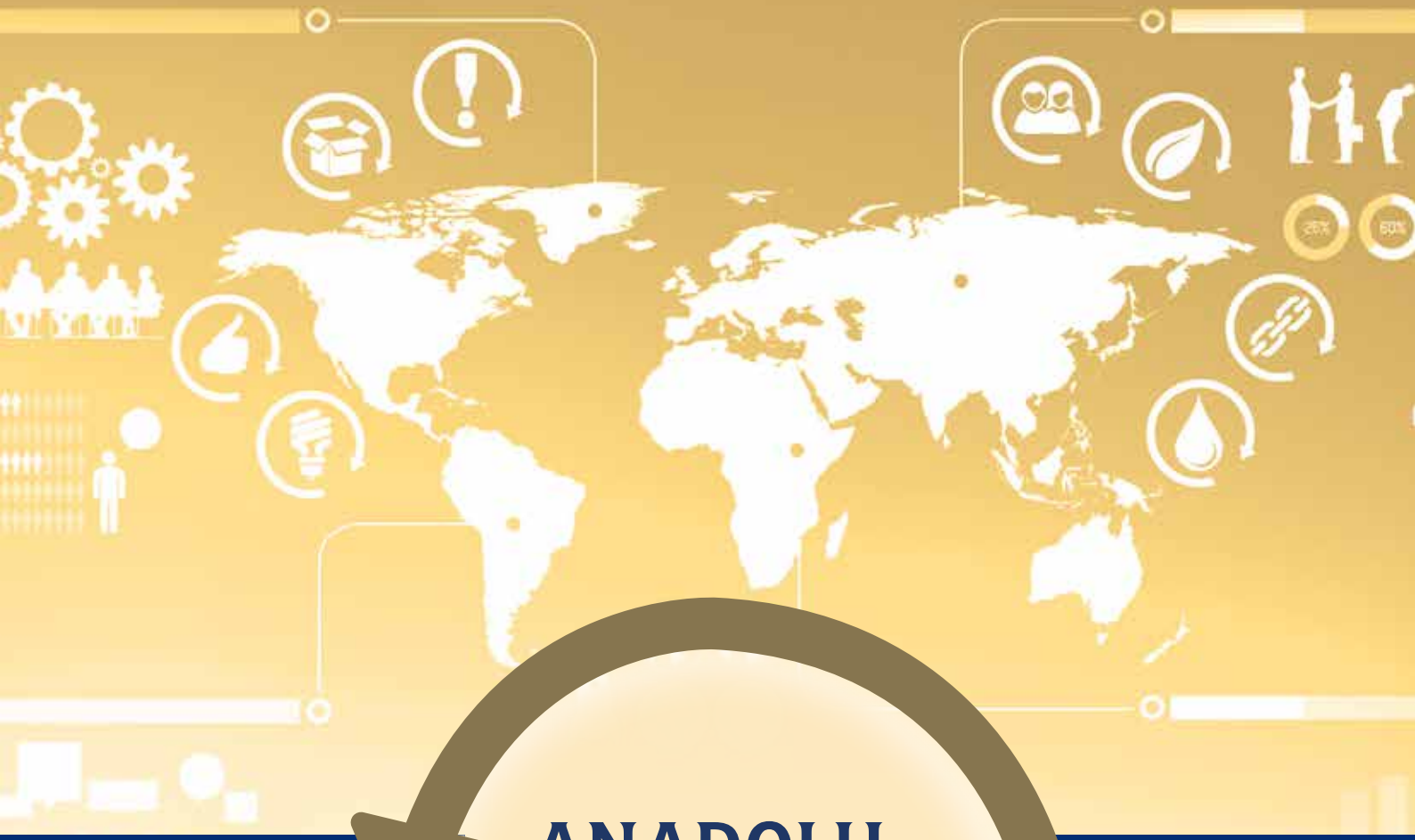
