | 9.3  | -   | 8                         | 21%                         |
| * *      | Syria        | 22.5                          | 65%                                     | 2,892                                | 23.0   | 9%*   | 5                         | -15%                        |
|          | Tajikistan   | 7.7                           | 68%                                     | 732                                  | 1.0  | -   | -                         | -                           |

Sources: IMF, EIU, UN Estimate, TCCC, Nielsen \*MEMRB \*\* IMF

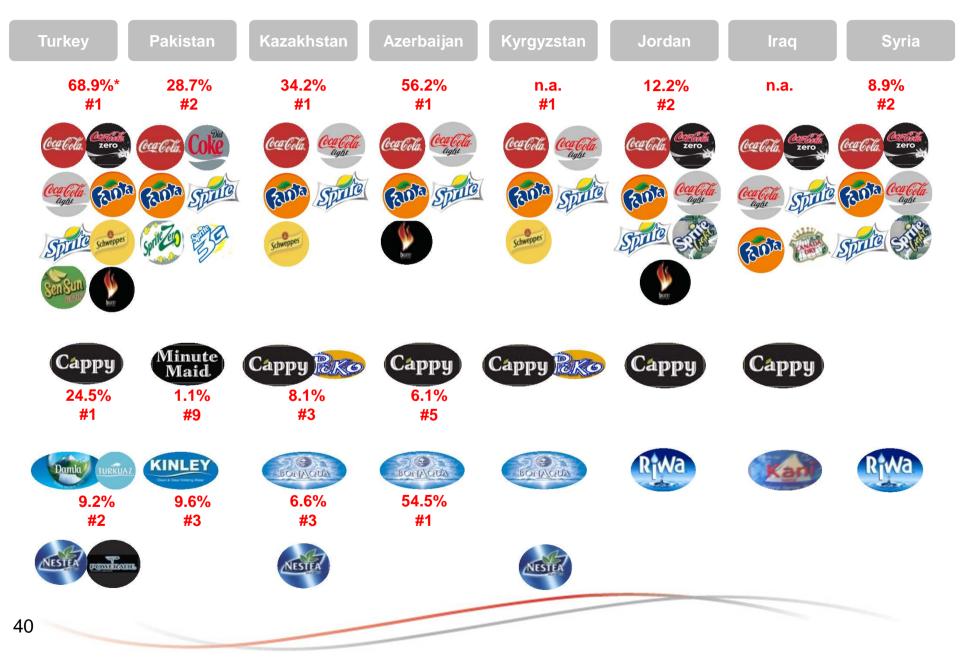
# **Geographic and Category Split of Business**



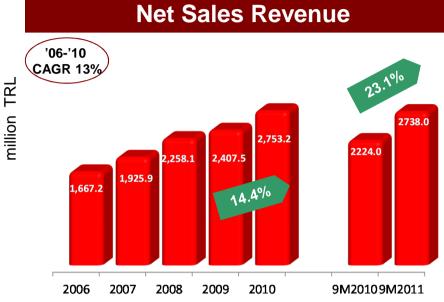
## **Dynamic Growth in All Markets**



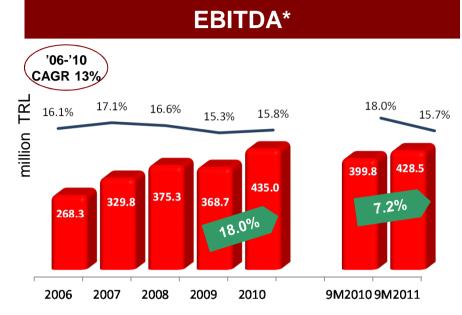
# **Leading Brands and Market Positions**



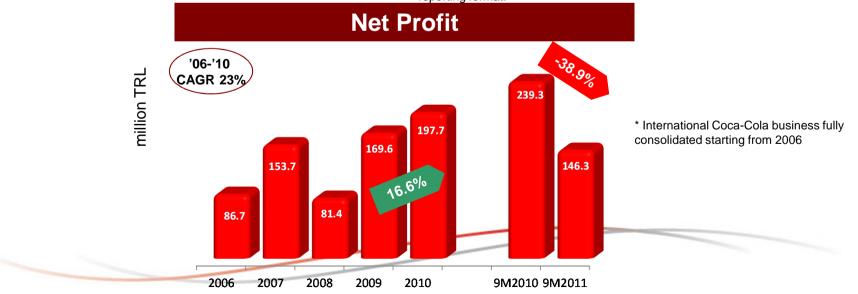
## **Soft Drink Operations' Financial Performance\***



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\*Full year EBITDA is as previously reported, not restated as per CMB's new reporting format.









