



JANUARY 24TH, 2012

DEFINITIVE TRANSACTION AGREEMENT

As announced on 19 October 2011, Anadolu Group (Anadolu Endüstri Holding A.Ş., Yazıcılar Holding A.Ş. and Özilhan Sınai Yatırım A.Ş.), Anadolu Efes Biracılık ve Malt Sanayii A.Ş. (“Anadolu Efes”) and SABMiller plc. (“SABMiller”) reached an agreement to form a strategic alliance for Turkey, Russia, the CIS, Central Asia and the Middle East (“the Territory”) and the Parties executed a term sheet. Accordingly, a “Definitive Transaction Agreement” between the Parties has been signed as of 24 January 2012 (today). As it was announced previously, the completion of the transaction is subject to receipt of the necessary regulatory approvals.

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

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