

MANAGEMENT CHANGE

March 14, 2014 - Anadolu Efes today announced that Mr. Tuğrul Ağırbaş, who has been serving as Efes Russia Managing Director since November 2011, will be appointed as “Eastern Europe and CIS Group Managing Director” as of May 1, 2014. As of the same date, Mr. Robin Michael Goetzsche will be appointed as Efes Russia Managing Director. Both Mr. Tuğrul Ağırbaş and Mr. Robin Michael Goetzsche will directly report to Mr. Damian Gammell, Beverage Group President and Anadolu Efes CEO.

Mr. Yüksel Gökbulut, who is currently serving as Eastern Europe and CIS Group Managing Director, will be appointed as “Commercial, Market Development and Corporate Affairs Director” as of May 1, 2014, and will report to Mr. Hüseyin Akın, Deputy CEO of Beverage Group.

Having joined our Group in 1990 as Project Development Specialist, Mr. Ağırbaş served as Marketing Specialist, Istanbul Region Sales Supervisor, New Product Development Supervisor, Group Product Manager, Sales Manager of Marmara Region and Marketing Manager of Miller. Mr. Ağırbaş was appointed as the Marketing Director of Efes Russia in 2001 and Managing Director of Efes Russia in June 2005. He assumed the post of Efes Turkey Managing Director on 1 January 2010. Mr. Ağırbaş was appointed Managing Director of Efes Russia again on 1 November 2011.

Mr. Robin Michael Goetzsche joined SABMiller Ltd. in 1987 as Brand Manager. He served as Brand Group Manager, District Manager Soweto & Chamdor (West Johannesburg), National Trade Marketing Manager, Kwa-Zulu Natal Region General Manager, Chamdor Region General Manager, Sales & Distribution Director, and Central and West Africa Operations

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

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Director. Since 2008, Mr. Goetzsche has been serving as Managing Director of Tanzania Breweries Ltd. and Operations Director of SABMiller East Africa.

Mr. Yüksel Gökbulut joined our Group as a Marketing Specialist in 1990 and worked as a Market Research Supervisor, Assistant Sales Manager, Eastern Europe Marketing Manager, Marketing Director of Turkey Beer Operations, Sales Director of Efes Beer Group and Marketing & Sales Director of Efes Beer Group. After being appointed as Efes Russia Managing Director as of January 2010, Mr. Gökbulut was appointed as Eastern Europe and CIS Group Managing Director on November 2011.

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