| Consolidated Income Statements For the Nine-Month Per<br>Prepared In Accordance with IFRS as per<br>(million TRL) |           | 2011      |
|---|-----------|-----------|
|   | 2010/9    | 2011/9    |
| SALES VOLUME (million hectoliters)  | 34.3      | 36.0      |
| SALES   | 3,294.2   | 3,730.9   |
| Cost of Sales (-)   | (1,613.7) | (1,934.3) |
| GROSS PROFIT FROM OPERATIONS  | 1,680.5   | 1,796.6   |
| Marketting, Selling and Distribution Expenses (-)   | (793.6)   | (930.6)   |
| General and Administrative Expenses (-)   | (260.9)   | (299.3)   |
| Other Operating Income  | 13.5      | 24.8      |
| Other Operating Expense (-)   | (26.0)    | (30.9)    |
| PROFIT FROM OPERATIONS  | 613.5     | 560.7     |
| Loss from Associates  | (5.0)     | (5.1)     |
| Financial Income  | 201.5     | 150.1     |
| Financial Expense (-)   | (191.0)   | (269.3)   |
| PROFIT BEFORE TAX FROM CONTINUING OPERATIONS  | 619.1     | 436.4     |
| Continuing Operations Tax Expense (-)   | (122.4)   | (95.3)    |
| PROFIT FOR THE PERIOD   | 496.6     | 341.2     |
| Attributable to:  |           |           |
| Minority Interest   | 14.1      | 14.7      |
| Net Income Attributable to Equity Holders of the Parent   | 482.6     | 326.4     |
| EBITDA  | 845.3     | 814.1     |

Note 1: CCI's consoliated results are proportionately consolidated in Anadolu Efes' financial results as per its 50.3% shareholding.

Note 2: EBITDA comprises of Profit from Operations, depreciation and other relevant non-cash items up to Profit From Operations.





|                               | Consolidated 2  | Balance Sh | eets as of 30.09.2011 and 31.12.2010       |         |         |
|-------------------------------|-----------------|------------|--|---------|---------|
|                               | Prepared In /   | Accordance | with IFRS as per CMB Regulations           |         |         |
|                               | 1 repuired in 1 |            | (million TRL)                              |         |         |
|                               | 2010/12         | 2011/9     |  | 2010/12 | 2011/9  |
| Cash & Cash Equivalents       | 939.3           | 773.6      | Short-term Borrowings                      | 996.1   | 631.8   |
| Financial Investments         | 55.1            | 25.7       | Trade Payables                             | 253.3   | 325.4   |
| Trade Receivables             | 518.3           | 717.3      | Due to Related Parties                     | 8.6     | 6.7     |
| Due from Related Parties      | 0.3             | 0.1        | Other Payables                             | 290.8   | 371.1   |
| Other Receivables             | 7.9             | 15.5       | Provision for Corporate Tax                | 15.3    | 25.7    |
| Inventories                   | 467.9           | 628.5      | Provisions                                 | 23.7    | 50.4    |
| Other Current Assets          | 152.0           | 222.7      | Other Liabilities                          | 169.3   | 231.5   |
|                               |                 |            |  |         |         |
| Total Current Assets          | 2,140.8         | 2,383.4    | Total Current Liabilities                  | 1,757.2 | 1,642.6 |
| Other Receivables             | 1.3             | 1.9        | Long-term Borrowings                       | 768.4   | 1,379.1 |
| Investments in Securities     | 37.5            | 28.8       | Other Payables                             | 144.4   | 164.2   |
| Investments in Associates     | 21.4            | 20.2       | Provision for Employee Benefits            | 51.3    | 52.3    |
| Biological Assets             | 1.5             | 4.8        | Deferred Tax Liability                     | 42.8    | 39.8    |
| Property, Plant and Equipment | 2,043.8         | 2,469.1    | Other Liabilities                          | 9.7     | 16.5    |
| Intangible Assets             | 361.9           | 437.5      |  |         |         |
| Goodwill                      | 871.1           | 969.1      |  |         |         |
| Deferred Tax Assets           | 40.0            | 54.6       | Total Non-Current Liabilities              | 1,016.6 | 1,651.9 |
| Other Non-Current Assets      | 69.5            | 88.3       |  |         |         |
| Total Non-Current Assets      | 3.448.0         | 4,074.3    | Total Equity                               | 2.815.0 | 3,163.3 |
| Total Non-Current Assets      | 5,440.0         | 4,074.3    | Total Equity                               | 2,015.0 | 3,103.3 |
| Total Assets                  | 5,588.8         | 6,457.7    | Total Liabilities and Shareholders' Equity | 5,588.8 | 6,457.7 |

Note 1: CCI's consolidated financial results are consolidated in Anadolu Efes' financial results by proportionate consolidation method as per Anadolu Efes' 50.3% shareholding in CCI.

Note 2: 7.5% of Alternatifbank shares held by Anadolu Efes is accounted at fair value and classified as "Investment in Securities" in Non-Current Assets part of the balance sheet.

