

A NEW STEP IN PRODUCTION NETWORK OPTIMISATION PROGRAM

December 18, 2013 – Anadolu Efes today announced that, in the context of the previously announced production network optimisation program in Russia, it has decided to suspend its brewing operations in Rostov as of the first quarter of 2014. Installed capacity of Rostov facility amount to ca. 1.0 million hectolitres of beer, which is around 5% of total installed annual brewing capacity of Russian operations of Anadolu Efes' 100% subsidiary Efes Breweries International N.V.'s ("EBI"). The beer production volumes of Rostov facility will be re-allocated to other production facilities in Russia. Following the suspension of operations in Moscow and Rostov, EBI will continue to conduct its operations with 6 breweries in Russia.

While the staff reduction plan is under final consideration, the rights of the redundant employees are under the protection of the applicable laws.

The decision was taken after the review of the current trends in Russia and Anadolu Efes believes that it will be able to improve its competitiveness and efficiency and ensure sustainable success in the country taking into account both the expected synergies and the restructuring costs associated with this decision.

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

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