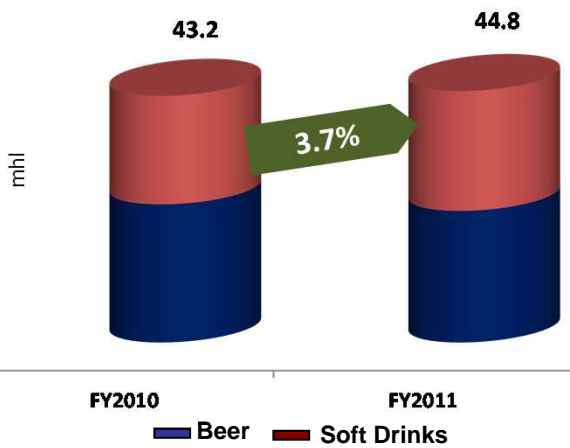




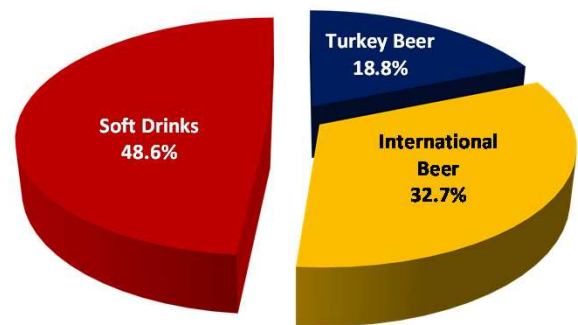
**ANADOLU EFES HAS ANNOUNCED ITS SALES VOLUME FOR THE YEAR ENDED 31.12.2011**

- Consolidated sales volume (including beer and soft drink volumes) up 3.7% in FY2011 over FY2010
- Fourth quarter volume declined slightly by 0.7% over 4Q2010

**Consolidated Sales Volume**



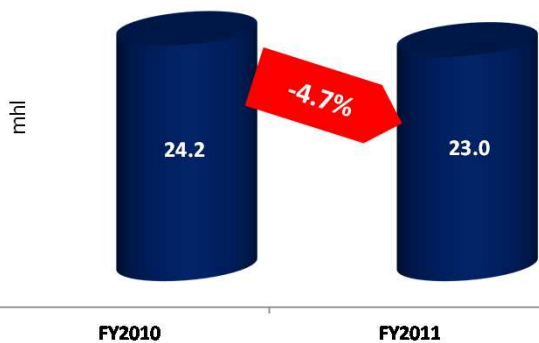
**Breakdown of Consolidated Sales Volume**



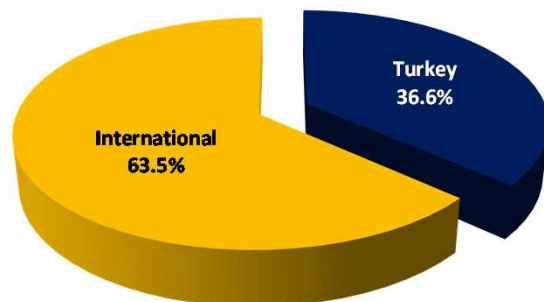
\*Numbers may not add up to 100 due to rounding

- Total beer sales volume at 23.0 million hectoliters (“mhl”) in FY2011; down 4.7%
- Fourth quarter total beer sales volume decreased by 7.1%

**Total Beer Sales Volume**



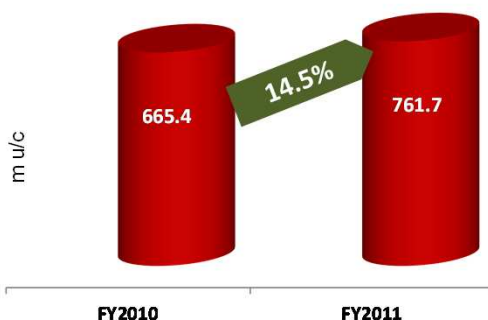
**Breakdown of Total Beer Sales Volume**