Note 3: "Financial Investments" in Current Assets mainly includes the time deposits with a maturity more than three months.



| TURKEY BEER OPERATIONS<br>Highlighted Income Statement Items For the Nine-Month Period Ended 30.09.2010 and 30.09.2011<br>Prepared In Accordance with IFRS as per CMB Regulations<br>(million TRL)                   | 30.09.2010 and 30.09.201<br>dations | =                   |
|--|-------------------------------------|---------------------|
|  | 2010/9                              | 2011/9              |
| Sales Volume (million hectolitres)   | 6.5                                 | 6.4                 |
| SALES  | 982.7                               | 1,052.0             |
| GROSS PROFIT FROM OPERATIONS   | 677.0                               | 732.9               |
| PROFIT FROM OPERATIONS   | 341.9                               | 345.5               |
| Financial Income / Expense   | 17.8                                | (9.7)               |
| CONTINUING OPERATIONS PROFIT BEFORE TAX  | 359.7                               | 335.8               |
| Provision for Taxes  | (64.9)                              | (66.8)              |
| PROFIT FOR THE PERIOD  | 294.8                               | 268.9               |
| ΕΒΙΤΏΑ   | 404.2                               | 412.1               |
| Note : EBITDA comprises of Profit from Operations (excluding other operating income/expense arising from Anadolu Eles' holding nature), depreciation and other relevant non-cash items up to Profit From Operations. | /expense arising from Ana           | adolu Efes' holding |

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| 3,059.1                        | 3,002.6                               | Total Liabilities and Shareholders' Equity  |
|--------------------------------|---------------------------------------|---|
| 2,170.0                        | 2,150.9                               | Share holders' Equity   |
| 196.8<br>216.0<br><b>412.9</b> | 77.3<br>186.6<br>263.9                | Long-term Borrowings<br>Other Liabilities<br>Total Non-Current Liabilities                |
| 136.4<br><b>476.3</b>          | 325.1<br>587.8                        | Short-term Borrowings<br>Total Current Liabilities  |
| 68.9<br>268.1                  | 53.0<br>206.5                         | Trade Payables<br>Other Liabilities   |
| 3,059.1                        | 3,002.6                               | Total Assets  |
| 2,241.8                        | 2,010.2                               | Total Non-Current Assets  |
| 385.3<br>67 7                  | 375.3                                 | Property, Plant and Equipment<br>Other Asserts  |
| 1,777.9                        | 1,587.7                               | Investments   |
| 27.9<br>817.4                  | 22.9<br>992.4                         | Uner Assets<br>Total Current Assets   |
| 135.4                          | 96.0                                  | Inventories   |
| 344.6                          | 277.1                                 | Trade Receivables   |
| 304.7                          | 580.6                                 | Cash Cash equivalents and Financial Investments   |
| 2011/0                         | s per CMB Regulations                 | Prepared In Accordance with IFRS as per CMB Regulations<br>(million TRL)                  |
|                                | ERATIONS<br>30.09.2011 and 31.12.2010 | TURKEY BEER OPERATIONS<br>Highlighted Balance Sheet Items as of 30.09.2011 and 31.12.2010 |
|                                |                                       |   |

Note: Anadolu Efes subsidiaries, excluding brewing and malt production subsidiaries in Turkey, are stated on cost basis in order to provide more comprehensive presentation.

**EFES** 

| 134.4                  | 174.5  | EBITDA   |
|------------------------|--|--|
| 9.2<br>10.6            | 8.0<br>61.0  | Minority Interest<br>Equity Holders of the Parent Company  |
| (5.2)<br><b>19.8</b>   | (17.6)<br><b>69.1</b>  | Income Tax<br>(LOSS)/PROFIT AFTER TAX<br>Attributable to   |
| (26.2)<br><b>25.0</b>  | (10.6)<br><b>86.6</b>  | Financial Income / (Expense)<br>(LOSS)/PROFIT BEFORE TAX   |
| 797.9<br>343.3<br>54.4 | 770.0<br>378.1<br>100.6  | ROFIT FROM OPERATIONS  |
| 11.8                   | 12.5   | Volume (million hectoliters)   |
| 2011/9                 | 2010/9   |  |
| Ē                      | OPERATIONS (EBI)<br>onth Period Ended 30.09.2010 and 30.09.201<br>nee with IFRS<br>ID) | INTERNATIONAL BEER OPERATIONS (EBI)<br>Highlighted Income Statement Items For the Nine-Month Period Ended 30.09.2010 and 30.09.2011<br>Prepared In Accordance with IFRS<br>(million USD) |

Note 1: EBITDA here means earnings before interest (financial income/(expense) — net), tax, share of net loss of associates, depreciation and amortisation, minus minority interest, and as applicable, minus gain on holding activities, plus loss/(gain) on sale of PPE disposals, provisions, reserves and impairment. Note 2: Figures for EBI are obtained from consolidated financial statements prepared in accordance with IFRS.

