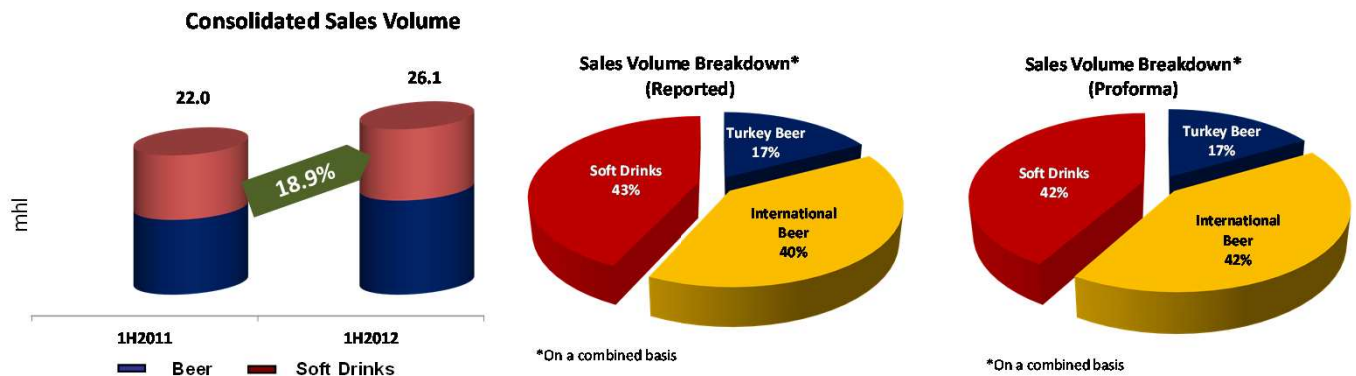


ANADOLU EFES HAS ANNOUNCED ITS SALES VOLUME FOR THE SIX MONTH PERIOD ENDED 30.06.2012

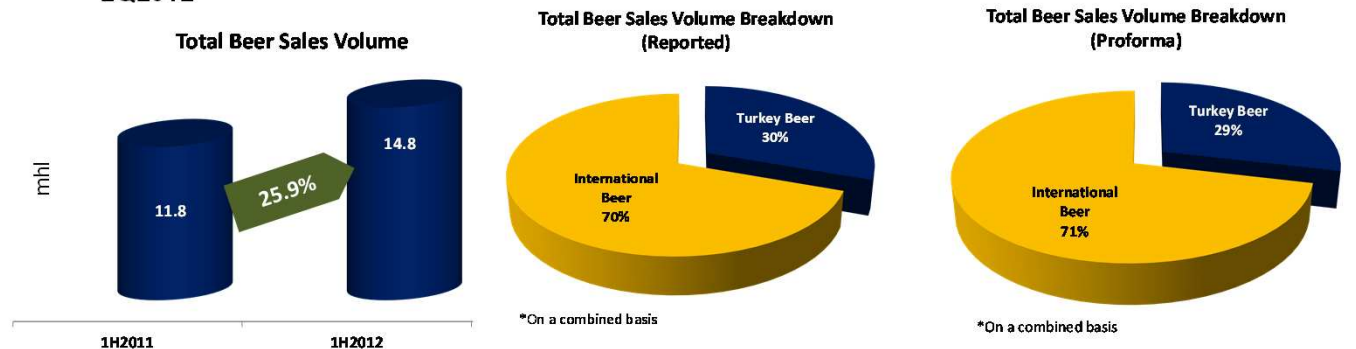
•Consolidated sales volume (including beer & soft drink volumes) up 18.9% in 1H2012 over 1H2011, while second quarter volume rose by 22.5% over the same quarter of the previous year

•Organic consolidated volume growth on a proforma basis was 4.9% y-o-y in 1H2012 and 4.7% y-o-y in 2Q2012



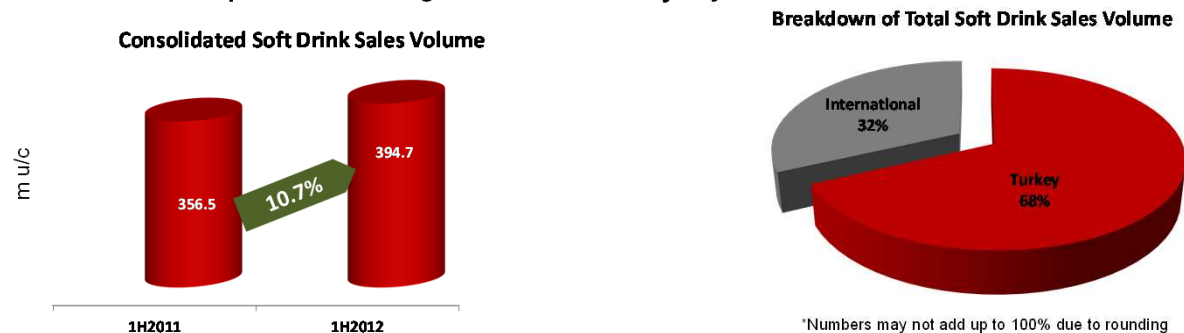
• Total beer sales volume at 14.8 million hectoliters (“mhl”) in 1H2012; up 25.9% y-o-y, while second quarter total beer sales volume rose by 32.2% y-o-y

