

ANNOUNCEMENT REGARDING CHANGES IN TOP MANAGEMENT

February 7, 2024 – Anadolu Efes today announced that Can Çaka, Beer Group President and Chief Executive Officer (CEO) of Anadolu Efes has decided to leave the Company to pursue another career opportunity outside the organization which will be effective as of March 1st, 2024. Under the visionary leadership of Can Bey, our Company has flourished, innovated, and grown, leaving an unforgettable mark on our industry. His dedication leaves behind a legacy of persistent leadership that will continue to inspire us for years to come.

Onur Altürk who has been working as the General Manager of Anadolu Efes Türkiye and who brought our Turkish beer business towards greater heights of success and innovation with his effective leadership, will be appointed as the Beer Group President and Anadolu Efes CEO as of the same date.

Simultaneously, Tugay Keskin, who has been working as Chief Customer and Commercial Officer of Coca-Cola İçecek (“CCI”) will assume the responsibility of General Manager of Anadolu Efes Türkiye, replacing Onur Altürk. Tugay Keskin’s vast experience from CCI will bring valuable insights and expertise to our team, further enhancing our Turkish beer business’ capabilities and growth potential.

Onur Altürk was graduated from Middle East Technical University, Faculty of Architecture, City and Regional Planning Department in 1998. He started his career as Site Leasing & Procurement Specialist at Turkcell. He worked in various positions at Aria and Avea as Sales & Marketing Specialist and Event Marketing Senior Specialist between years 2002-2005. He joined Fritolay in 2005 and worked as Trade Marketing Specialist, POS & Channel Development Manager, Trade Marketing & Horeca Manager, Sales Development & Merchandising Manager, Sales Planning Manager, District Sales Manager, Head of Sales Operations & Development & Capability and Head of Sales Strategy & Sales Audit between years 2005-2015. Onur Altürk worked as Traditional Trade Sales Director at PepsiCo between years 2015-2018. Onur Altürk has worked as Sales Director of Türkiye Operations between years 2018 and 2022. Altürk has been working as General Manager of Efes Türkiye since January 1st, 2022.

Tugay Keskin was graduated from Ankara University Faculty of Political Science. Keskin joined CCI in 1993 and served in different positions in Türkiye sales function until his appointment as Türkiye Sales Director in 2007. He worked as Türkiye Sales Director between years 2007-2011 and Türkiye Commercial Director between years 2011–2014. After serving as CCI Commercial Excellence Director between years 2014 and 2016 and as CCI Türkiye General Manager in 2017, Keskin was appointed as CCI Türkiye and Middle East Region Director in 2019 and worked as CCI Chief Operating Officer between years 2020 and 2023. Tugay Keskin has been working as Chief Customer and Commercial Officer of CCI since March 1st, 2023.

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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