

**Anadolu Efes Investor Presentation** 



## **Forward-Looking Statements**

This report 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.



# **Regional Beverage Powerhouse**



**EFES** 





#### **Beer Business FOCUS IN TURKEY & CIS**

14\* breweries in 5\* Countries

35.2 mhl\* Beer Capacity

7 malteries with 290,000 tons Malt Capacity

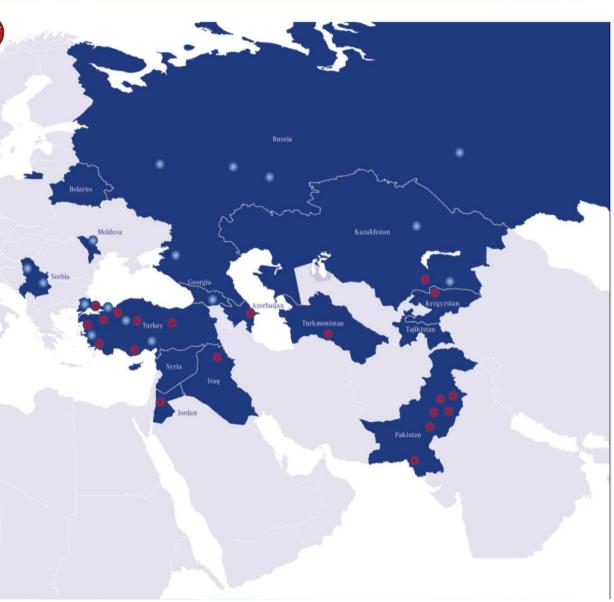
\* Does not include Serbian operations, where EBI currently has 28% shareholding

#### **Coca-Cola Business FOCUS IN TURKEY, CENTRAL ASIA & MIDDLE EAST**

20 bottling plants in 10 countries

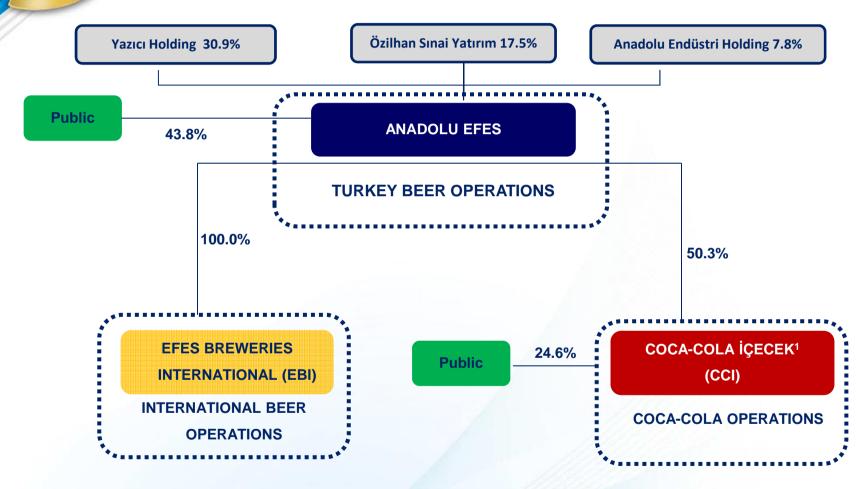
978 million unit case capacity

3



# **EFES**

### **Anadolu Efes' Structure**





<sup>(1) 20%</sup> held by TCCEC (The Coca-Cola Export Corporation) and 5% by Özgörkey Holding.