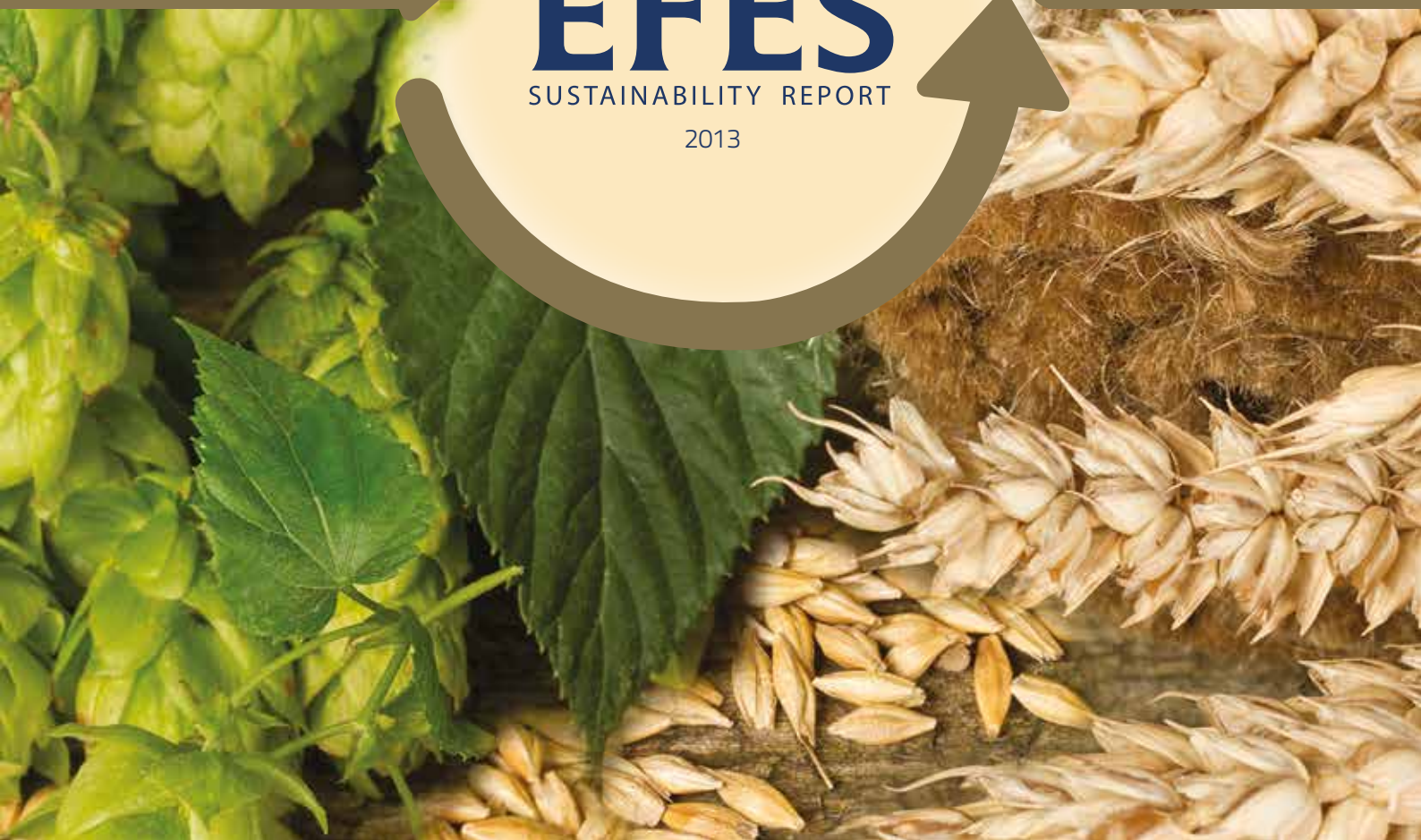
We work for sustaining a better life



