

**SALES AND PURCHASE AGREEMENT SIGNED BY OUR SUBSIDIARY ANADOLU ETAP**

**July 9, 2013** – Our 33.33% subsidiary Anadolu Etap Tarım ve Gıda Ürünleri Sanayi ve Ticaret A.Ş. (“Anadolu Etap”), that is engaged in fruit growing, production of fruit juice concentrate in Turkey and the sale of fruit juice concentrate in Turkey & abroad, has today signed a share sales and purchase agreement with the shareholders of Penkon Gıda Sanayii A.Ş. (“Penkon”) - a fruit juice concentrate producer-, who are Penguen Gıda Sanayii A.Ş. (“Penguen”), GTR Credit Europe B.V. and Gençoğlu Holding A.Ş. with respective shares of 25%, 50% and 25% in the company, for the purpose of the acquisition of 100% of the shares of Penkon at an enterprise value of EUR 36.5 million. This transaction will be subject to obtaining the required permissions from regulatory authorities and determination of the net price pursuant to a financial audit carried out by an international audit company in accordance with IFRS for the period ended 30.06.2013. Further developments regarding the issue will be announced to public.

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

**Mr. Onur Çevikel**  
(CFO and Investor Relations Director)  
Tel: 90 216 586 80 53  
Facsimile: 90 216 389 58 63  
E-mail: [onur.cevikel@anadoluefes.com](mailto:onur.cevikel@anadoluefes.com)

**Ms. Ayşe Dirik**  
(Investor Relations Manager)  
Tel: 90 216 586 80 02  
Facsimile: 90 216 389 58 63  
E-mail: [ayse.dirik@anadoluefes.com](mailto:ayse.dirik@anadoluefes.com)