\* Only the major subsidiaries of the Group are presented



# **Rapidly Growing Beverage Company**





# **EFES**

## **Operating Markets**



#### **TURKEY**

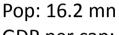


Pop: 73.7 mn

GDP per cap: \$10,079



#### **KAZAKHSTAN**



GDP per cap: \$8,326



#### **RUSSIA**

Pop: 139.4 mn

GDP per cap: \$10,521



#### **MOLDOVA**

Pop: 4.3 mn

GDP per cap: \$1,503



#### **GEORGIA**

Pop: 4.6 mn

GDP per cap: \$2,559



#### **AZERBAIJAN**

Pop: 9.0 mn

GDP per cap: \$5,765



#### **PAKISTAN**

Pop: 185.5 mn

GDP per cap: \$1,049



#### **KYRGYZSTAN**

Pop: 5.5 mn

GDP per cap: \$816



#### **TURKMENISTAN**

Pop: 4.9 mn

GDP per cap: \$3,663



#### **JORDAN**

Pop: 6.4 mn

GDP per cap: \$4,435



#### **IRAQ**

Pop: 31.4 mn

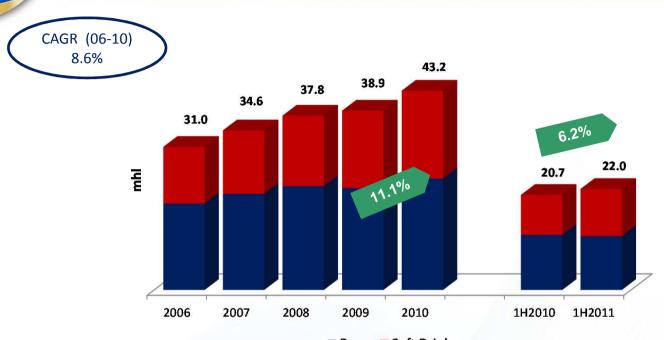
GDP per cap: \$2,626



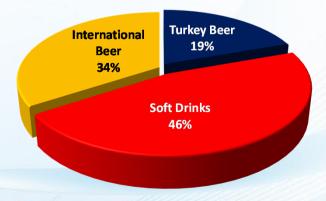


# **EFES**

# **Consolidated Sales Volume Development**



Breakdown of Consolidated\* Sales Volume-1H2011



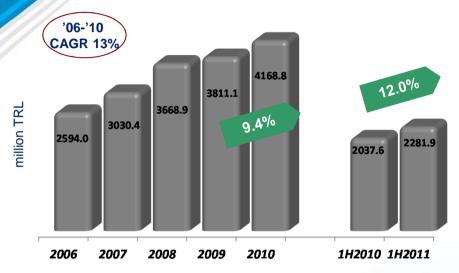




#### **Consolidated Financial Performance**

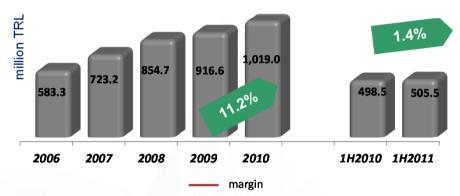
'06-'10

#### Consolidated Net Sales Revenue\*

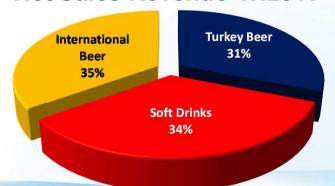


#### **Consolidated EBITDA\***

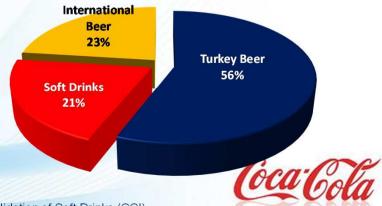




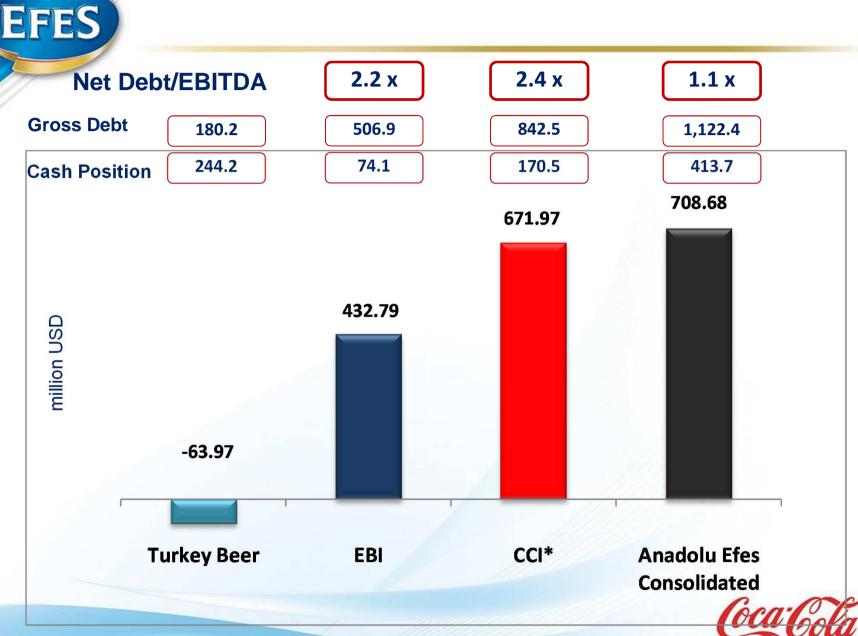
#### **Breakdown of Consolidated\* Net Sales Revenue-1H2011**



# \*Full year EBITDA is as previously reported, not restated as per CMB's new reporting format. **Breakdown of Consolidated\* EBITDA-1H2011**

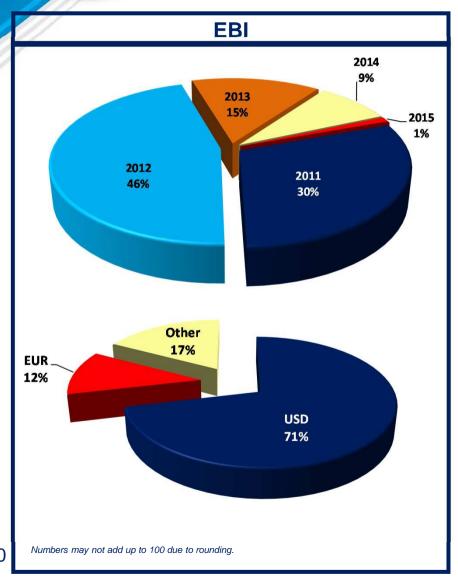


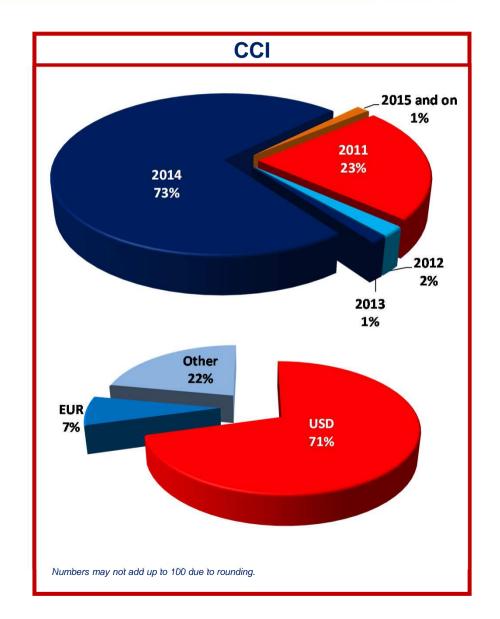
### **Net Financial Indebtedness**





# **Debt Maturity & Currency Breakdown**

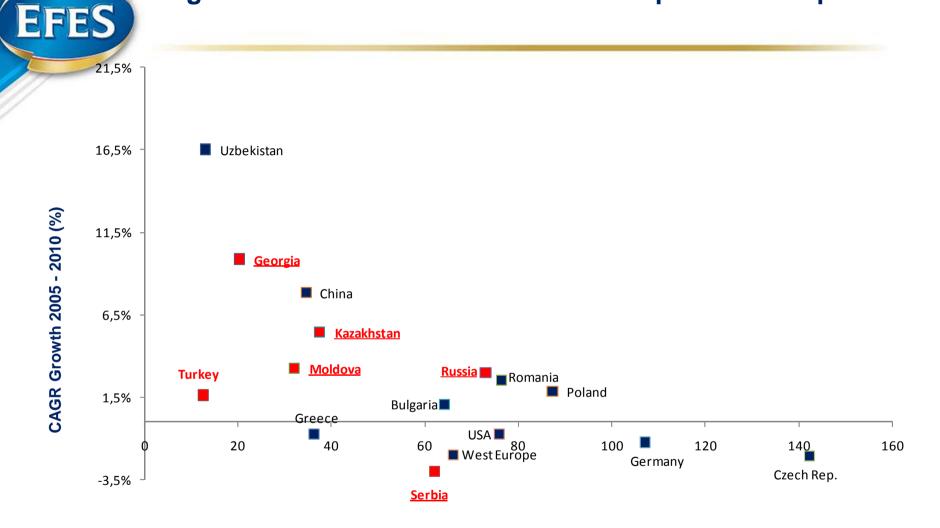






**Beer Operations** 

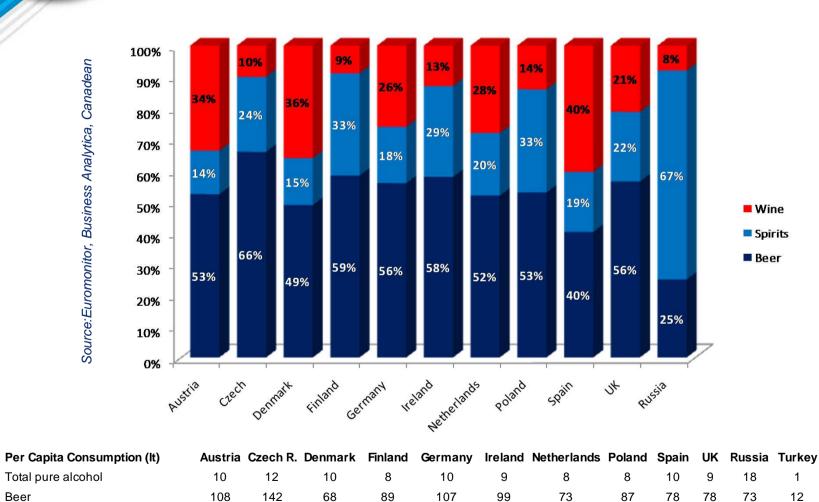
# High Growth Beer Markets- Low Per Capita Consumption



