

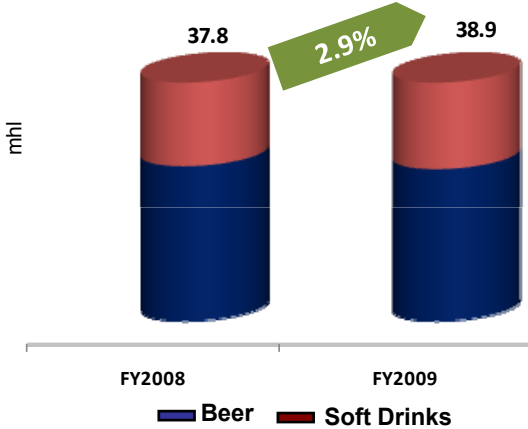


**ANADOLU EFES HAS ANNOUNCED ITS SALES VOLUME FOR THE YEAR ENDED
31.12.2009**

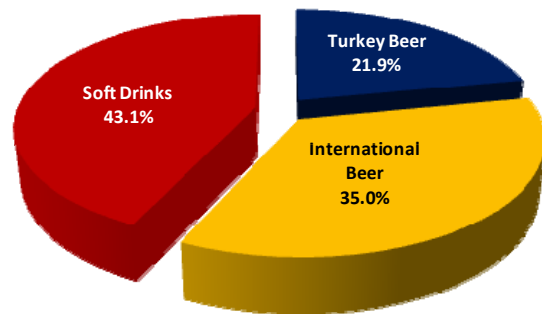
VOLUME GROWTH MAINTAINED IN THE LAST QUARTER

- Consolidated sales volume (including beer and soft drink volumes) up 2.9% in FY2009 over FY2008
- Fourth quarter volume growth at 0.7% year-on-year.

Consolidated Sales Volume

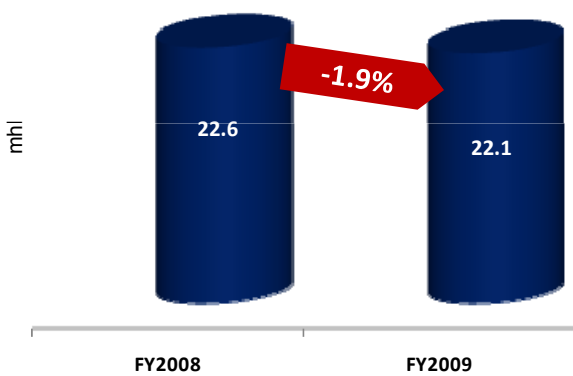


Breakdown of Consolidated Sales Volume

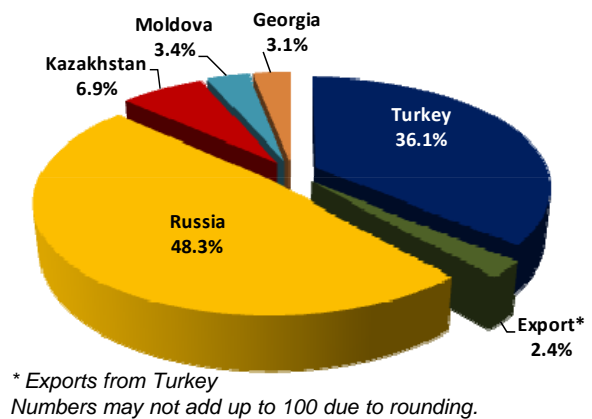


- Total beer sales volume at 22.1 million hectoliters (“mhl”) in FY2009; down 1.9%
- Fourth quarter total beer sales volume declined by 1.7%

Total Beer Sales Volume

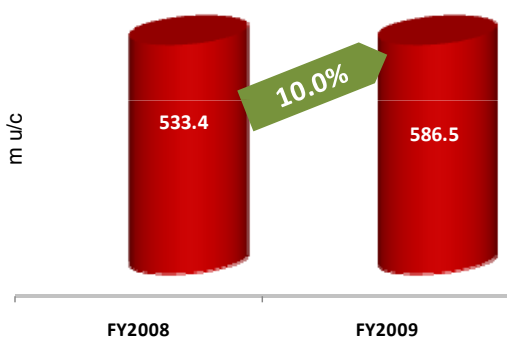


Breakdown of Total Beer Sales Volume

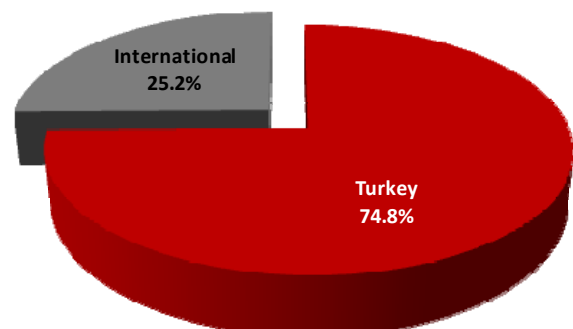


- Total soft drink sales volume at 586.5 million unit cases (“m u/c”); up 10.0% in FY2009
- Fourth quarter volume growth was 4.4%

