

ANNOUNCEMENT REGARDING TOP MANAGEMENT APPOINTMENT

April 01, 2026 – Mr. Nejat Ergüven has been appointed as Chief Information Officer of Anadolu Efes, effective as of May 1, 2026. In his new role, Mr. Ergüven will report to Mr. Onur Altürk, Beer Group President and Anadolu Efes CEO.

Mr. Ergüven earned an Associate of Arts (A.A.) degree in Computer Information Systems from Mt. San Antonio College (USA) in 1998 and a Bachelor's degree in Information Technologies from Işık University in 2004. He began his professional career in 2002 as an Office IT Manager. Between 2004 and 2007, he served as ICT Manager at Agis Zorgverzekeringen, and subsequently joined Vodafone as Online Self-Service and Special Projects Manager, where he held until 2012. In 2012, he joined Tele2 in Sweden as Global Head of eCare & Mobile and served in this position for one year. From 2013 to 2016, Mr. Ergüven was Area Chief Information Officer responsible for the Türkiye, Middle East & Africa cluster at Avon Cosmetics. He then transferred to the United Kingdom, where he assumed the role of Head of Global Digital Modernization at Avon Cosmetics until 2019. Following this, he served as Global IDT Senior Director at BAT UK until March 2022. He subsequently relocated to Germany within BAT and assumed the role of Area Chief Information Officer; Head of DBS, Central Europe North, until September 2022. Between 2022 and 2025, Mr. Ergüven served as Digital & Technology Director at Heineken UK. Since 2025, he has been serving as Technology Transformation Director at Philip Morris International (Switzerland).

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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