ANADOLU EFES

SUSTAINABILITY REPORT

2013



ANADOLU EFES

SUSTAINABILITY REPORT

2013

ABOUT THE REPORT

Anadolu Efes believes that the foundation of a sustainable future depends on the establishment of honest, transparent, and accountable communication with our stakeholders in order to cooperate in finding solutions to common issues. Through the sustainability reports that we have issued since 2010 as a first step in this direction, an objective and comprehensive portrait of the social, environmental, and economic impacts of our operations has been presented. This report follows in this vein by detailing Anadolu Efes' commitments to its sustainability priorities, performance improvement in these areas, and future targets. The information disclosed in this report covers the performance recorded during the period between 1 January 2013 and 31 December 2013.

As in previous years, we continued our progress during the reporting period in improving our sustainability reporting practice, which encompasses brewery operations. While previous reports covered Anadolu Efes Turkey, Anadolu Efes Russia, Anadolu Efes Kazakhstan, Anadolu Efes Georgia, and Anadolu Efes Moldova operations, this year's report also includes new production locations in Russia and Anadolu Efes Ukraine operations, which were integrated into our operations as a result of a partnership with SABMiller.

The Anadolu Efes 2013 Sustainability Report has been issued in compliance with the Level B application of the G3.1 Guidelines published by the Global Reporting Initiative. The indicators shown on the G3.1 Guidelines have been taken into account in preparing the data that comprises the main content of this report, while GRI-recommended methods and techniques have primarily been used in monitoring the quantitative performance indicators. Sector-specific performance evaluation methods and the set of Communication on Progress (CoP) principles defined by the United Nations Global Compact (UNGC), which we signed in 2011, have also been taken into consideration in the preparation of the report's content.

In order to demonstrate the actual impacts of Anadolu Efes' operational expansion on sustainability performance in an accurate and comprehensive fashion, the historical progress of our operational scope has been considered during the calculation of data presented in this report. Therefore, data regarding production locations in Russia and Ukraine operations that were taken over from SABMiller were included in the 2013 data while data for the periods before 2013 was calculated based on our actual operational scope during these years. Thus, this expansion in production locations is also the underlying reason for the increase observed in certain performance parameters.

We will continue our efforts to improve our reporting practices and sustainability studies that we conduct in line with the Efes Positive Impact Plan. To this end, we will review our sustainability priorities and targets with regard to our expanded operational geography and developments in these markets; we will also improve our reporting practices in line with new GRI Reporting Guidelines.

The document titled "Anadolu Efes 2013 Sustainability Reporting Index," featuring additional numeric details on our sustainability performance and use of the GRI and UNGC reporting principles, can be found on the corporate website, www.anadoluefes.com. Sustainability practices and performance outcomes regarding Coca-Cola İçecek A.Ş., a subsidiary of Anadolu Efes, can be found in corporate responsibility reports published on the website www.cci.com.tr.

PRESIDENT'S STATEMENT

'Anadolu Efes believes that sustainability management means creating a better life together with the communities in which we operate and ensuring sustainable growth as a leading brewing company across our entire operating territory. As part of this journey, we are taking effective action through our Efes Positive Impact Plan to seize all opportunities and mitigate all risks in the social, economic, and environmental spheres. This sustainability report, the fourth that we have published, portrays our achievements thus far and lays out a perspective for the future in line with our sustainability strategy."

More than 300 million people live in the areas in which Anadolu Efes operates, a territory comprising many dynamic and emerging economies. Through its 45 years of experience, Anadolu Efes operates in this highly competitive geography by adhering to its goals of generating value for stakeholders and ensuring the continuity of the company's sustainable development. We have once again successfully fulfilled these goals in the year 2013, despite challenging market conditions created by regulatory changes. This past year, we integrated the operations we took over in Ukraine and Russia during the previous reporting period, while also preserving our profitability by adapting quickly to a changing market environment. As a result, Anadolu Efes ended the reporting period as the world's 10th largest and Europe's 5th largest beer producer.

In 2013, we also received highly favorable feedback on the sustainability management studies that we have been conducting under our Efes Positive Impact Plan. Our most significant achievement during this reporting period was becoming the first and the only Turkish company to be listed on the Dow Jones Sustainability Index (DJSI), in its Emerging Economies Category. Being included on what is regarded as one of the most credible sustainability indices demonstrates the success of the sustainability program carried out by Anadolu Efes.

The success we have achieved has spurred us to continue our efforts in order to further develop our performance on our sustainability priorities. Despite the challenges presented by changing market conditions, we successfully carried out projects that allowed us to continue steadily decreasing our water, energy, and packaging-materials use as well as our greenhouse gas emissions. In line with our studies on enhancing our value chain, we successfully brought our Agriculture Support Program to our Moldova operation following its introduction in Turkey. While continuing our studies regarding community development and product responsibility, we have introduced new practices in order to improve our operational reliability and employee development. We have also launched infrastructure studies with an eye toward improving our sustainability performance measurement and evaluation system.

