



## EFES BREWERIES INTERNATIONAL N.V.

### NEW APPOINTMENT TO THE BOARD OF MANAGEMENT

Efes Breweries International N.V. ("EBI" or "the Company") today announced that its Supervisory Board is going to propose to the Extraordinary General Meeting that Mr. Semih Maviş to be appointed as a new member of the Board of Management. The date for the Extraordinary General Meeting is going to be announced separately.

In the Extraordinary General Meeting, the Supervisory Board is also going to propose a change to the Articles of Association of EBI such that Mr. Maviş, who currently is the General Manager of the Moscow Efes Brewery (EBI's subsidiary in the Russian Federation) is appointed as the Chief Executive Officer of EBI effective as of 01 June 2005 and Mr. Muhtar Kent, who currently is the Chairman of the Board of Management as well as the Chief Executive Officer of EBI will continue in his position as the Chairman of the Board of Management.

There will be no change to the other members of the Board of Management of EBI. Therefore following the appointment of Mr. Mavis, the number of the members of the Board of Management of the Company will increase from four to five.

Mr. Mavis, 55, joined Efes Beverage Group in 1984, and has served as Managing Director of the Moscow Efes Brewery since 1999. Previously, he held several positions in Efes Beverage Group including General Manager of Ege Biracilik - Turkey, and General Manager of Guney Biracilik - Turkey.

Prior to joining Efes Beverage Group, Mr. Mavis had worked in Turkish State Investment Bank as Senior Economic Analyst and also in Turk Tuborg as Sales and Marketing Director.

Mr. Mavis is a graduate of Middle East Technical University in Turkey, Department of Management and also holds an MBA from Texas A&M University. He speaks Turkish, English and Russian.

### Overview of EBI

EBI is a leading brewing group in the countries in which it operates, across the CIS, Eastern Europe and the Balkans. Currently EBI operates in the Republic of Kazakhstan, Moldova, Romania, Russia, and Serbia and Montenegro, where the Company has nine breweries, and markets and sells beer products through the Company's five directly-owned operating subsidiaries and the Company's newly acquired second brewery in Serbia. The product portfolio of EBI consists mainly of local premium and local mid-priced beer brands, many of which hold leading positions in their respective market segments, and the *Efes Pilsener* international brand.

EBI, incorporated in the Netherlands, is owned 70.2% by Anadolu Efes Biracilik ve Malt Sanayii Anonim Şirketi ("Anadolu Efes"), the leading brewer in Turkey. Anadolu Efes, together with its direct and indirect subsidiaries and affiliates (collectively with Anadolu Efes, "Efes Beverage Group"), produces and markets beer, bottled water, malt and soft drinks across Turkey, Eastern Europe, the Balkans and the CIS. All brewing operations of Efes Beverage Group outside of Turkey are conducted by EBI.



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The Company completed a successful listing of GDRs on the London Stock Exchange in October 2004 and currently is a publicly traded company (IOB: EBID).

EBI's current long-term strategic goal is to be one of the leading brewers in the region extending from the Adriatic Sea to the borders of the People's Republic of China.

A copy of this press release can be accessed at [www.efesholland.nl](http://www.efesholland.nl).

**Enquiries to:**

***EBI***

*Muhtar Kent, Chief Executive Officer  
(EBI)* +90 216 586 8011

*Hurşit Zorlu, Member of the Board of  
Management (EBI)* +90 216 586 8032

*Demir Şarman, Chief Financial Officer  
(EBI)* +90 216 586 8040 (Istanbul) /  
+31 20 575 2292 (Amsterdam)

*Orhun Köstem, Corporate Finance  
and Investor Relations Manager (Efes  
Beverage Group)* +90 216 586 8038