Per Capita Consumption (It)



# **Breakdown of Pure Alcohol Consumption**

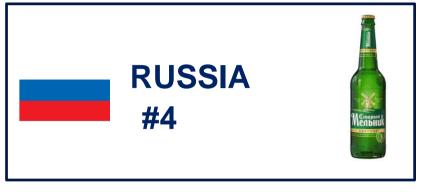


Beer



# **Strong Positions and Brands**











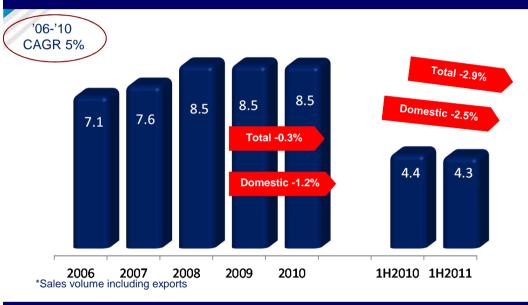


**Turkey Beer Operations** 

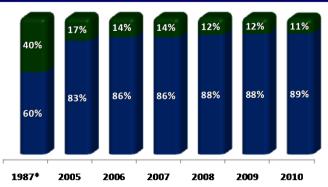


# A Leading Position in the Turkish Beer Market Steadily Growing and Increasing Market Share

#### **Sustainable Volume Growth\***



#### **Market Share Development**



16 Source: Nielsen
\* Company estimate

■ Efes ■ Other

Total sales volumes declined by 1.5% in 2Q2011. Volume decline was milder in the second quarter compared to the first quarter supported by:

- phased acceptance of higher price level by consumers
- calmer political environment in some export markets in the second quarter

#### despite;

- unfavorable weather conditions
- continued impact of higher prices to reflect excise tax increases in 2010



# **Off-Premise Development Initiatives**

### **Before**



Before



### After



**After** 



# **Off-Premise Development Initiatives**

### **Before**

**EFES** 



Inside



### **After**



Inside



# **On-Premise Development Initiatives**



**EFES** 



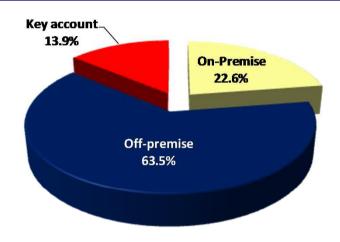




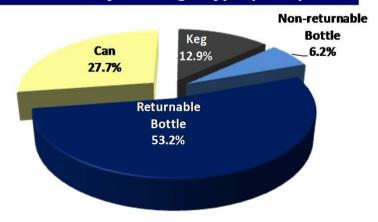


# **Turkish Beer Market – Fundamentals & Dynamics**

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



#### 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



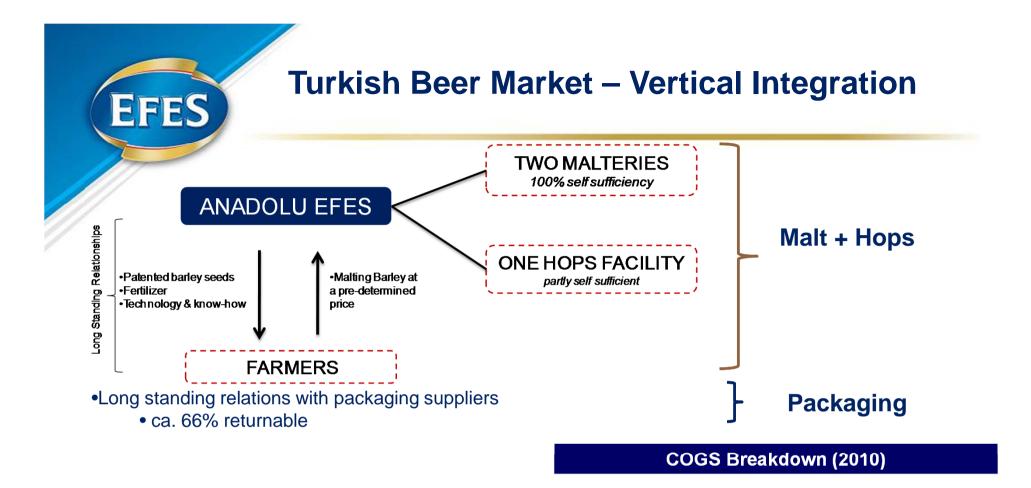


# **Unmatched Brand Equity**

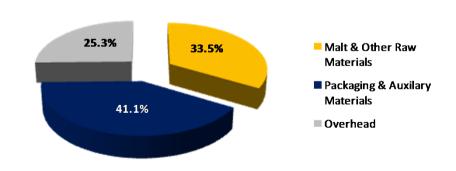
# TURKEY Top Brands – % of spending

**Total Trade** % Source: The Nielsen Company YTD June 2011 Winston (tobacco) 6.2 Marlboro (tobacco) 4.8 Parliament (tobacco) 4.3 Lark (tobacco) 4.0 **EFES PILSEN** 3.6 6. L&M (tobacco) 3.0 Muratti (tobacco) 2.5 Viceroy (tobacco) 2.3 **Tekel 2001** 2.2 10. Eti 2.0 Coca-Cola 1.8

7.5
4.2
3.8
3.7
3.6
2.7
2.5
1.9
1.2
1.2



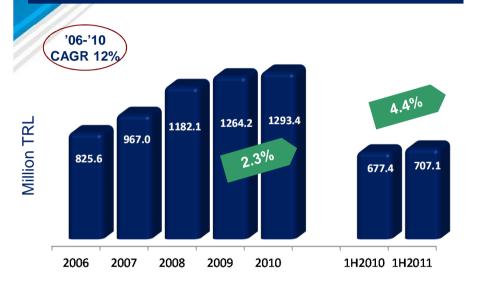
Vertical integration is a key factor in efficient production cost management

