

**ACQUISITION OF PENKON BY OUR SUBSIDIARY ANADOLU ETAP**

**July 30, 2013** – As announced on July 9, 2013, a share sales and purchase agreement was signed between our 33.33% subsidiary Anadolu Etap Tarım ve Gıda Ürünleri Sanayi ve Ticaret A.Ş. (“Anadolu Etap”), that is engaged in fruit growing, production of fruit juice concentrate in Turkey and the sale of fruit juice concentrate in Turkey & abroad, and the shareholders of Penkon Gıda Sanayii A.Ş. (“Penkon”) - a fruit juice concentrate producer-, who are Penguen Gıda Sanayii A.Ş. (“Penguen”), GTR Credit Europe B.V. and Gençoğlu Holding A.Ş. with respective shares of 25%, 50% and 25% in the company, for the purpose of the acquisition of 100% of the shares of Penkon.

Herewith, the transfer of the relevant shares has been completed as of July 30, 2013 (today) and the sale was initially made on the price based on the enterprise value of EUR 36.5million within the framework of the share sales and purchase agreement. Furthermore, the final net price will be determined according to the valuation to be done after the financial audit which will be carried out by an international audit company in accordance with IFRS for the period ended 30.06.2013, and the process will be finalized after the transfer of the difference in the amount.

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

**Mr. Onur Çevikel**  
(CFO and Investor Relations Director)  
Tel: 90 216 586 80 53  
Facsimile: 90 216 389 58 63  
E-mail: [onur.cevikel@anadoluefes.com](mailto:onur.cevikel@anadoluefes.com)

**Ms. Ayşe Dirik**  
(Investor Relations Manager)  
Tel: 90 216 586 80 02  
Facsimile: 90 216 389 58 63  
E-mail: [ayse.dirik@anadoluefes.com](mailto:ayse.dirik@anadoluefes.com)