Consolidated Soft Drink Sales Volume

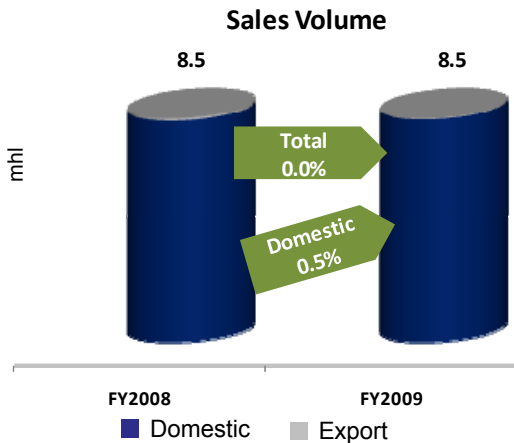


Breakdown of Total Soft Drink Sales Volume





TURKEY BEER



• In FY2009, sales volume of our Turkey beer operations reached to 8.5 mhl, with 0.5% growth in domestic market compared to the previous year.

• In line with our expectations, domestic sales volume declined by 1.5% in the fourth quarter, due to the high base of previous year as well as the first time effect of smoking ban and inventory management. Despite the macro economic challenges and higher prices to reflect excise tax increase in April, Turkey beer operations managed to grow its sales volume in 2009 over the previous year by the contribution of our initiatives to increase availability and visibility of beer in Turkey through effective marketing activities.

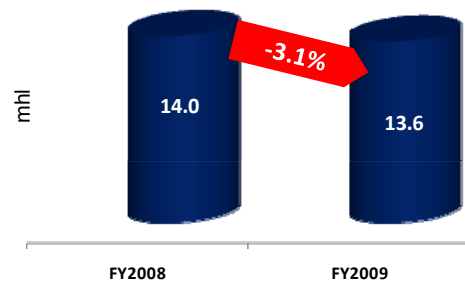
INTERNATIONAL BEER (EFES BREWERIES INTERNATIONAL N.V.)

• Our international beer operations are conducted by Efes Breweries International N.V. (“EBI”), incorporated in the Netherlands and listed on the London Stock Exchange (IOB:EBID). EBI is a 73.5% subsidiary of Anadolu Efes and currently manages 9 breweries and 4 malteries in 4 countries. In addition EBI is the 28.0% stakeholder in a brewing operation in Serbia.

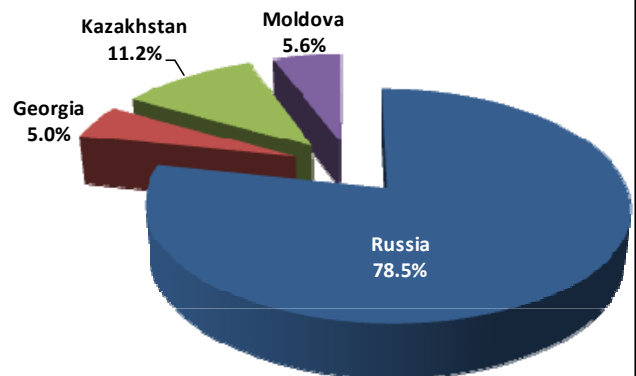
• In FY2009, EBI’s consolidated sales volume was 13.6 mhl, indicating a decline of 3.1% compared to the previous year. Organic¹ sales volume declined by 2.2% in the period. Despite continued challenges in the operating geography, the consolidated sales volumes in the last quarter of 2009 decreased only slightly by 0.6% compared to the same period of the previous year. This was achieved through focused, innovative and memorable but cost effective marketing activities leading EBI to outperform the operating markets, as well as the low base of last year.

• In Russia, FY2009 sales volume was 10.7 mhl, indicating a decline of 3.6% over the previous year. Resulting from the global financial crisis, pressures on consumer demand in Russia continued in the last quarter of 2009. However, due to the low base of 4Q2008 and stock building in the last quarter of 2009, sales volume decline was limited with 0.9% in Russia in the fourth quarter of 2009 compared to the same period of 2008. The market is estimated to have declined by high single digits in FY2009.

Consolidated Sales Volume Development



Breakdown of Consolidated Sales Volume



Numbers may not add up to 100 due to rounding.