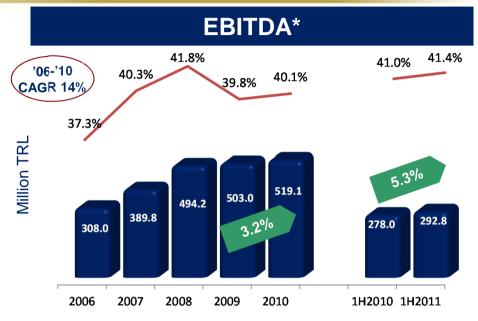


# **EFES**

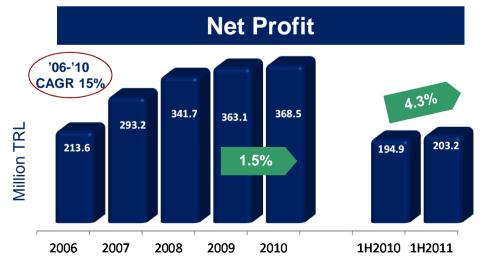
# **Turkey Beer Operations' Financial Performance**

#### **Net Sales Revenue**





\*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 maintain our guidance of low-single digit decline in domestic sales volume, mainly due to high level of beer prices resulting in softer demand
- ➤ 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

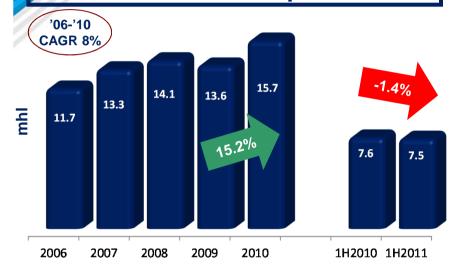


**International Beer Operations** 



# **Volume Development In International Markets**

#### **Volume Development**

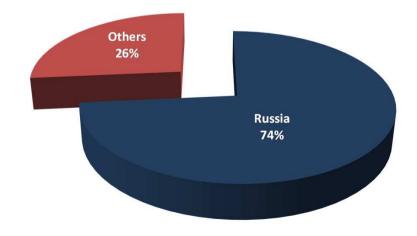


EBI's consolidated sales volume was 7.5 mhl in 1H2011, down by 1.4% compared to the same period of 2010.

In 2Q11, consolidated sales volume declined by 4.5% due to:

- high base of last year
- > continued decline in the Russian beer market
- > unfavorable weather conditions

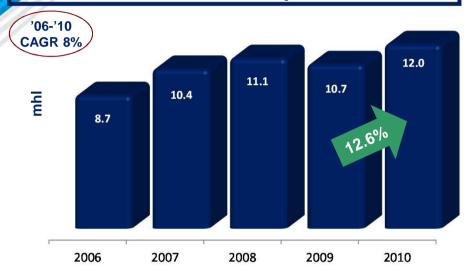
#### **Breakdown of Sales Volume - 1H2011**



# EFES

# **Volume Development In Russia**

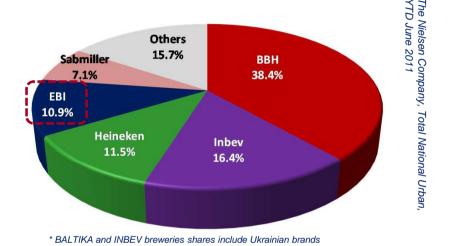
#### **Volume Development**



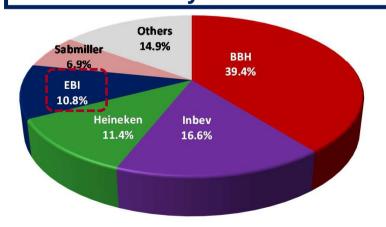
>According to the Nielsen Company, Russian beer market sales declined by 1% in the first half of 2011 compared to the first half of 2010

➤Our market share in Russia increased to 10.9% in 1H2010<sup>1</sup>, up from 10.8%<sup>2</sup> a year ago

#### **Market Share by Volume – 1H2011**



## **Market Share by Volume – 1H2010**

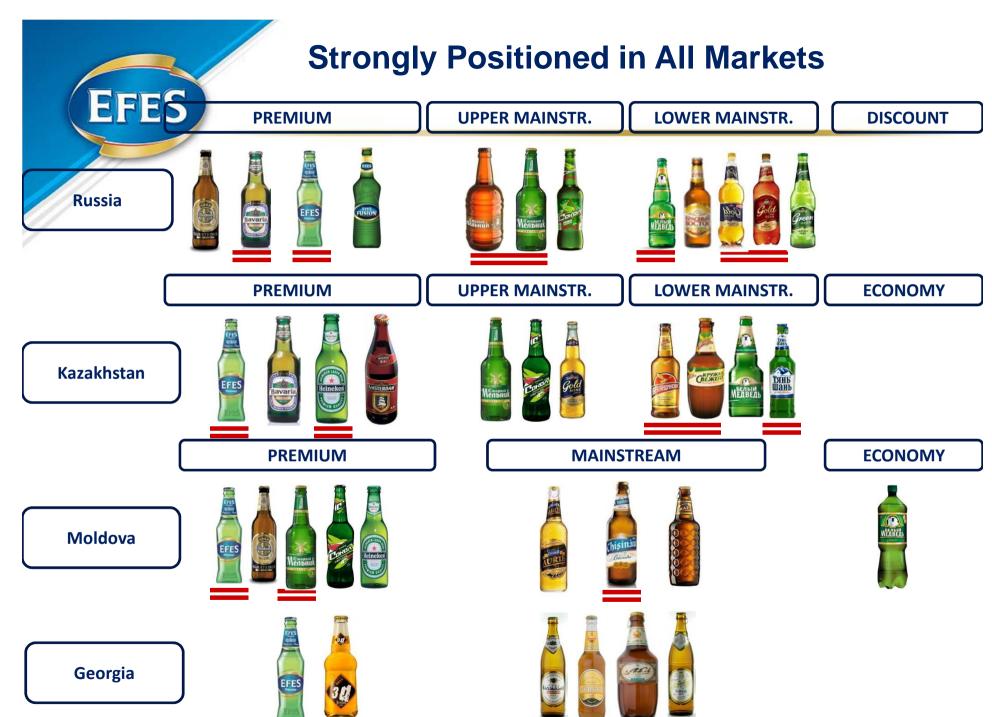


The Nielsen Company, Total National Urban, YTD June 2010

Numbers may not add up to 100 due to rounding.

<sup>&</sup>lt;sup>1</sup> The Nielsen Company, National Urban Russia YTD June 2011

<sup>28 &</sup>lt;sup>2</sup> The Nielsen Company, National Urban Russia YTD June 2010

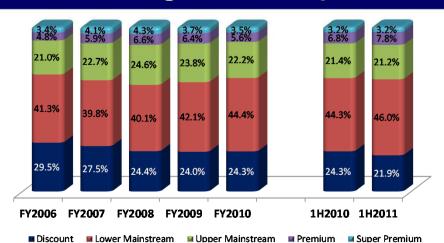


# Russian Beer Market – Fundamentals & Dynamics EFES

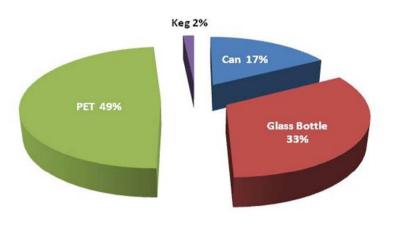
#### **Outlet Split (2010)**



#### **Market Segment Development**



#### Packaging Split (2010)



Numbers may not add up to 100 due to rounding.

