

ANNOUNCEMENT REGARDING TOP MANAGEMENT CHANGE

January 17, 2025 – Ms. Serim Yıldırım, who has been serving as the Chief Strategy, Insight and Innovation Officer since January 2022, has decided to leave her position in our company. Ms. Özlem Safkan, who has been working as Anadolu Efes Türkiye Marketing Director since March 2022, has been appointed as the Anadolu Efes Chief Marketing Officer while continuing to fulfill her responsibilities as Anadolu Efes Türkiye Marketing Director. Ms. Safkan will report directly to Beer Group President and Anadolu Efes CEO Mr. Onur Altürk and indirectly to Anadolu Efes Türkiye General Manager Mr. Tugay Keskin.

Özlem Safkan was graduated from Koç University, Department of International Relations, in 2004. She started her career at British American Tobacco, where she held various positions. Between 2007 and 2008, she worked as a Brand Executive, followed by as a Brand Manager from 2008 to 2010, and Group Brand Manager from 2010 to 2011. She then served as Marketing Research and Insight Manager from 2011 to 2013. From 2013 to 2016, she moved to British American Tobacco RUSSIA, she worked as Head of Premium Brands. Between 2016 and 2018, she was Head of Strategy and Planning for Türkiye and North Africa, and from 2018 to 2020, she held the position of Head of Brands for the same region. Subsequently, from 2020 to 2022, she served as Marketing Director for Türkiye, the Caucasus, and North Africa. In March 2022, she joined Anadolu Efes Türkiye as Marketing Director.

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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