

APPOINTMENT OF EFES RUSSIA MANAGING DIRECTOR

November 5, 2015 – Mr. John Gavin Hudson will be appointed as the Managing Director of Efes Russia effective 1st of January 2016 replacing Mr. Robin Michael Goetzsche, who has been appointed as the President of Beer Group and Anadolu Efes CEO effective 1st of November 2015. Mr. Hudson will report directly to Mr. Robin Michael Goetzsche.

Mr. Hudson, born in 1970, has a Masters Degree in Business Administration from Open University London. He worked in several executive positions with over 22 years of experience in Marketing, Sales, Distribution and General Management roles within SABMiller. Having joined SABMiller South Africa in 1992, he served in many senior commercial positions including GMs of three regions. In 2011, Mr. Hudson was appointed as the Sales Vice President in Colombia, SABMiller Latin America and resumed this role until his current appointment.

We hereby declare that our above statements are in conformity with the principles included in the Capital Markets Board's Communiqué on Material Events, that they fully reflect the information we have acquired, that the information complies with our books, records and documents, that we have made our best effort to fully and accurately obtain all information regarding the matter and that we are responsible for this disclosure made hereby.

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

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