 Shift between brands is not very high, but within each brand shift towards cheaper packaging is visible

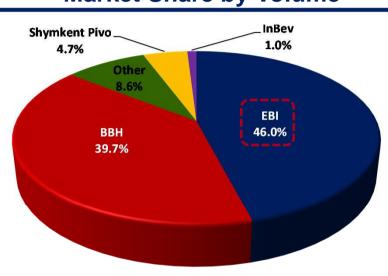


# **Other Operating Countries**

#### **Market Share by Volume**

Kazakhstan

- #1 brewer
- Capacity: 2.4 mhl



The Nielsen Company, YTD June 2011

Moldova

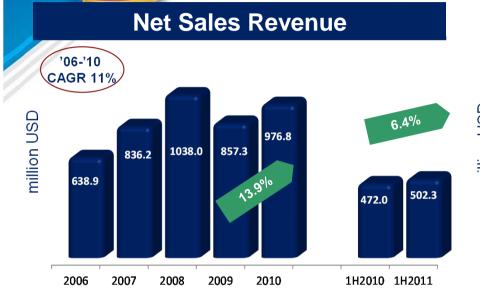
- #1 brewer
- Capacity: 1.4 mhl

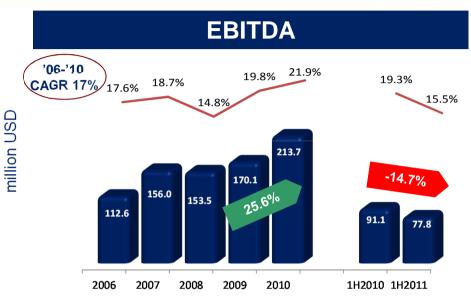
# Georgia

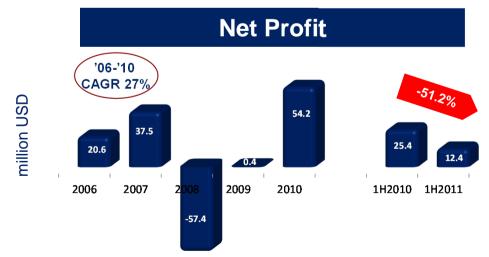
- #1 brewer
- Capacity: 1.2 mhl
- EBI entered the Georgian beer market by the acquisition of the leading brewer in the market, JSC Lomisi ("Lomisi"), in February 2008

# **EFES**

# **International Beer Operations Financial Performance**







## FY2011 OUTLOOK

## INTERNATIONAL BEER OPERATIONS

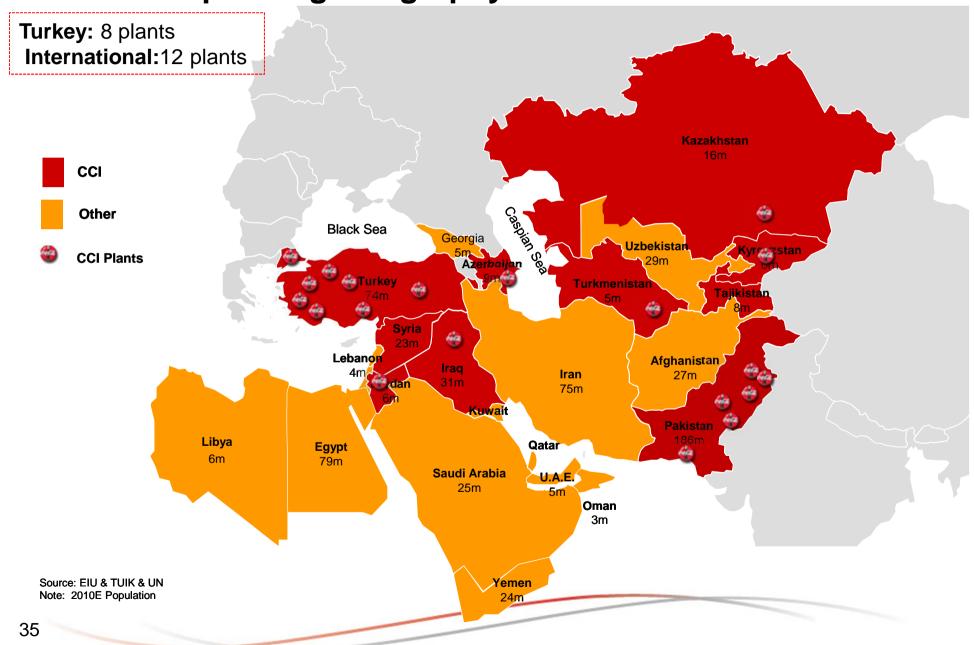
- Beer demand came under pressure in our largest market Russia since the beginning of 2011 mainly due to;
  - higher price points

**EFES** 

- unfavorable weather conditions till now
- ➤ Higher comparables for July and August as well as new restrictions will put further pressure on the market in the second half of the year leading to a mid single digit decline in the Russian beer market in 2011
- As a result, we expect a slight volume decline in our international operations in 2011
- Despite we forecast net sales revenues in international operations to grow at high single digit levels, our gross profit and EBITDA will decline, both in absolute terms and margins, due to;
  - cost pressures
  - higher excise taxes
  - phased pricing
  - continued discounts
- As a result, the decline in gross and EBITDA margins will be slightly higher in the second half of
   2011 compared to the first half of the year