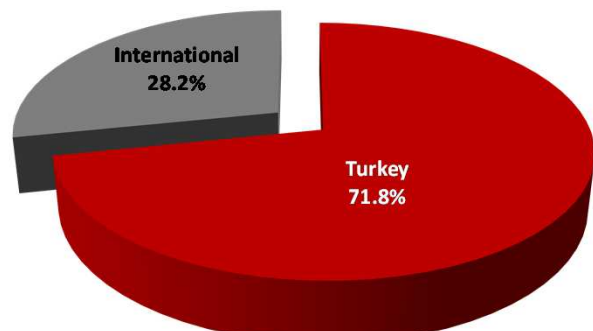
\*Numbers may not add up to 100 due to rounding

- Total soft drink sales volume at 761.7 million unit cases (“m u/c”); up 14.5% in FY2011
- Fourth quarter volume growth was 8.0%

**Consolidated Soft Drink Sales Volume**



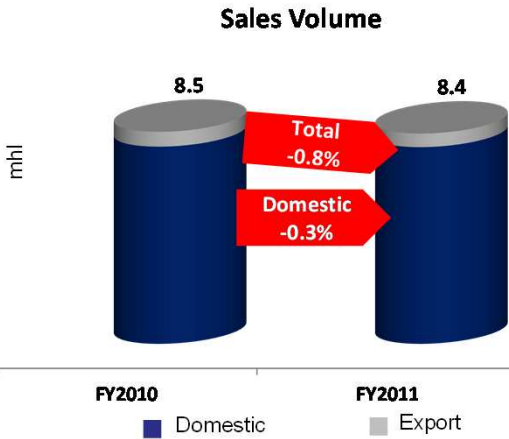
**Breakdown of Total Soft Drink Sales Volume**



\*Numbers may not add up to 100 due to rounding



### TURKEY BEER



• In Turkey beer operations, total sales volume increased by 1.4% to 2.0mhl in 4Q2011 over 4Q2010, with a 2.4% rise in the domestic market. Despite the negative impact of the simultaneously introduced average price increase of 14% with the most recent excise tax hike of 20% effective as of October 13, 2011 in addition to the high base of 4Q2010, when our domestic sales volume grew by 7.2% contributed by favorable weather conditions in October and November 2010, we were able to report higher volumes in the quarter compared to the same period of 2010. As a result, Turkey beer operations' total sales volume in FY2011 declined slightly by 0.8% to 8.4 mhl compared to FY2010, in line with our guidance.

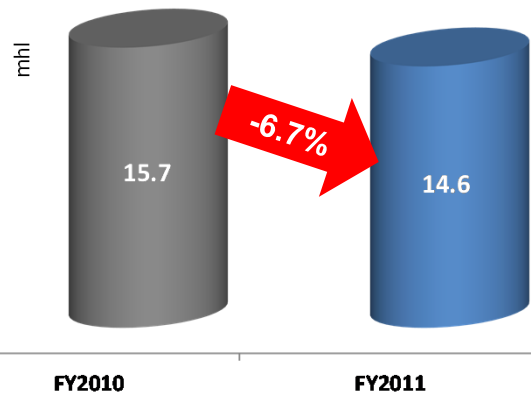
### INTERNATIONAL BEER

• In the last quarter of 2011, EBI's consolidated sales volume decreased by 12.3% to 2.8mhl over the same quarter of 2010, mainly due to the continued softness in Russian volumes as well as the high base of last year.

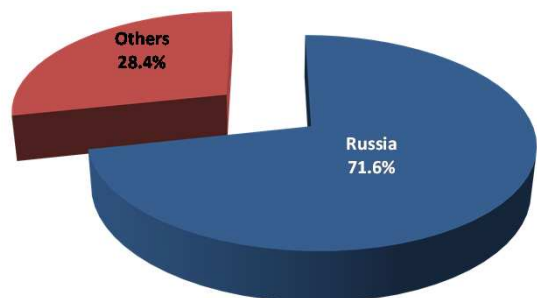
• Despite the continued growth trend in sales volumes in Kazakhstan, Moldova and Georgia in 2011, our consolidated sales performance in international operations hurt by higher price points to reflect increased excise taxes and input prices, unfavorable weather conditions during the season as well as new regulatory restrictions on the industry and increased competition in Russia, more than eliminating the volume growth achieved in other countries of operations.

• Consequently, EBI's consolidated sales volume reported as 14.6 mhl in FY2011, down 6.7% compared to FY2010. This annual volume performance was in line with our guidance of mid-single digit decline in our international beer volumes in 2011.