Climate change poses significant risks for the brewing sector due to its environmental and social impacts. During the most recent reporting period, Anadolu Efes continued taking proactive steps to effectively mitigate these risks and create new opportunities. Along with our practices for consuming fewer resources and generating less emissions and waste, we launched studies that aim to develop our relationships with related NGOs and initiatives in order to cooperate on generating mutually beneficial solutions. To that end, we will continue to work together with study groups from Global Compact Turkey and the Sustainable Development Association of Turkey and further enhance our cooperation. As of 2014, we will also be a signatory party to the UN Global Compact's CEO Water Mandate.

I strongly believe that we will continue progressing in the upcoming period toward the goals we set in line with our sustainability strategy, thus continuing the development of Anadolu Efes along with that of the communities in which we operate. I express my gratitude to all of our esteemed stakeholders, notably our Board of Directors, our employees, our investors, dealers, suppliers, and business partners, for their trust in us and their support for the principles and practices we have adopted in order to achieve this goal.

Damian Gammell
Beverage Group President and Anadolu Efes CEO

*Sustainability Progress Chart**

Water Management

Priorities and Commitments
We are producing more beer using less water.

Achievements
Compared to 2008, we:
consumed 19 percent less water in beer production and 24 percent less water in malt production
generated 24 percent less wastewater in both beer and malt production.
saved more than 460,000 m³ of water through improvement projects.

Goals
In 2015 we will reduce specific water consumption per unit product in breweries by 35 percent compared to 2008.
We will reduce wastewater discharges in line with water consumption reduction targets.
We will continue developing water saving and recovery projects.
We will cooperate with regional and international initiatives related to the protection of water resources.

Energy and Emissions Management

Priorities and Commitments
We are reducing our carbon footprint by using energy resources more efficiently.

Achievements
Compared to 2008, we consumed 10 percent less energy and generated 10 percent fewer emissions per unit product in our breweries.
Compared to 2012, we consumed 5 percent less energy and generated 5 percent fewer emissions per unit product in our malt production facilities. For the first time in the past five years, we reduced our energy consumption and emissions level below 2008 figures.

Goals
In 2015, we will reduce specific energy consumption and specific emissions per unit product in our breweries by 25 percent compared to 2008.
We will continue with practices that increase efficiency in our distribution operations.
We will continue with the procurement of cooler devices with reduced environmental impacts and extend this practice in all country operations.
We will cooperate with regional and international initiatives for combating climate change.
We will search out opportunities to employ renewable resources in our energy portfolio.

Enhancing the Value Chain

Priorities and Commitments
In order to generate more added value, we are enhancing our value chain.

Achievements
We continued our business development efforts with suppliers, dealers, and distributors.
We launched research initiatives to model suppliers' sustainability performance assessments.
We expanded our agricultural support program to our Moldova operations.

Goals
We will continue our business development efforts together with suppliers, dealers, and distributors.
We will start developing practices to evaluate our suppliers' sustainability performance.
We will continue our agricultural support programs in Turkey and Moldova.

Product Responsibility

Priorities and Commitments
We are working to create a consumer base that enjoys beer responsibly and is familiar with beer culture.

Achievements
We worked to improve our quality systems.
We continued our responsible consumption campaigns as part of country operations.

Goals
We will carry out studies to increase quality systems certification rates across all operations.
We will continue to improve our practices in regard to promoting a culture of responsible consumption of beer.

Operational Reliability

Priorities and Commitments
In order to be a reliable neighbor, we conduct safe and environmentally friendly operations.

Achievements
We increased the rate of our facilities certified with ISO 22000 or HACCP to 91 percent.
We improved our OHS data reporting systems.
We achieved an injury rate of 1.63.
We recovered 94.6 percent of solid waste generated.

Goals
By 2015 we will complete the certification process for ISO 22000 or HACCP in all our facilities.
We will continue our operations with a target of zero accidents.
We will increase our performance in recycling and reuse of solid waste.

Community Development

Priorities and Commitments
We care about the expectations of the communities in which we operate and support their development.

Achievements
We increased our local procurement rate calculated by expenditure from 66 percent to 78 percent.
We conducted projects and sponsorships in the areas of environment, education, health, and arts and culture.

