



FOR GENERAL RELEASE TO THE PUBLIC
AUGUST 10TH, 2005



EFES BREWERIES INTERNATIONAL N.V.

MANAGEMENT CHANGE IN EFES BREWERIES INTERNATIONAL

Efes Breweries International N.V. ("EBI" or "the Company") today announced that Mr. Semih Maviş who has been the CEO of EBI since May 2005, has elected to leave his current duties.

Mr. Ahmet Boyacıođlu, who currently is the Chairman of the Board of Management of EBI, will also be the acting CEO until the Extraordinary General Meeting. The date for the Extraordinary General Meeting is going to be announced separately.

Mr. Semih Maviş will join the Efes Beer Group as the Chief Operating Officer for Turkey and will have a full responsibility of all Turkey Beer Operations effective from 15 August 2005.

A copy of this press release can be accessed at www.efesholland.nl.

Enquiries to:

Demir Şarman, Chief Financial Officer (EBI)

Tel: +90 216 586 8040 (Istanbul) /

+31 20 575 2292 (Amsterdam)

E-mail: demir.sarman@efespilsen.com.tr

*Orhun Köstem, Director, Corporate Finance
and Investor Relations (Efes Beverage
Group)*

Tel: +90 216 586 8038

E-mail: orhun.kostem@efespilsen.com.tr