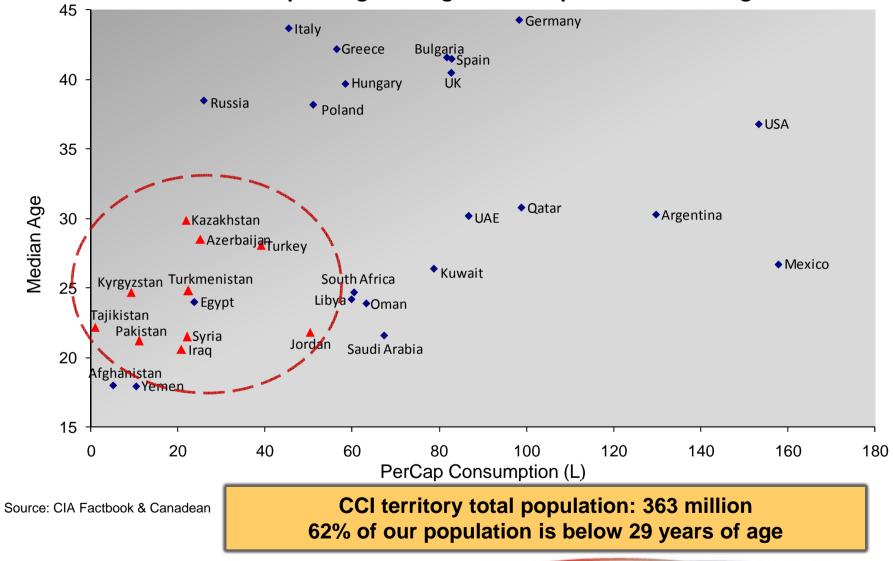


# **Operating Geography Soft Drinks Business**



# **Future Opportunities**

#### **2009 Sparkling Beverages Consumption vs Median Age**

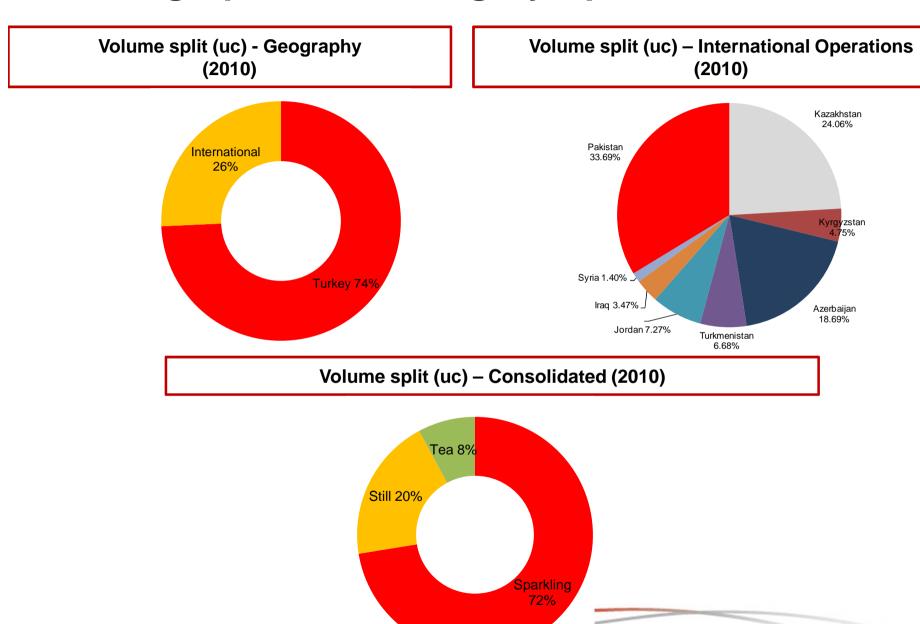


# **Country Data**

		Population (mn) in 2010	% of population below 29 years	GDP per capita in 2010 (\$) **	Per capita consumption of sparkling bev. (L) in 2009	CCI's market share in sparkling bev. in 2010	2010 Volume (mn uc)	Volume Growth in 2010
<b>C</b> *	Turkey	73.7	51%	10,079	40.3	69%	494	13%
C	Pakistan	185.5	65%	1,049	11.0	29%	118	8%
	Kazakhstan	16.2	51%	8,326	21.9	34%	43	23%
C*	Azerbaijan	9.0	51%	5,765	24.1	56%	32	19%
الله امكبر	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%
in the second	Tajikistan	7.7	68%	732	1.0	-	-	-

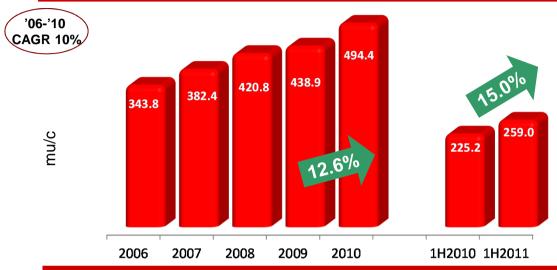
Sources: IMF, EIU, UN Estimate, TCCC, Nielsen \*MEMRB \*\* IMF