Goals
We will continue to develop our local procurement practices.
We will continue to conduct projects to increase the quality of life for the communities in which we operate.

Talent Management

Priorities and Commitments
In order to become an employer of choice, we provide a fair work environment where our employees' talents are valued.

Achievements
Compared to 2012, we increased our training hours per employee by 10 percent, to 24.4 hours.
Through various programs, we offered development opportunities for employees at every level.

Goals
We will continue to provide our employees with broader development opportunities.

Packaging Management

Priorities and Commitments
We reduce material consumption through greener packaging practices.

Achievements
PET weight per product sales decreased in one-way packaging practices while glass weight increased in line with our changed product portfolio due to new operations.
Compared to 2012, the weight of one-way packaging waste reclaimed increased by 22 percent.

Goals
We will continue with our practices aiming to reduce packaging weight per product sold.
We will give preference to greener packaging applications.
We will work to further develop our recovery performance.

** All commitments, achievements, and targets indicated on this chart have been calculated and disclosed within the limits of country operations in the reporting scope. In upcoming periods, these indications may vary according to possible changes in the reporting scope.*

ANADOLU EFES BREWERY OPERATIONS

Anadolu Efes pursues its activities with the vision of becoming the most admired beer company in all of the countries in which it operates and adding flavor to life with its responsibly consumed products, while at the same time continuing to expand its operational geography through its sustainable-growth-oriented management strategy.

As of 2013, Anadolu Efes has 18 breweries and 7 malt production facilities in six countries and an annual beer production capacity of 43.7 mhl . We deliver our products under more than 40 beer brands in our countries of operation as well as in over 70 export markets, making Anadolu Efes Europe's fifth largest and the world's 10th largest brewer.**

MARKET OUTLOOK

Anadolu Efes pursues its operations in a vast geography seen as a growth region by the world's largest brewers and comprised of developing economies and a dynamic population of more than 300 million people; despite the varied circumstances in this region, we are maintaining our continuous development trend throughout this territory.

In this reporting period, the most significant development with regard to the brewery sector within Anadolu Efes' operational geography is the market shrinkage observed due to pressure put on sales by tighter legal regulations on alcohol. In response to these new market conditions, which have also had a negative impact on the capacity utilization rates of brewers in general, optimization measures aimed at increasing productivity are expected to be undertaken in our operational geography.

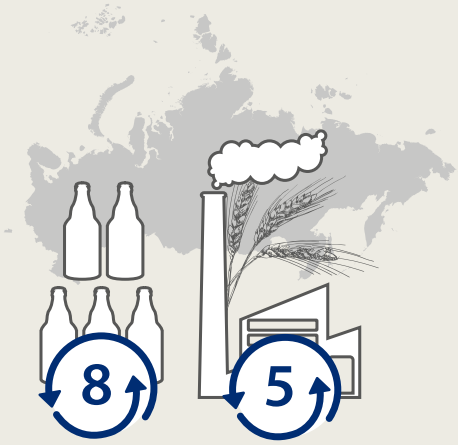
ANADOLU EFES TURKEY

As of 2013 year-end, Anadolu Efes Turkey has maintained its leading position with a 76 percent share of the Turkish market, which offers great potential with its population of 76.7 million and annual beer consumption per capita of 11.4 liters. The Anadolu Efes Turkey operation carries out its production activities in five breweries*, two malt production facilities, and one hops processing facility.

* Suspension of brewery and maltery operations was decided for Moscow Factory in Russia effective by the 1st January 2014, of brewery operations for Rostov Factory in Russia during the first quarter of the year and for Lüleburgaz Factory in Turkey effective 1st May 2014.
** Company's estimation.

ANADOLU EFES RUSSIA

Russia constitutes the world's fourth largest beer market with its population of 141.4 million and annual beer consumption per capita of 61 liters. The Anadolu Efes Russia operation, our largest operation in terms of production volume, carries out its production activities with eight breweries, five malt production facilities and one preform production facility. As of 2013 year-end, the Anadolu Efes Russia operation is the fourth largest beer producer in the market with a 14 percent share.



