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## Restructuring of the business model in Germany

Anadolu Efes Biracılık ve Malt San. A.Ş. (“Anadolu Efes” or the “Company”) decided to restructure its business model in Germany in order to improve the performance of its flagship brand “Efes Pilsener” in the country, which is one of the most important export markets for its Turkey Beer Operations.

In that respect, in addition to restructuring in its sales and distribution system, Anadolu Efes has also signed a Contract Manufacturing and Supply Agreement (the “Agreement”) with Einbecker Brauhaus AG (“Einbecker”). According to the agreement Einbecker will produce and bottle “Efes Pilsener” brand to sell solely to Anadolu Efes’ wholly owned Germany based subsidiary Efes Deutschland GmbH (“Efes Deutschland”) in Germany.

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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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