

INVITATION TO GENERAL ASSEMBLY

March 23, 2015 - In its meeting dated 23.03.2015, our Board of Directors resolved to hold the Annual Ordinary General Assembly Meeting regarding the Company's 2014 calendar year operations on April 17, 2015 Friday at 14:00 at the address "Esenkent Mahallesi, Deniz Feneri Sokak No:4 Ümraniye/İSTANBUL" with the agenda set forth below; to make the related announcement and to take all the necessary steps as required by the Turkish Commercial Code, the Articles of Association as well as other related regulations to materialize and finalize the meeting.

Press adverts for the invitation to our shareholders will be published on 24.03.2015 in the Dünya newspaper and on 24.03.2015 in the Turkish Trade Registry Gazette.

Balance Sheet, Income Statement, Annual Report including Corporate Governance Compliance Report, Dividend Distribution Proposal, as well as Independent External Auditors' report along with a General Assembly Meeting Information Document for the year 2014 will be available for the review of our shareholders at our Company offices and our website at www.anadoluefes.com 21 days prior to the meeting.

Annual Ordinary General Assembly Agenda

1. Opening of the meeting and establishment of the Board of the Assembly,
2. Reading out and discussion of the annual report of the Board of Directors for the year 2014,
3. Reading out the report of the Independent External Audit Company for the fiscal year 2014,
4. Reading out, discussion and approval of the Financial Statements for the fiscal year 2014 prepared in accordance with the regulations of CMB,
5. Decision to release the members of the Board of Directors separately,
6. Decision on the proposal of the Board of Directors on distribution of profits,

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

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7. Election of the new members of the Board of Directors in place of those whose terms of office have expired and determine the terms of office and remuneration,
8. Selection of the audit company for the audit of the financial statements and reports for the year 2015 in accordance with the Turkish Commercial Code numbered 6102 and Capital Markets Law numbered 6362,
9. Information to be given to the shareholders on the donations made by the Company in 2014 in accordance with the regulations laid down by the Capital Markets Board,
10. Information to be given to the shareholders regarding the changes in the Company's Disclosure Policy,
11. According to the regulations laid down by the Capital Markets Board, information to be given to the shareholders on any suretyship and guarantees granted or pledges including mortgages instituted by the Company in favor of third persons,
12. Authorization of the members of the Board of Directors about the transactions and operations in the context of the Articles 395 and 396 of the Turkish Commercial Code,
13. Closing.

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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