# **Geographic and Category Split of Business**



# **Dynamic Growth in All Markets**

### **TURKEY SOFT DRINKS VOLUME DEVELOPMENT**

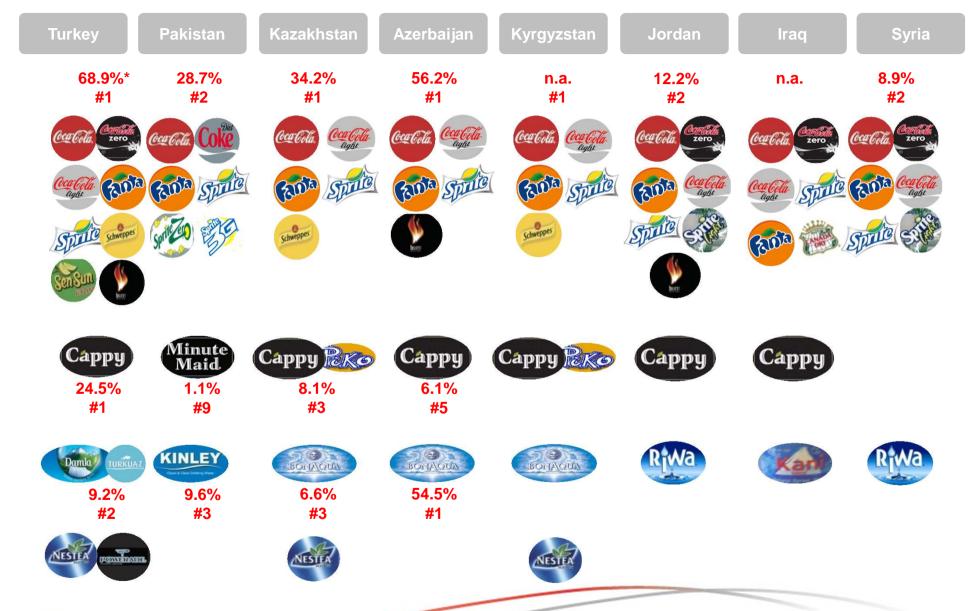


### INTERNATIONAL SOFT DRINKS VOLUME DEVELOPMENT

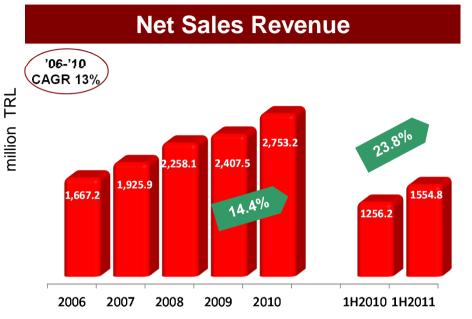
arina

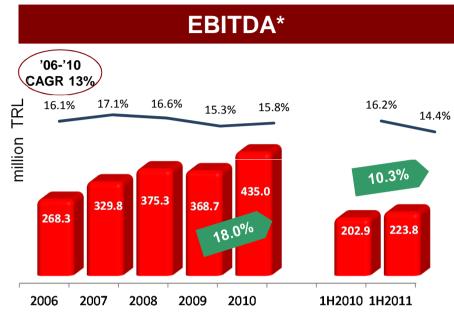


# **Leading Brands and Market Positions**

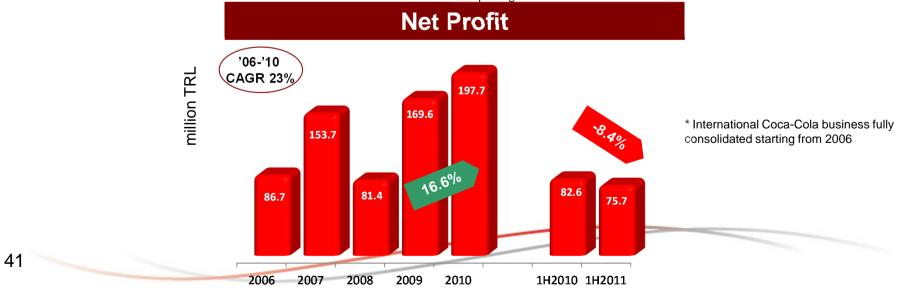


# **Soft Drink Operations' Financial Performance\***





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



Thank You!



Questions Please ...



**Appendix** 



### ANADOLU EFES

# Consolidated Income Statements For the Six-Month Period Ended 30.06.2010 and 30.06.2011 Prepared In Accordance with IFRS as per CMB Regulations (million TRL)

	2010/6	2011/6
SALES VOLUME (million hectoliters)	20.7	22.0
SALES	2,037.6	2,281.9
Cost of Sales (-)	(991.2)	(1,158.3)
GROSS PROFIT FROM OPERATIONS	1,046.4	1,123.6
Marketting, Selling and Distribution Expenses (-)	(516.6)	(579.1)
General and Administrative Expenses (-)	(176.1)	(201.0)
Other Operating Income	6.6	14.2
Other Operating Expense (-)	(19.8)	(21.0)
PROFIT FROM OPERATIONS	340.4	336.7
Loss from Associates	(3.9)	(3.3)
Financial Income	124.0	119.6
Financial Expense (-)	(128.8)	(127.5)
PROFIT BEFORE TAX FROM CONTINUING OPERATIONS	331.8	325.5
Continuing Operations Tax Expense (-)	(66.2)	(78.6)
PROFIT FOR THE PERIOD	265.6	246.9
Attributable to:		
Minority Interest	8.0	8.3
Net Income Attributable to Equity Holders of the Parent	257.5	238.5
EBITDA	498.5	505.5

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





# ANADOLU EFES Consolidated Balance Sheets as of 30.06.2011 and 31.12.2010 Prepared In Accordance with IFRS as per CMB Regulations (million TRL)

			(million TRL)		
	2010/12	2011/6		2010/12	2011/6
Cash & Cash Equivalents	939.3	656.7	Short-term Borrowings	996.1	712.5
Financial Investments	55.1	17.8	Trade Payables	253.3	461.5
Trade Receivables	518.3	883.0	Due to Related Parties	8.6	11.1
Due from Related Parties	0.3	0.1	Other Payables	290.8	482.0
Other Receivables	7.9	18.1	Provision for Corporate Tax	15.3	38.6
Inventories	467.9	653.5	Provisions	23.7	50.9
Other Current Assets	152.0	219.8	Other Liabilities	169.3	214.2
<b>Total Current Assets</b>	2,140.8	2,449.1	Total Current Liabilities	1,757.2	1,970.7
Other Receivables	1.3	1.2	Long-term Borrowings	768.4	1,117.3
Investments in Securities	37.5	33.9	Other Payables	144.4	159.5
Investments in Associates	21.4	20.9	Provision for Employee Benefits	51.3	51.7
Biological Assets	1.5	3.3	Deferred Tax Liability	42.8	49.9
Property, Plant and Equipment	2,043.8	2,365.3	Other Liabilities	9.7	14.7
Intangible Assets	361.9	394.7			
Goodwill	871.1	962.7			
Deferred Tax Assets	40.0	51.5	Total Non-Current Liabilities	1,016.6	1,393.1
Other Non-Current Assets	69.5	85.4			
Total Non-Current Assets	3,448.0	3,918.8	Total Equity	2,815.0	3,004.1
Total Assets	5,588.8	6,367.9	Total Liabilities and Shareholders' Equity	5,588.8	6,367.9

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.



# EBITDA Financial Income / Expense CONTINUING OPERATIONS PROFIT BEFORE TAX Provision for Taxes PROFIT FOR THE PERIOD GROSS PROFIT FROM OPERATIONS PROFIT FROM OPERATIONS SALES Sales Volume (million hectolitres) Highlighted Income Statement Items For the Six-Month Period Ended 30.06.2010 and 30.06.2011 Prepared In Accordance with IFRS as per CMB Regulations TURKEY BEER OPERATIONS (million TRL) 2010/6 677.4 469.3 235.2 3.8 239.0 (44.1) 194.9 278.0 4.4 2011/6 707.1 496.5 247.0 9.2 256.2 (53.0) 203.2 292.8 4.3

Note: EBITDA comprises of Profit from Operations (excluding other operating income/expense arising from Anadolu Efes' holding nature), depreciation and other relevant non-cash items up to Profit From Operations.

3,028.3	3,002.6	Total Liabilities and Shareholders' Equity
2,118.4	2,150.9	Shareholders' Equity
173.9 209.9 <b>383.8</b>	77.3 186.6 <b>263.9</b>	Long-term Borrowings Other Liabilities Total Non-Current Liabilities
76.6 328.0 119.9 <b>526.1</b>	53.0 206.5 325.1 <b>587.8</b>	Trade Payables Other Liabilities Short-term Borrowings Total Current Liabilities
3,028.3	3,002.6	Total Assets
1,592.9 378.3 48.3 <b>2,034.2</b>	1,587.7 375.3 35.9 <b>2,010.2</b>	Investments Property, Plant and Equipment Other Assets Total Non-Current Assets
398.1 462.2 95.2 33.5 <b>994.1</b>	580.6 277.1 96.0 22.9 <b>992.4</b>	Cash, Cash equivalents and Financial Investments Trade Receivables Inventories Other Assets Total Current Assets
2011/6	AATIONS .06.2011 and 31.12.2010 per CMB Regulations 2010/12	TURKEY BEER OPERATIONS Highlighted Balance Sheet Items as of 30.06.2011 and 31.12.2010 Prepared In Accordance with IFRS as per CMB Regulations (million TRL) 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** 

# EBITDA PROFIT FROM OPERATIONS Financial Income / (Expense) (LOSS)/PROFIT BEFORE TAX Minority Interest Equity Holders of the Parent Company Attributable to (LOSS)/PROFIT AFTER TAX GROSS PROFIT NET SALES Volume (million hectoliters) INTERNATIONAL BEER OPERATIONS (EBI) Highlighted Income Statement Items For the Six-Month Period Ended 30.06.2010 and 30.06.2011 Prepared In Accordance with IFRS (million USD) 472.0 224.2 40.2 (1.1) 36.5 (6.8) 29.7 4.3 25.4 2011/6 502.3 218.4 24.1 3.9 25.9 (7.9) 18.0 5.6 12.4 77.8

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 inpairment.