ANADOLU EFES KAZAKHSTAN

Kazakhstan is one of the prominent markets in its region with its population of 17.2 million and annual beer consumption per capita of 30 liters. The Anadolu Efes Kazakhstan operation carries out production activities in two breweries and is in a leading position with a 58 percent market share.

ANADOLU EFES MOLDOVA

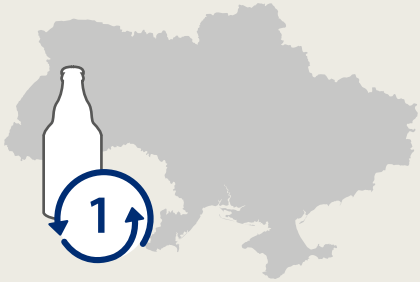
Moldova is a promising market with its population of 3.6 million and annual beer consumption per capita of 38 liters. With production activities carried out in one brewery, Anadolu Efes Moldova is the largest brewer in the country and the market leader with a 72 percent share.

ANADOLU EFES GEORGIA

Georgia is one of the strategic markets for Anadolu Efes with its population of 4.9 million and annual beer consumption per capita of 22 liters. Anadolu Efes Moldova is the market leader with a 55 percent share, with production activities carried out in one brewery.

ANADOLU EFES UKRAINE

The most recent country to be included in the operational geography of Anadolu Efes, Ukraine is estimated to be the world's 13th largest beer market with its population of 45.5 million and annual beer consumption per capita of 57 liters. The Anadolu Efes Ukraine operation carries out its production activities in one brewery, and holds the fourth place in the market.



* Suspension of brewery and maltery operations was decided for Moscow Factory in Russia effective by the 1st January 2014, of brewery operations for Rostov Factory in Russia during the first quarter of the year and for Lüleburgaz Factory in Turkey effective 1st May 2014.

ANADOLU EFES SUSTAINABILITY MANAGEMENT

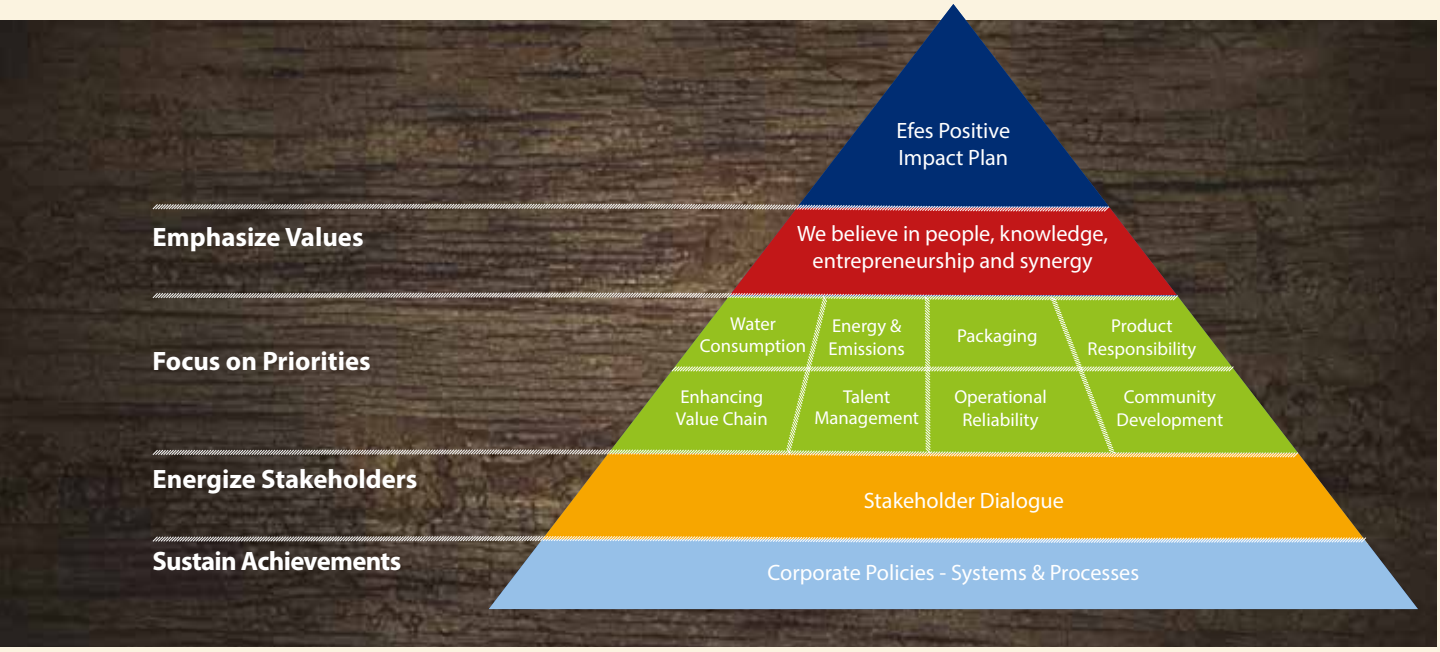
"

