

**MANAGEMENT CHANGE**

**November 4, 2013** – Anadolu Efes Biracılık ve Malt Sanayii. A.Ş. (“Anadolu Efes”) today announced that Mr. Hüseyin M. Akın, who currently serves as the President of International Operations of our subsidiary Coca-Cola İçecek A.Ş. (“CCİ”), will be appointed as Deputy CEO of Beverage Group as of March 1, 2014.

With this appointment, Beer Group Headquarters will be restructured and all Headquarters functions excluding “Finance and Investor Relations” will report to Mr. Akın. Along with Mr. Akın, “Efes Eastern Europe and CIS Group General Manager”, “Efes Russia General Manager”, “Efes Turkey General Manager” and “Anadolu Efes Finance and Investor Relations Director (CFO)”, will report directly to Mr. Damian Gammell, who had been appointed as Beverage Group President and Anadolu Efes CEO as of January 1,2014.

Mr. Akın served at various positions in The Coca Cola Company and CCİ since 1989. After holding various managerial positions such as Marketing Manager of Caucasus & Central Asia Region at the Coca Cola System and Commercial Director of CCİ, Mr. Akın has served as the President of Turkey Region in CCİ between the years 2006 and 2010 and since 2010, Mr. Akın has been serving as the President of International Operations in CCİ.

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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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