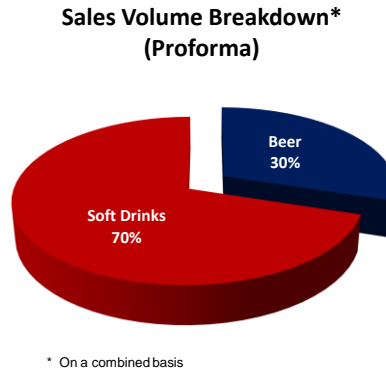
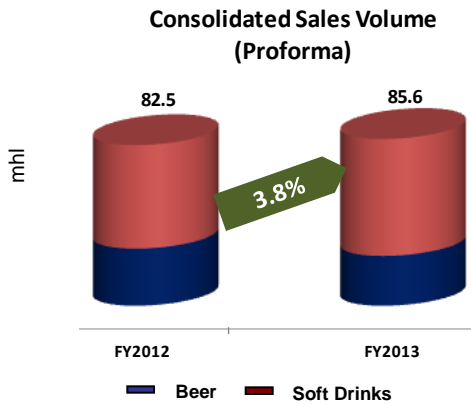
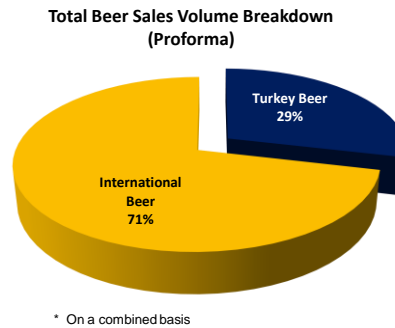
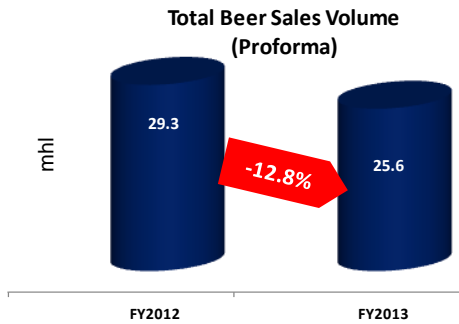


## ANADOLU EFES HAS ANNOUNCED ITS SALES VOLUME FOR THE YEAR ENDED 31.12.2013

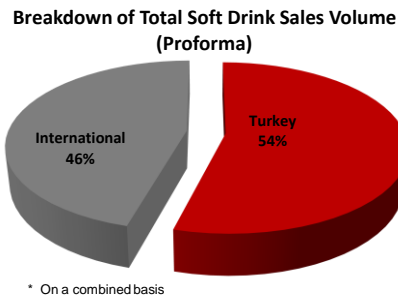
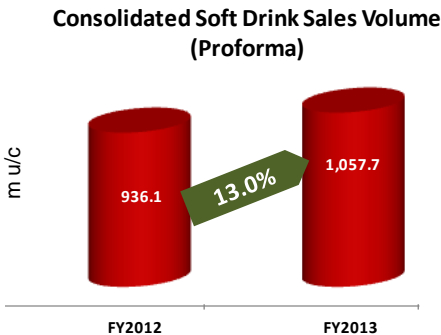
• Organic consolidated volume growth on a proforma basis (including beer & soft drink volumes) was 1.1% y-o-y in 4Q2013 and 3.8% in FY2013 over FY2012. On a reported basis, consolidated sales volume was up 201.2%, from 28.4 million hectoliters ("m u/c") in FY2012 to 85.6 mhl in FY2013.



• Organic total beer volume decline on a proforma basis was 10.1% y-o-y in 4Q2013 and 12.8% in FY2013 over FY2012.



• On a proforma basis, soft drink sales volume growth in 4Q2013 was 7.2% y-o-y, indicating a total sales volume of 1,057.7 million unit cases ("m u/c") in FY2013 versus FY2012, up 13.0%.