We believe in the need to cooperate with stakeholders to sustain a better life. We focus our business strategies on creating a sustainable positive impact.

With the motto "To Sustain a Better Life" at its core, the "Efes Positive Impact Plan" forms the strategic infrastructure for Anadolu Efes Sustainability Management. Thanks to the practices implemented thus far, we have managed our sustainability priorities efficiently and maintained our holistic, comprehensive, and powerful strategic stand during the latest reporting period.

EFES POSITIVE IMPACT PLAN

Supporting the goal of sustaining a better life for future generations, the Efes Positive Impact Plan is guided by four main behavioral patterns: emphasizing values, focusing on priorities, energizing stakeholders, and sustaining achievements.



PERFORMANCE EVALUATION

In line with the Efes Positive Impact Plan, we monitor the performance delivered in our priority areas through objective indicators compatible with GRI Guidelines, and share the results achieved in sustainability reports. Many of these priority areas constitute the fundamental components of our corporate performance evaluation process. Our sustainability goals have become part of both individual and corporate performance evaluations and our achievements in meeting our sustainability targets influence the remuneration of employees at every level.

STAKEHOLDER ENGAGEMENT

Anadolu Efes meets stakeholder expectations and works toward achieving common goals thanks to its studies undertaken through a collective initiative.

More detailed information on the Efes Positive Impact Plan and sustainability management is available on the corporate website, www.anadoluefes.com.

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM

ANADOLU EFES: THE FIRST AND ONLY TURKISH COMPANY ON DOW JONES SUSTAINABILITY INDICES

Published since 1999, Dow Jones Sustainability Indices (DJSI) are the first global index study to assess management quality and potential future performance of the world's leading companies by integrating sustainability criteria with traditional financial analyses. Covering many different standards including innovation, supply chain management, climate strategy, and stakeholder relations, the DJSI seek to provide objective benchmarking points for investors regarding social, environmental, economic, and financial performances of companies. They thereby support investors in making better-informed decisions as they manage their investment portfolios.

The DJSI are formed through an assessment featuring thousands of companies with the highest financial performances on global and regional scales. As a result of this annual study, companies with the highest sustainability performances are added to the DJSI listing.

Thanks to its sustainability management model and continuous performance, Anadolu Efes took its place on the DJSI in the Emerging Markets Category in 2013. In becoming the first and only Turkish company to be added to the indices, it demonstrated its leadership among sustainability-focused corporations on a global scale.

THE GLOBAL COMPACT
WE SUPPORT

UNGC TURKEY LOCAL NETWORK BOARD MEMBER

We believe that sustainability management ensures that we possess the talents and methods to develop and continue creating added value in social, economic, and environmental areas. The UN Global Compact (UNGC), which was signed by Anadolu Efes in 2011, is among our leading sustainability management instruments and one that we develop further day by day.

Membership in the UNGC is a way to express our commitment to safeguarding human rights; providing a fair work environment; upholding ethical, transparent, and accountable management principles; forming an environmentally sensitive business model; and constantly creating value for stakeholders. In addition to our studies to implement UNGC principles at every level of the value chain, Anadolu Efes also promotes efforts to make those principles widespread throughout Turkey as a UNGC Turkey Local Network Board member.

WATER MANAGEMENT

> We are aware that more sources of clean water will be required to sustain a better life in the future. Through our efforts to reduce the amount of water used in our breweries and malteries, we protect our most significant raw material for ourselves as well as for society.

