



JULY 19TH, 2011

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## RESULT OF THE INVESTIGATION BY THE COMPETITION AUTHORITY

As announced previously on July 16th, 2010, Competition Board initiated an investigation in order to inspect whether Anadolu Efes' 100% subsidiary Efes Pazarlama ve Dağıtım Tic. A.Ş. (EFPA) acts in line with the Board's decision, (decision number: 05-27/317-80) which annuls the exemption of EFPA for its exclusive contracts, and the Turkish Competition Law. Within the context of this investigation, The Board's decision is announced today and incorporates a fine to EFPA in the amount of TL8,085,929.62 which corresponds to 0.3% of EFPA's net sales revenues. We will be evaluating all of our legal rights related to this decision including filing for the nullification of Competition Board resolution to the Council of State - Danıştay and if any change concerning the inside information disclosed herein occurs, additional disclosures are to be made by our Company in a timely manner pursuant to the Communiqué Serial VIII, No. 54.

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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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