

**ANNOUNCEMENT REGARDING THE APPOINTMENT OF EFES TURKEY BEER  
GENERAL MANAGER**

**July 27, 2017** – As previously announced on December 26, 2016, , Mr. John Gavin Hudson was appointed as of January 1, 2017, as the General Manager of our Turkey Beer operations for a certain time period in addition to his duties as the Beer Group President and CEO of Anadolu Efes. Effective as of August 1, 2017, Mr. Tuğrul Ağırbaş who has been working as the Sales Organization Transformation Lead in our Turkey Beer Operations is appointed as the General Manager of Turkey Beer Operations which was held for a certain time period by Mr. Hudson. Mr. Hudson continues to serve as the Beer Group President and CEO of Anadolu Efes.

Tuğrul Ağırbaş received his bachelor's degree in Business Administration from Istanbul University and joined Efes Beverage Group in 1990. From 1990 to 2001, Mr. Ağırbaş worked as Project Development Specialist, Marketing Specialist, Istanbul Region Sales Supervisor, New Product Development Supervisor, Group Product Manager, Sales Manager of Marmara Region and Marketing Manager of Miller. Mr. Ağırbaş was appointed as the Marketing Director of Efes Russia in 2001 and Managing Director of Efes Russia in June 2005. He assumed the post of Efes Turkey Managing Director on 1 January 2010. Mr. Ağırbaş was reappointed as Managing Director of Efes Russia on 1 November 2011. Since 2014, Mr. Ağırbaş served as Anadolu Efes Eastern Europe and the CIS Group Managing Director, Head of Corporate Functions and Sales Organization Transformation Lead, respectively.

*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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