| 1,628.8      | 1,484.5        | [Total Liabilities and Shareholders' Equity   |
|--------------|----------------|---|
| 854.2        | 757.4          | Total Equity  |
| ن. د. ۲. ن   | 1000 B         |   |
| 9.1<br>313 3 | 12.9<br>วรร 3  | Other Non-Current Liabilities   |
| 304.3        | 242.4          | Long-term Borrowings (including lease obligations)  |
| 461.3        | 471.7          | Total Current Liabilities   |
| 213.9        | 225.8          | Short-term Borrowings (including current portion of long-term debt and lease obligations) |
| 247.4        | 246.0          | Trade Payables, Due to Related Parties and Other Payables                                 |
| 1,628.8      | 1,484.5        | Total Assets  |
| 1,160.9      | 1,170.1        | Total Non-Current Assets  |
| 21.8         | 22.1           | Other Non-Current Assets  |
| 10.9         | 13.9           | Investments in Associates   |
| 441.6        | 454.1          | Intangible Assets (including goodwill)  |
| 686.6        | 680.1          | Property, Plant and Equipment   |
| 467.8        | 314.3          | Total Current Assets  |
| 18.2         | 27.6           | Other Current Assets  |
| 161.9        | 164.7          | Inventories   |
| 74.7         | 55.8           | Trade Receivables   |
| 212.7        | 66.0           | Cash and Cash Equivalents   |
| 2011/9       | 2010/12        |   |
|              | J              | Prepared In Accordance with IFRS<br>(million USD)   |
|              | and 31.12.2010 | Highlighted Balance Sheet Items as of 30.09.2011 and 31.12.2010                           |
|              | ONS (EBI)      | INTERNATIONAL BEER OPERATIONS (EBI)   |
|              |                |   |

Note 1: Figures for EBI are obtained from consolidated financial statements prepared in accordance with IFRS.

**EFES** 

| SOFT DRINK OPERATIONS (CCD)         Highlighted Balance Sheet Items as of 30.09.2011 and 31.12.2010         Prepared In Accordance with IFRS as per CMB Regulations         (million TRL)       2010/12         2010/12       2011/9         Cash and Cash Equivalents       491.7       175.9         Investments in Securities       107.1       11.1         Trade Receivables and Due from Related Parties (net)       300.0       460.7         Inventory (net)       223.7       35.72         Other Receivables       4.8       11.3 |
|---|
|---|

loca:Cola

Note 1: Figures for CCI are obtained from consolidated financial results prepared in accordance with IFRS as per CMB regulations.

3,014.0

3,560.4

Total Liabilities and Shareholders' Equity

Short-term Borrowings Trade Payables and Due to Related Parties Other Payables Provision for Corporate Tax Provisions for Employee Benefits Other Current Liabilities **Total Current Liabilities** 

3,014.0 627.7 144.3 80.9 1.0 14.4 12.4 **880.6** 617.9 35.7 41.1 **698.4** 

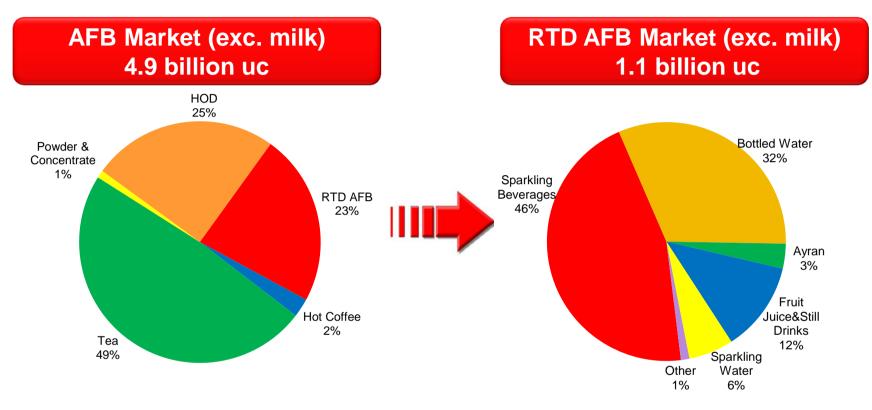
3,560,4 178,1 2,60,0 106,3 14,1 22,5 29,4 610,5 29,4 610,5 33,3 33,3 33,3 43,4 1,212,9 33,3 43,4 1,2**89,6** 

**Total Assets** 

Long-term Borrowings Provisions for Employee Benefits Defined Tax Liabilities **Total Non-Current Liabilities Total Equity** 



# **Turkey AFB Market**



Source: Canadean, 2009

#### Hot tea category constitutes 49% of alcohol-free beverages

