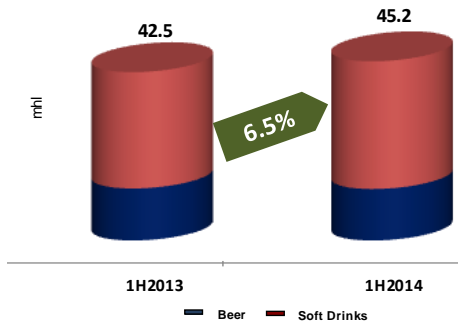


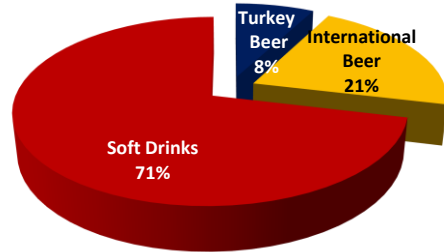
## ANADOLU EFES HAS ANNOUNCED ITS SALES VOLUME FOR THE SIX MONTH PERIOD ENDED 30.06.2014

- Consolidated volume growth (including beer & soft drink volumes) was 4.2% y-o-y in 2Q2014 and 6.5% in 1H2014 over 1H2013.

Consolidated Sales Volume



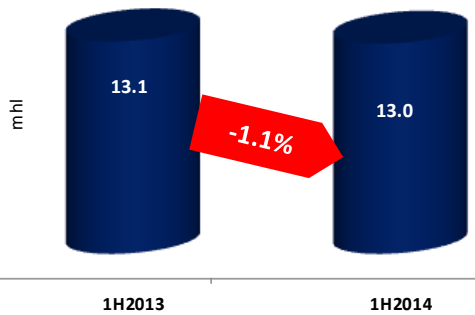
Sales Volume Breakdown\*



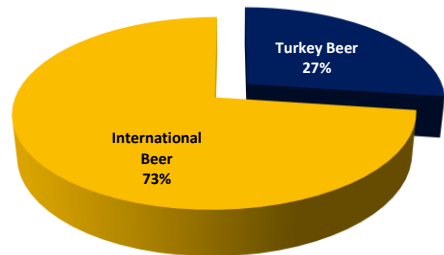
\* On a combined basis

- Total beer volume decline was 4.0% y-o-y in 2Q2014 and 1.1% in 1H2014 over 1H2013.

Total Beer Sales Volume



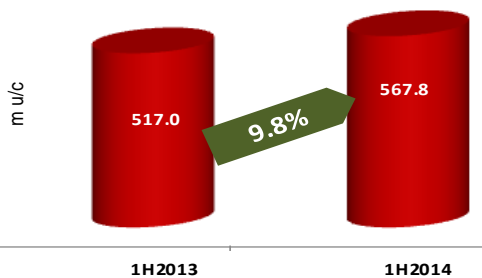
Total Beer Sales Volume Breakdown



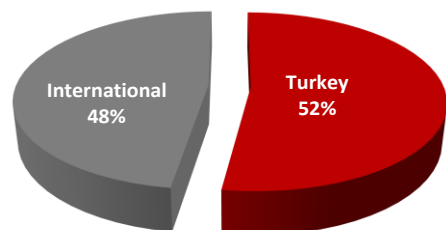
\* On a combined basis

- Soft drink sales volume growth in 2Q2014 was 7.8% y-o-y, indicating a total sales volume of 567.8 million unit cases ("m u/c") in 1H2014 versus 1H2013, up 9.8%.