### Consolidated Sales Volume Development



### Breakdown of Consolidated Sales Volume

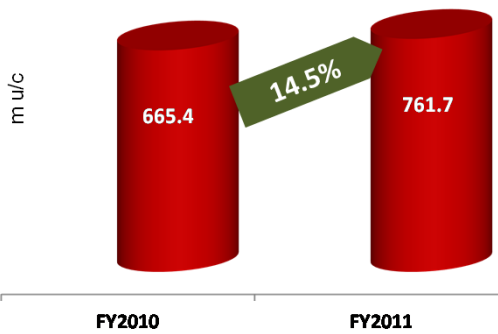




## SOFT-DRINK OPERATIONS (COCA-COLA İÇECEK A.Ş.)

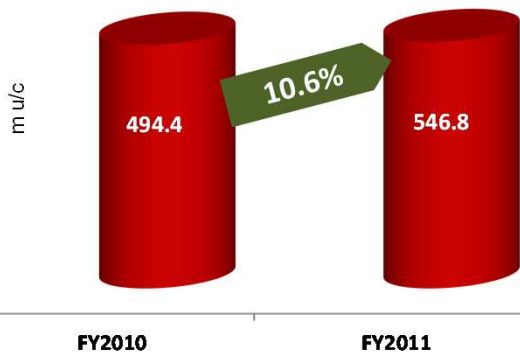
• Anadolu Efes' soft drink operations are run by Coca-Cola İçecek A.Ş. ("CCI"). CCI produces, sells and distributes sparkling and still beverages, primarily brands of The Coca-Cola Company, in Turkey, Kazakhstan, Azerbaijan, Jordan, Kyrgyzstan, Turkmenistan and Iraq. In addition, CCI is a party to joint venture agreements that have the exclusive distribution rights for brands of The Coca-Cola Company in Pakistan and Syria. Anadolu Efes is the largest shareholder of CCI with 50.3% stake.

### Consolidated Soft Drink Sales Volume



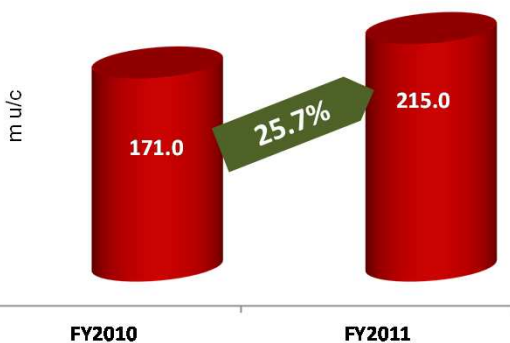
• In 4Q2011, consolidated sales volume was up by 8.0% to 140.6 million unit cases despite below average weather temperatures. Consolidated sales volume increased by 14.5% in 2011 and reached 761.7 million unit cases. International operations accounted for 28.2% of total sales volume compared to 25.7% in 2010. All categories posted strong volume growth aided by successful marketing campaigns, promotions and better route-to-market initiatives both in Turkey and in International operations in spite of a high base in the second half of the year. The sparkling category advanced at low teens thanks to growth across all key markets. The still category continued to grow at over 20% in 2011 driven by strong water, juice and ice tea sales both in Turkey and in international markets. The tea business in Turkey maintained its double digit growth in 2011.

### Turkey Soft Drink Sales Volume



• In 4Q2011, Turkey sales volume reached 96.9 million unit cases registering 1.4% growth. The sparkling beverage sales in Turkey came down by around low single digits due to below average weather temperatures throughout the quarter compared to the historical average coupled with the high base in the last quarter of 2010. Still beverage volume increased by about 20% thanks to strong growth in juice and water segments. Turkey operations' sales volume increased by 10.6% and reached 546.8 million unit cases in 2011 and all categories posted growth. The sparkling beverage category posted close to mid-single digits growth in 2011. The still beverage category grew above 20% in 2011 with the help of ca 30% growth in the water category and ca 20% growth in the juice category. The tea category continued to perform very strongly, growing at above 20%.

### International Soft Drink Sales Volume



• Volume in International operations reached 43.8 million unit cases in 4Q2011, registering an increase of 26.4% over 4Q2010. International sales volume increased by 25.7% to 215.0 million unit cases in 2011, driven by the strong volume growth in Central Asia, Iraq and Pakistan.



FOR GENERAL RELEASE TO THE PUBLIC  
January 13th, 2011



## 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 100% 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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