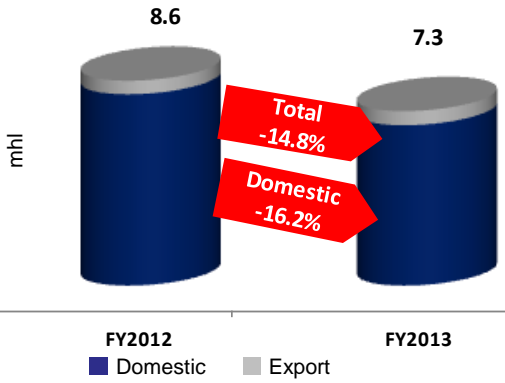


\*According to the Shareholder's Agreement regarding the governance of Coca-Cola İçecek A.Ş. ("CCI"), with effect from 01.01.2013, Anadolu Efes Biracılık ve Malt Sanayii A.Ş. ("Anadolu Efes") started to fully consolidate CCI, whereas CCI has been consolidated into Anadolu Efes' financial results by using proportionate consolidation method until 31.12.2012. Consequently, CCI's volumes are fully consolidated into Anadolu Efes' in FY2013, while, as per IFRS, reported figures for FY2012 are restated. However, for comparison purposes, Anadolu Efes' proforma figures are also provided for both FY2012 & FY2013, which are prepared under the assumption that CCI is fully consolidated into Anadolu Efes' results in these periods.

\*SABMiller's Russian and Ukrainian beer businesses are consolidated into Efes Breweries International N.V.'s ("EBI") financial results (thus into Anadolu Efes' as well) starting from March 1, 2012. As a result, reported volumes for FY2012 include only ten months contribution (starting from March 1, 2012). However, for comparison purposes, Anadolu Efes' and EBI's operating proforma figures are also provided for both FY2012 & FY2013, which include the results of SABMiller's Russian and Ukrainian beer businesses for these periods in full as if both businesses were operating together with Anadolu Efes' international beer operations starting from January 1st in both periods.

**TURKEY BEER**

**Sales Volume**



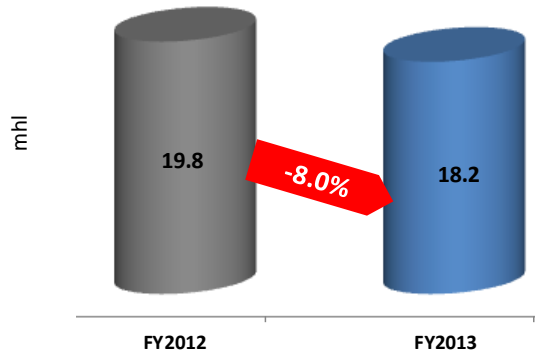
• Domestic sales volume in Turkey was 1.3mhl in the last quarter of 2013, down from 1.8mhl in the same period of the previous year. In addition to the continued negative impact of higher prices to reflect the excise tax increases and competition, volumes were also under pressure in the last quarter of 2013 due to the negative impact of the night sales restriction in off-premise channel, effective as of September 9, 2013. This performance also reflects the effect of the lower stocks held by our distributors in the last quarter of 2013 versus 4Q2012. On the other hand, exports were up 19.8% y-o-y, absorbing some of the volume loss in our home market, thus total sales volume of Turkey beer operations was reported at 1.5mhl in 4Q2013, down 23.9% y-o-y. For the full year of 2013, Turkey beer operations' total sales volume was 7.3mhl, down 14.8% versus FY2012.

**INTERNATIONAL BEER**

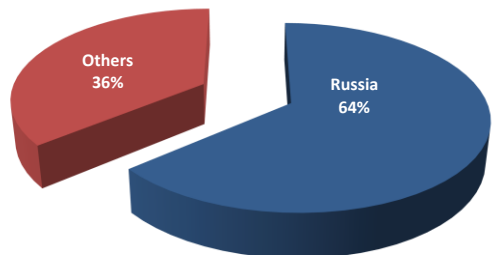
• EBI's consolidated sales volume was 3.8mhl in 4Q2013, down 3.2% y-o-y. Consequently, EBI's total volume was reported as 18.2 mhl in FY2013, indicating a decline of 8.0% versus FY2012. Likewise, on an operating proforma basis, consolidated sales volume of EBI was down organically by 12.0% in FY2013 versus the previous year.

• Factors like tightened regulatory environment and higher price level in Russia continued to be the reasons behind the above stated volume performance in the last quarter of 2013, in addition to lower stocks with our distributors versus 4Q2012. Resumed shipments to key accounts in Russia have led to gradually improving availability of our products in this channel during 2013, which contributed to a milder y-o-y decline in EBI's sales volume in the last quarter of the year as expected, compared to the previous quarters.