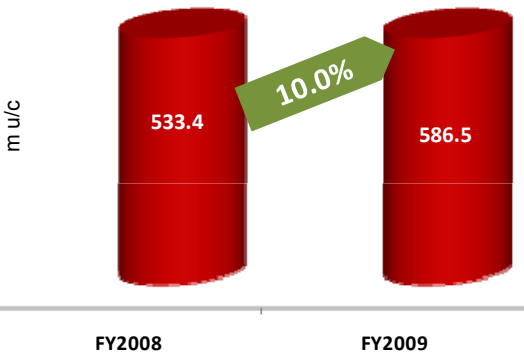
¹ By excluding i) January – February 2009 sales volume of JSC Lomisi in Georgia, which EBI acquired in February 2008 and started full consolidation starting from March 1st 2008, ii) the sales volume of Efes Serbia, which is excluded from EBI’s financials after the end of 1H2008



SOFT-DRINK OPERATIONS (COCA-COLA İÇECEK A.Ş.)

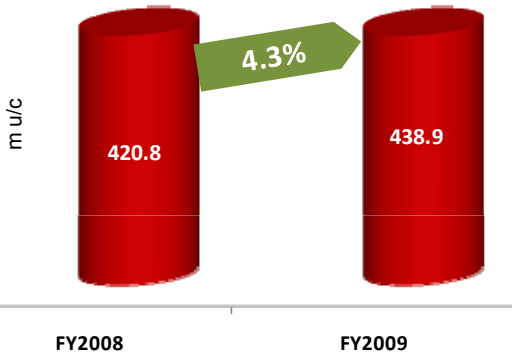
•Coca-Cola İçecek A.Ş. ("CCI") produces, sells and distributes sparkling and still beverages, primarily the brands of The Coca-Cola Company, in a geography consisting of Turkey, CIS countries and the Middle East. Anadolu Efes is the largest shareholder of CCI with 50.3% stake.

Consolidated Soft Drink Sales Volume



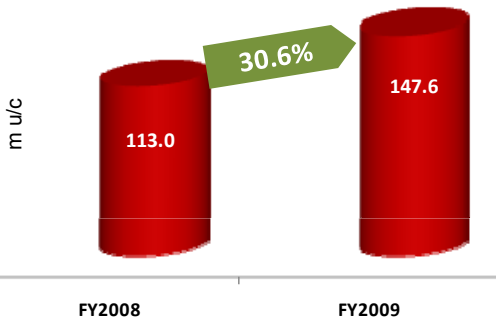
• Consolidated volume grew by 10.0% to 586.5 million unit cases in 2009. In the 2009 fourth quarter of 2009, consolidated volume increased by 4.4% to 109.8 million unit cases. International sales volume accounted for 25.2% of the total volume versus 21.2% in the previous year, due to the addition of Pakistan and the full consolidation of Turkmenistan starting from the first quarter of 2009.

Turkey Soft Drink Sales Volume



• Unit case volume in Turkey increased by 4.3% to 438.9 million unit cases in 2009. Despite a challenging trading environment in 2009, driven by a contraction of GDP per capita and an increasing unemployment rate, Turkey operations posted volume growth of over 4%. Growth was mainly driven by still beverages and non-ready-to-drink tea which was included in Turkey's portfolio as of September 2008.

International Soft Drink Sales Volume



• CCI's International Operations' volume rose by 30.6% to 147.6 million unit cases in 2009. Worsening economic conditions and decline in commodity prices had a negative impact on the Central Asia region where sales volumes contracted in 2009. Following the devaluations in Kazakhstan and Kyrgyzstan, deterioration of purchasing power and colder weather conditions depressed consumer off-take in the region. On the other hand, in the Middle East and Pakistan Region CCI's sales volumes grew in 2009. Pakistan volumes were up by high teens thanks to increasing penetration levels and market share gains. Sales volume in Jordan declined due to increasingly challenging trading conditions. Iraq continued to deliver high teen growth on the back of increasing availability in the market.



FOR GENERAL RELEASE TO THE PUBLIC
January 14th, 2010



ABOUT ANADOLU EFES



• Anadolu Efes Biracılık ve Malt Sanayii A.Ş. (Anadolu Efes), together with its subsidiaries and affiliates produces and markets beer, malt and soft drinks across a geography including Turkey, Russia, the CIS countries, Southeast Europe and the Middle East. Anadolu Efes, listed in the Istanbul Stock Exchange (AEFES.IS), is an operational entity under which the Turkey beer operations are managed, as well as a holding entity which is the majority shareholder of Efes Breweries International N.V. ("EBI"), that manages international beer operations, and is the largest shareholder of Coca-Cola İçecek A.Ş. ("CCI"), that manages the soft drink business in Turkey and international markets.

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

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