Note 2: Figures for EBI are obtained from consolidated financial statements prepared in accordance with IFRS.

1,289.2	1,170.1	Total Non-Current Assets Total Assets
1,721.9	1,484.5	Total Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1,289.2	1,170.1	Total Non-Current Assets
1 289 2	1 170 1	Total Non-Current Accets
i	Į.	C HAPA A COM COMPANY A POSTOR
i	22:1	Cutof From Contour Charles
1.41	22.1	Culci Non-Culcin Assess
24.2	22.1	Other Non-Current Assets
2	22.1	Other Non Commont Accept
i	10.7	ALL COMMENTS HAVE AND COMMENTS
12.8	13.9	Investments in Associates
5	130	
491.1	434.1	mangible Assets (including goodwiii)
401 1	454 1	Intendible Assets (including goodwill)
1.107	080.1	riopeity, rant and Equipment
761 1	680 1	Dropatty Dlant and Equipment
432.0	314.3	IOM CHITCH ASSES
133.7	21/2	Harry Comment Associated the Comment of the Comment
29.2	27.6	Other Current Assets
	21 /	
216.6	164.7	Inventories
112.4	55.8	Trade Receivables
/4.1	0.00	Cash and Cash Equivalents
1	660	Cook and Cook Tourishade
2011/6	2010/12	
		(million USD)
		, (-1111 - TGT)
		Prepared In Accordance with IFRS
		( (
	and 31.12.2010	Highlighted Balance Sheet Items as of 30.06.2011 and 31.12.2010
	JNS (EBI)	INTERNATIONAL BEEK OPERATIONS (EBI)

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

**EFES** 



# SOFT DRINK OPERATIONS (CCI) Highlighted Income Statement Items For the Six-Month Period Ended 30.06.2010 and 30.06.2011 Prepared In Accordance with IFRS as per CMB Regulations (million TRL)

Cost of Sales
GROSS PROFIT
Operating Expenses
Other Operating Income / (Expense) (net) Attributable to, Minority Interest Net Income attributable to Shareholders EBIT
Gain /(Loss) from Associates
Financial Income / (Expense) (net)
INCOME BEFORE MINORITY INTEREST & TAX
Income Taxes INCOME BEFORE MINORITY INTEREST ales Volume(million Unit Case) 1,256.2 (786.2) 470.0 (341.1) (2.8) 126.1 0.0 (18.5) 107.6 (24.6) 2010/6 302.9 0.4 82.6 83.0 1,554.8 (988.8) **566.0** (423.3) (0.9) **141.8** 0.0 (40.5) **101.4** (26.0) 2011/6 356.5 (0.3) 75.7 75.4

Note 1: EBITDA comprises of profit from operations, depreciation and other relevant non-cash items up to EBIT.

Note 2: Figures for CCI are obtained from consolidated financial results prepared in accordance with IFRS as per CMB regulations

		7-4-17-17-17-17-17-17-17-17-17-17-17-17-17-
1,481.1	1,435.0	Total Equity
1,114.3	698.4	Total Non-Current Liabilities
37.7	41.1	Deffered Tax Liabilities
1,044.3 32.2	617.9 35.7	Long-term Borrowings Provisions for Employee Benefits
875.0	880.6	Total Current Liabilities
54.2	12.4	Other Current Liabilities
23.9	14.4	Provisions for Employee Benefits
12.6	1.0	Provision for Corporate Tax
137.5	80.9	Other Payables
317.6	144.3	Trade Payables and Due to Related Parties
329.1	627.7	Short-term Borrowings
3,470.3	3,014.0	Total Assets
2,037.0	1,720.2	Total Non-current Assets
63.7	54.5	Other Non- Current Assets
5.4	2.5	Deffered Tax Assets
510.5	459.4	Intangible Assets (including goodwill)
1,456.5	1,203.0	Property, Plant and Equipment
0.0	0.0	Investment in Associate
1,433.3	1,293.8	Total Current Assets
278.8	166.6	Other Current Assets
12.6	4.8	Other Receivables
400.4	223.7	Inventory (net)
463.4	300.0	Trade Receivables and Due from Related Parties (net)
0.0	107.1	Investments in Securities
278.0	491.7	Cash and Cash Equivalents
2011/6	2010/12	
	AT CITED ANG MARKONS	(million TRL)
	.06.2011 and 31.12.2010	Highlighted Balance Sheet Items as of 30.06.2011 and 31.12.2010
	ONS (CCI)	SOFT DRINK OPERATIONS (CCI)

Total Liabilities and Shareholders' Equity

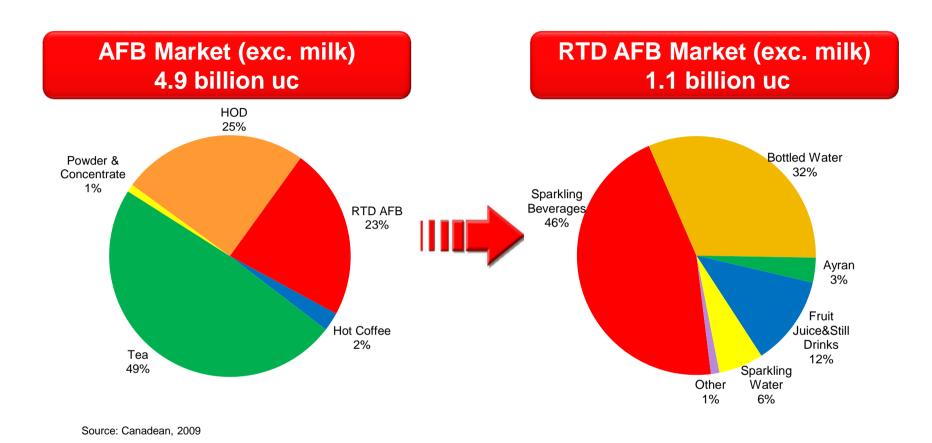
3,014.0

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

3,470.3



# **Turkey AFB Market**



Hot tea category constitutes 49% of alcohol-free beverages

