

APPOINTMENT OF BEER GROUP PRESIDENT AND ANADOLU EFES CEO

October 9, 2015 – As announced to the public on August 6th, 2015, Mr. Damian Gammell will be resigning from his duties as the President of Beverage Group and CEO of Anadolu Efes before the end of the year to start his new responsibility at Coca-Cola European Partners.

Upon departure of Mr. Damian Gammell, the Efes Beverage Group organization has been restructured into separate beer and soft drink divisions. Effective 1st of November 2015, Mr. Robin Goetzche will be appointed as the President of Beer Division and Anadolu Efes CEO. Mr. Goetzche will report directly to Anadolu Efes' Board of Directors.

The current CEO of Coca-Cola İçecek (CCI) and Soft Drinks Group President Mr. Burak Başarır will continue his duties and will report to CCI's Board of Directors.

Robin Michael Goetzche holds a bachelor's degree in business economics and marketing from the Wits University. Having joined SABMiller Ltd. in 1987 as Brand Manager, he then served as Brand Group Manager, District Manager Soweto & Chamdor (West Johannesburg), National Trade Marketing Manager, Kwa-Zulu Natal Region General Manager, Chamdor Region General Manager, Sales & Distribution Director, and Central and West Africa Operations Director at SABMiller Africa. Mr. Goetzche worked as the Managing Director of Tanzania Breweries Ltd. and as the Director of Operations of SABMiller East Africa from 2008 to 2014. As of 1 May 2014, Mr. Robin Michael Goetzche was appointed as Efes Russia Managing Director and resumed this role until his current appointment.

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.

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

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