•Organic total beer volume growth on a proforma basis was 1.1% y-o-y in 1H2012 and 0.5% y-o-y in 2Q2012



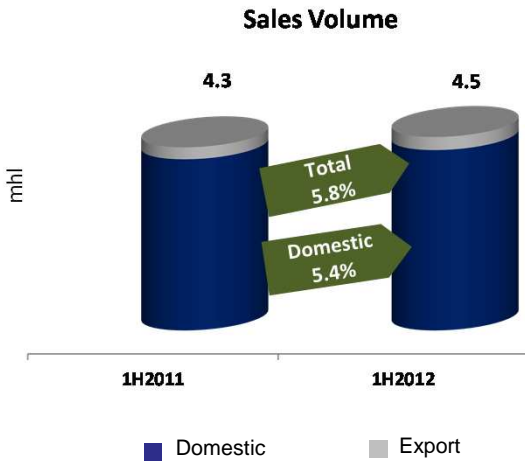
•Total soft drink sales volume at 394.7 million unit cases (“m u/c”); up 10.7% in 1H2012 vs 1H2011

•Second quarter volume growth was 11.1% y-o-y



*SABMiller's Russian and Ukrainian beer businesses are consolidated under EBI's financial results (thus under Anadolu Efes' as well) starting from March 1, 2012. While sales volumes does not include any contribution from these newly acquired businesses for 1H2011, they include a four months contribution in 1H2012 (starting from March 1, 2012). However, for comparison purposes, Anadolu Efes' and EBI's operating proforma volumes are also provided for both 1H2011 & 1H2012, which include the results of SABMiller's Russian and Ukrainian beer businesses for these periods in full (i.e. starting from January 1st) as if both businesses were operating together with Anadolu Efes' international beer operations during these periods.

TURKEY BEER



- In Turkey beer operations, total sales volume increased by 5.8% to 4.5mhl in the first half of 2012 versus the same period of 2011, with a 3.9% rise in the second quarter y-o-y.
- As noted in our 1Q2012 results announcement, there was a shift in our volumes to 1Q2012 due to increased distributor stocks before April price increase (3%). Therefore it is more appropriate to analyze 1H2012 volume growth rather than the second quarter alone. The domestic volume growth of 5.4% in 1H2012 supported by the market growth driven by successful executions and positive contributions from successful strategic initiatives, despite the negative weather conditions and higher prices to consumers.

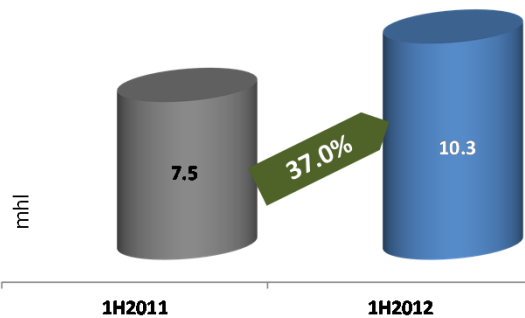
INTERNATIONAL BEER

• EBI's reported consolidated sales volume rose significantly by 37.0% to 10.3 mhl in 1H2012 over the same period of 2011, due to the contribution of newly acquired beer operations of SABMiller in Russia and Ukraine, as SABMiller Russia and SABMiller Ukraine started to be consolidated in EBI's results as of March 1, 2012. The volume growth in the second quarter of 2012 over the same quarter of 2011 was 47.7%.

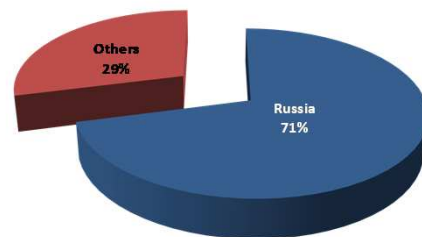
• On an operating proforma basis, EBI's consolidated sales volume declined organically by 0.9% to 11.2mhl in 1H2012 compared to 1H2011. The decline in the second quarter of 2012 was 0.8% y-o-y.