Consolidated Soft Drink Sales Volume



Breakdown of Total Soft Drink Sales Volume

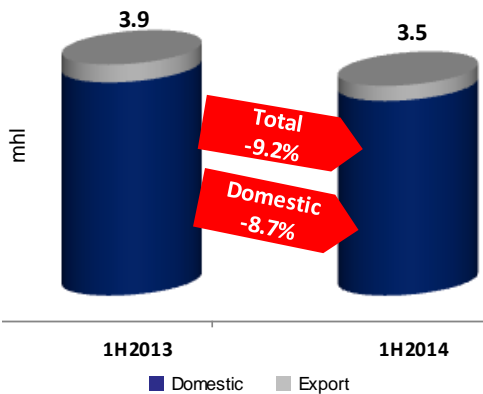


\* On a combined basis

July 11th, 2014

## TURKEY BEER

### Sales Volume



- In Turkey beer operations, domestic sales volume was realized at 1.9mhl, down 7.3% in 2Q2014 compared to the same period of 2013. The negative impact of the regulatory changes and higher prices continued in 2Q2014, but at a descending rate compared to the y-o-y declines in 4Q2013 and 1Q2014 despite adverse weather conditions in June, destocking and Ramadan impact in the quarter, still better than our estimates. As a result, Turkey beer operations' total sales volume was reported at 3.5mhl in 1H2014, down 9.2% compared to 1H2013.

- New product and SKU launches as well as successful in-store execution activities were welcomed by consumers since the beginning of 2014. In the context of our multi-brand portfolio approach, new mainstream and premium brands as well as new brand extensions such as Efes Pilsen Special Edition:10, Grolsch and Samuel Adams were introduced to the market. In addition, other packaging alternatives -up & downsizing, multipacks etc.- were also used as successful tools to support affordability and new SKUs such as Bomonti & Efes Malt in Returnable Bottles were introduced to consumers.

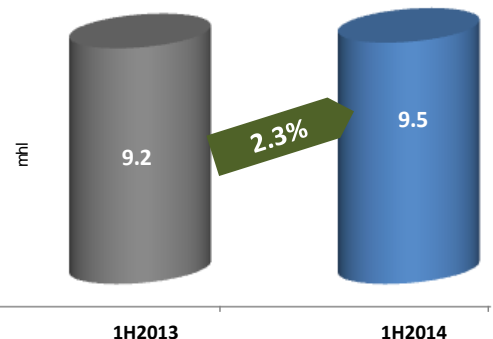
## INTERNATIONAL BEER

- EBI's consolidated sales volume was 5.8mhl in the second quarter of 2014 versus 6.0mhl in 2Q2013. Thus, total volume of international beer operations was reported as 9.5mhl in the first half of the year, up 2.3% compared to the first half of the previous year.

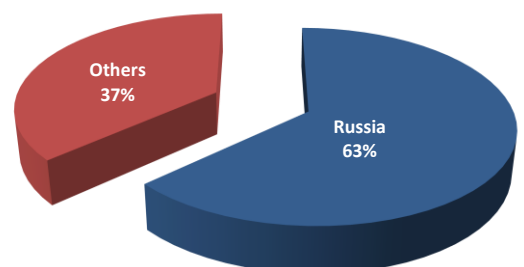
- In Russia, the volume performance continued to be better than our expectations in the second quarter of the year, but the low base impact of the previous year's same quarter was mostly normalized in 2Q2014 compared to 1Q2014. However, on a consolidated basis, we still performed better than our expectation despite several political and economic challenges in some operating countries like Kazakhstan and Ukraine.

- In Russia, on the back of increased share in modern trade, maintained presence on traditional trade, successful promotional strategies, continued focus on strategic brands as well as new brand and package launches helped us to perform better than the market. In that respect, "387" was among the fresh launches, a new brand aiming to capture domestic affordable eco/organic beer demand. Likewise, in all of our international beer operations, we maintained our focus on brands and accelerated brand innovation & consumer marketing in the first half of the year through many new SKU launches.

