

**MANAGEMENT CHANGE**

**December 12, 2014** – Anadolu Efes Biracılık ve Malt Sanayii. A.Ş. (“Anadolu Efes”) today announced that Mr. Hüseyin M. Akın, who currently serves as Deputy CEO of Beverage Group, will be appointed as CEO-designate of Coca-Cola Beverages Africa as of March 1, 2015.

Following the appointment of Mr. Akın, Beer Group Headquarters will be restructured and Headquarters functions which have been reporting to Mr. Akın, will be reporting to Beverage Group President and Anadolu Efes CEO Mr. Damian Gammell hereafter.

Mr. Akın served at various positions in The Coca-Cola Company and CCI 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 CCI, Mr. Akın has served as the President of Turkey Region in CCI between the years 2006 and 2010 and President of International Operations in CCI between years 2010 and 2014. Mr. Akın has been serving as Deputy CEO of Beverage Group since March 2014.

*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.*

*This is an English translation of the original official public disclosure made by Anadolu Efes in Turkish through the Public Disclosure Platform ([www.kap.gov.tr](http://www.kap.gov.tr)), for information purposes only. In the event of any discrepancy between this translation and the original Turkish disclosure, the original Turkish disclosure shall prevail. Anadolu Efes makes no warranties or representations about the accuracy or completeness of the English translation and assumes no liability for any errors, omissions or inaccuracies that may arise from use of this translation.*

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