• The decline in EBI's consolidated sales volume on an operating proforma basis was mainly driven by softer Russian volumes although the volume growths achieved in other operating countries excelled further in the second quarter of 2012 compared to the first quarter of the year. In Russia, the ease in our sales volumes was mainly attributable to relatively higher pricing versus competition and de-stocking in order to create a sustainable base for a successful integration.

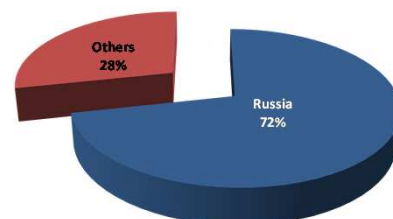
Consolidated Sales Volume Development



Breakdown of Consolidated Sales Volume (Reported)



Breakdown of Consolidated Sales Volume (Proforma)

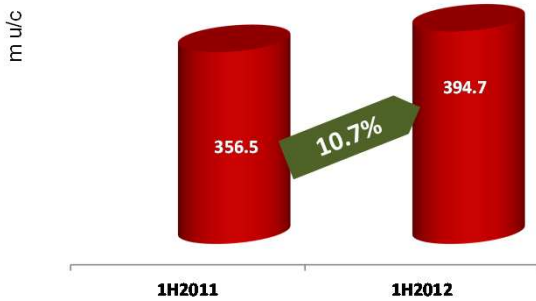




SOFT-DRINK OPERATIONS (COCA-COLA İÇECEK A.Ş.)

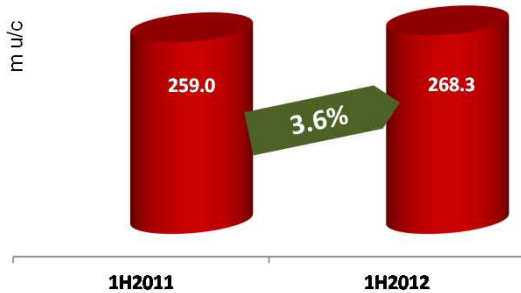
• Anadolu Efes' soft drink operations are run by Coca-Cola İçecek A.Ş. ("CCI"). CCI produces, sells and distributes sparkling and still beverages, primarily brands of The Coca-Cola Company, in Turkey, Kazakhstan, Azerbaijan, Jordan, Kyrgyzstan, Turkmenistan and Iraq. In addition, CCI is a party to joint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

Consolidated Soft Drink Sales Volume



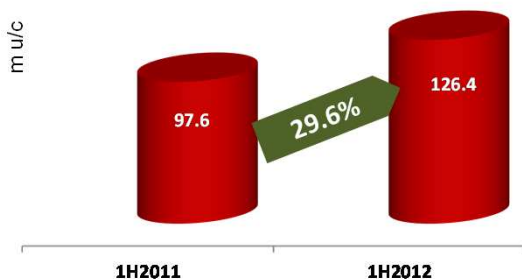
• Consolidated sales volume increased by 10.7% in 1H2012, cycling a strong 17.7% growth in the prior year first half. Both sparkling and still categories posted growth in the second quarter of the year on the back of successful execution across all key markets. Sparkling's share within total volume increased due to strong category growth both in Turkey and international operations in 2Q2012. Both sparkling and still categories grew at low double digits in 1H2012. The tea business in Turkey grew at high single digits. Occasion based marketing and promotions as well as new product launches such as Fuse tea supported the growth in all key markets.

Turkey Soft Drink Sales Volume



• Turkey sales volume increased by 4.5% to 160.3 million unit cases in 2Q2012, cycling 11.4% growth in 2Q2011. New product launches, promotions including UTC (Under the cap) and expansion of immediate consumption packages in the overall portfolio through affordable consumer presentations significantly contributed to growth. Turkey volume growth in the 1H2012 was 3.6%.

International Soft Drink Sales Volume



• International volume increased by 26.5% in 2Q2012 and 29.6% in 1H2012 thanks to continued growth momentum attributable to successful execution across all key markets, cooler investments, strengthened route-to-market systems, activations during Eurocup and especially improved consumer spending in Central Asian countries.

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 100% 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;

Mr. Can Çaka
(Chief Financial Officer)
tel: 90 216 586 80 53
facsimile: 90 216 389 58 63
e-mail: can.caka@efespilsen.com.tr

Ms. Ayşe Dirik
(Investor Relations Manager)
tel: 90 216 586 80 02
facsimile: 90 216 389 58 63
e-mail: ayse.dirik@efespilsen.com.tr