**Consolidated Sales Volume Development (Reported)**



**Breakdown of Consolidated Sales Volume (Reported)**





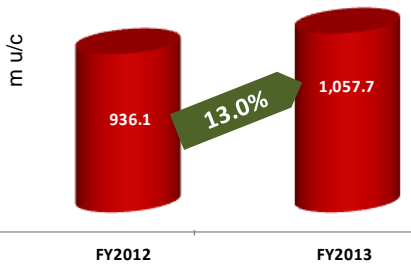
## SOFT-DRINK OPERATIONS (COCA-COLA İÇECEK A.Ş.)

• Anadolu Efes' soft drink operations are run by CCI. CCI produces, sells and distributes sparkling and still beverages, primarily brands of The Coca-Cola Company, in Turkey, Kazakhstan, Azerbaijan, Kyrgyzstan, Turkmenistan, Jordan, Iraq, while the company has exports to Tajikistan as well. 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.

• Due to the restatement of 2012 results as per the changes in IFRS, discussion of the FY2013 results vs FY2012 is made on pro-forma basis to give a better view of the true performance. Pro-forma results were adjusted to include fully consolidated Pakistan operations both in 2012 and 2013 for comparison purposes.

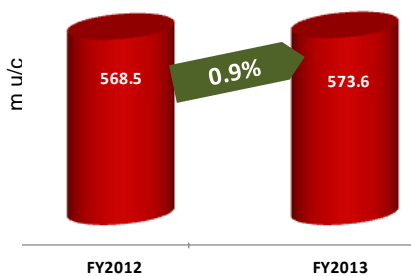
• Fourth quarter results reflect fully comparable results of Al Waha in South Iraq which was acquired in 4Q2012.

**Consolidated Soft Drink Sales Volume (Proforma)**



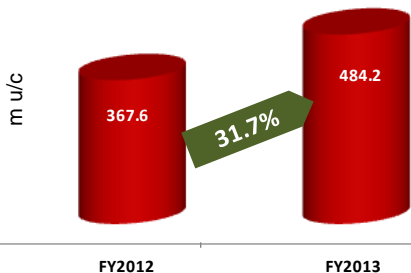
• In the fourth quarter of 2013, consolidated sales volume increased by 7.2% to 203.6 million unit cases, up from 189.9 million unit cases in 4Q2012. Consolidated sales volume increased by 13.0% in FY2013 on the back of double digit volume growth in international markets. Sparkling category grew by 13%, driven by Coca-Cola and Sprite brands while still category grew by 11% due to the strong growth of juice, Fuse tea and packaged water segments.

**Turkey Soft Drink Sales Volume**



• In 4Q2013, Turkey sales volume grew by 2.0%, cycling 12.5% growth a year ago. Turkey sales volume increased by 0.9% to 573.6 million unit cases in FY2013, cycling 4.0% growth in FY2012. Strong volume growth momentum stalled in the second half of the year due to worsening consumer sentiment after May and lower temperatures in the high season. The sparkling beverage category contracted by 1%. Still beverages, excluding water, grew at high-single digits in FY2013 on the back of double-digit growth in iced-tea and low-single digit growth in juice categories. The water category contracted at mid-single digits, driven by the HOD (Home and Office Delivery) segment. The tea business grew at double digits, driven by the loose tea segment.

**International Soft Drink Sales Volume (Proforma)**



• International volume increased by 14.3% in 4Q2013. As a result, international volume increased by 31.7% in FY2013 as all key markets posted strong growth. All key markets posted volume growth thanks to New Year campaigns, expanded route to market initiatives and promotion activities. In Pakistan, unit case sales volume growth was 22% in FY2013, driven by strong local marketing campaigns, cooler investments and increased market penetration. Central Asia grew by 19% thanks to growing economies, market share gains, and improved execution. The largest markets in the region; Kazakhstan and Azerbaijan posted 24% and 5% volume growth, respectively. Iraq volume grew by 121% in FY2013 on the back of strong organic growth in North Iraq and acquisition of Al Waha in South Iraq in 4Q2012.

## ABOUT ANADOLU EFES



• 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, Central Asia 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 EBI, that manages international beer operations, and is the largest shareholder of 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. Onur Çevikel  
(Chief Financial Officer)

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)

*This announcement 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.*