

APPOINTMENT OF BEER GROUP PRESIDENT AND ANADOLU EFES CEO

November 21, 2016 – Anadolu Efes Biracılık ve Malt Sanayii A.Ş. (Anadolu Efes) today announced that Mr. Robin Michael Goetzsche, who has been working as Beer Group President and CEO of Anadolu Efes since November 2015 will be leaving his position on December 31, 2016 due to personal reasons. Effective as of January 1, 2017, Mr. John Gavin Hudson who has been working as Managing Director of Efes Russia will be appointed as the Beer Group President and Anadolu Efes CEO. Mr. Hudson will report directly to Anadolu Efes' Board of Directors.

Mr. Roy Alan Cornish, who is currently serving as the Chief Financial Officer of Efes Russia will be appointed as acting Managing Director of Efes Russia in addition to resuming his current position.

Mr. Hudson joined SABMiller South Africa in 1992. He has served in several executive positions in Marketing, Sales, Distribution and General Management roles within SABMiller. Mr. Hudson was appointed as the Sales Vice President of SABMiller operations in Colombia in 2011 and resumed this role until January 2016, when he was appointed as Managing Director of Efes Russia.

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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