### Consolidated Sales Volume



### Breakdown of Consolidated Sales Volume



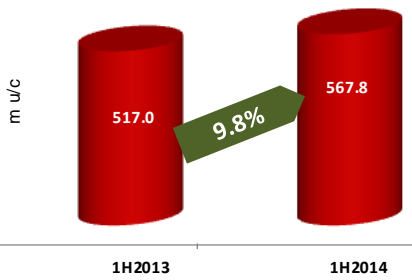
July 11th, 2014



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

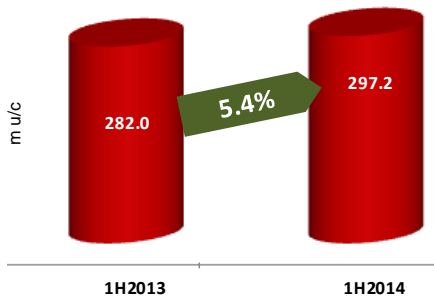
• Anadolu Efes' soft drink operations are run by CCI. CCI produces, sells and distributes sparkling and still beverages, primarily brands of The Coca-Cola Company, in Turkey, Kazakhstan, Azerbaijan, Kyrgyzstan, Turkmenistan, Jordan, Iraq, while the company has exports to Tajikistan as well. In addition, 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.

**Consolidated Soft Drink Sales Volume**



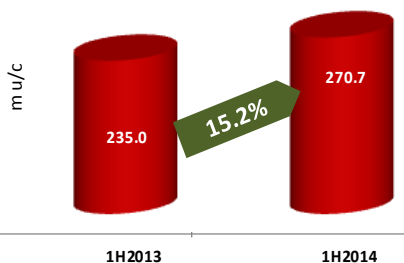
• In the second quarter of 2014, consolidated sales volume increased by 7.8% to 344.3 million unit cases up from 319.2 million unit cases in 2Q2013. Consolidated sales volume was up by 9.8% to 567.8 million unit cases in 1H2014 from 517.0 million unit cases in 1H2013 on the back of growth both in Turkey and international operations. International sales volume accounted for 47.7% of the total volume in 1H2014 compared to 45.5% in 1H2013 due to high organic growth. The sparkling category grew by 8%, driven by Coca-Cola, Fanta and Sprite brands. The still categories excluding water grew by 13% in 1H2014 due to the strong growth of juice and iced-tea segments. Water category grew by 7% during the same period.

**Turkey Soft Drink Sales Volume**



• In 2Q2014, Turkey sales volume increased by 4.1% to 172.7 million unit cases, cycling 3.5% growth in 2Q2013. Turkey sales volume increased by 5.4% to 297.2 million unit cases in 1H2014, cycling 5.1% growth in 1H2013. Successful marketing campaigns and higher temperatures compared to the historical averages in the first five months of the year supported volume growth, despite the relatively high base in January-May period and higher number of wet days in June. The sparkling beverage volume growth was flat in 1H2014. Still beverages, excluding water, grew at mid-teens in 1H2014 on the back of double digit growth both in iced-tea and juice categories. The water category grew at low single digits in 1H2014 despite the contraction in HOD (Home and Office Delivery). The tea business grew by almost 30%, driven by the loose tea segment.

**International Soft Drink Sales Volume**



• In the second quarter of 2014, despite the upheaval in Iraq and the devaluation in Kazakhstan, volume growth of international beer operations came in at 12.0%. International sales volume increased by 15.2% to 270.7 million unit cases in 1H2014, cycling a high base of approximately 20% organic growth in 1H2013. Pakistan volume growth in 2Q2014 and 1H2014 was 13.7% and 16.3%, respectively. Iraq volume growth in 2Q2014 and 1H2014 was 7.3% and 10.8%, respectively. Central Asia volume growth in 2Q2014 and 1H2014 was 12.8% and 17.5%, respectively, thanks to double digit volume growth of all countries in the region. The largest operation of the region, Kazakhstan volume growth in 2Q2014 and 1H2014 was 14.2% and 22.4%, respectively.

**ABOUT ANADOLU EFES**

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, Central Asia 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 EBI, that manages international beer operations, and is the largest shareholder of 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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*This announcement may contain certain forward-looking statements concerning our future performance and should be considered as good faith estimates made by the Company. These forward-looking statements reflect management expectations and are based upon currently available data. Actual results are subject to future events and uncertainties, which could materially impact the Company's actual performance.*

*We hereby declare that our above statements are in conformity with the principles included in the Capital Markets Board's Communiqué on Material Events, that they fully reflect the information we have acquired, that the information complies with our books, records and documents, that we have made our best effort to fully and accurately obtain all information regarding the matter and that we are responsible for this disclosure made hereby.*

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