

Rationale Behind The Election Of The Board Members and Information About The Candidates Of The Board Members

As resolved by the Board of Directors (BoD) of the Company on 10 September 2012 and announced to the public on 11 September 2012, Extraordinary General Meeting of Anadolu Efes (EGM) will be held on October 5, 2012 at 9:30. According to the fourth item of the agenda of the Meeting, the newly appointed Board Members during the course of the year as per the Turkish Commercial Code Article 363 subparagraph 1, due to the resignation of current real person board members, who represent a corporate legal body as required by the 6102 No Turkish Commercial Code Article 359 Subparagraph 2 and by the 6103 No Enforcement and Application of Turkish Commercial Code Article 25, will be submitted to the approval of the General Assembly.

As is known, according to the Turkish Commercial Code, the Board members representing a corporate entity should resign until October 1, 2012 and the places vacated by them should be filled by the corporate entities themselves or real persons. Consequently, in order to comply with the law, seven members of the Board of Directors, six members (Tuncay Özilhan, Recep Yılmaz Argüden, Mehmet Cem Kozlu, Mehmet Hurşit Zorlu, Alejandro Jimenez Fonseca, Salih Metin Ecevit) representing Anadolu Endüstri Holding A.Ş. and one member (Ernest Arthur Graham Mackay) representing SAB Miller Anadolu Efes Ltd., will resign and be reappointed. Resignations and reappointments will be completed after the issuance of the necessary Board Decisions and the preparation of necessary documentation, in addition to the completion of necessary applications and approvals. These appointments will be submitted to the approval of the General Assembly, which will be held on October 5, 2012. The composition of the Board of Directors will remain the same following the completion of the whole process. Information about the above mentioned members of the Board of Directors is available on our website at www.anadoluefes.com.