In 2013, Anadolu Efes continued its water efficiency studies, which are part of our ongoing improvements in this area. During the reporting period, which saw changes in market conditions and the completion of work to integrate the Russia and Ukraine operations, Anadolu Efes succeeded in maintaining the trend of declining water consumption as a result of our efficiency practices.

WATER CONSUMPTION

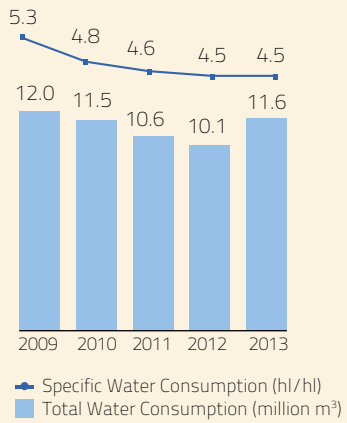
In 2013, Anadolu Efes breweries continued with the water consumption trend seen in 2012. In this reporting period, an increase in total amount of water consumption accompanied the increasing number of breweries and a decreasing capacity utilization rate as a result of changing market conditions. Though this had a negative impact on the specific water consumption performance, we managed to maintain the ongoing downtrend of recent years in water consumption performance through our efficiency practices. In 2013, the specific water consumption of Anadolu Efes was measured at the level of 4.5 hl/hl, with the largest improvement in specific water consumption recorded at the Anadolu Efes Georgia operation, with a 6.3 percent reduction. The Anadolu Efes Turkey operation achieved the lowest specific water consumption values across the company's breweries, with a rate of 4.0 hl/hl.

Within the reporting period, the downtrend in water consumption seen at Anadolu Efes malt production facilities since 2008 was maintained, with specific water consumption in malt production houses reduced by 3 percent, to 6.2 m^3/ton, in 2013.

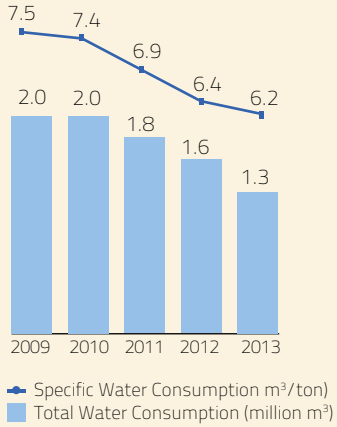
Anadolu Efes has saved more than 400,000 m^3 of water through projects involving practices such as process improvement, increase in recovery, and preference for more efficient equipment. This resulted in an additional savings of 200,000 m^3 of water in our breweries during the 2013 reporting period.

OUR AIM IS TO REDUCE WATER CONSUMPTION 35 PERCENT BY 2015 AS COMPARED TO 2008. AS OF 2013, WE HAVE GONE 53 PERCENT OF THE WAY TO ACHIEVING THIS GOAL.

WATER CONSUMPTION TREND IN BREWERIES



WATER CONSUMPTION TREND IN MALTERIES



ANADOLU EFES TURKEY: CIP OPTIMIZATION PROJECT

The CIP Optimization Project, which was implemented in all breweries affiliated with the Anadolu Efes Turkey operation, has enabled more than 100,000 m³ of water savings annually in the boiling, filtering, and filling units. With this project, CIP procedures consisting of seven phases were reduced to three phases through the monitoring of cleaning and rinsing durations, the efficiency control of water consumption, and the replacement of existing products with more innovative ones. In addition to water savings, approximately 200,000 kWh of electricity and CIP duration were also saved.

ANADOLU EFES RUSSIA UFA BREWERY: WATER REUSE

During the reporting period, the Anadolu Efes Russia Ufa Brewery managed to recover 40,000 m³ of water annually through a project aimed at reusing the water utilized for rinsing empty bottles during the packaging process.

ANADOLU EFES MOLDOVA VITANTA BREWERY: WATER RECOVERY IN CIP FACILITIES

In 2013, an opportunity for water recovery emerged through the improvement practices conducted at the Vitanta Brewery in Moldova. As a result of these studies, 2,400 m³ of hot water were recovered and 652 GJ of heat energy saved in 2013. It is expected that this practice will result in 2,500 m³ of water recovery in 2014.

WASTEWATER MANAGEMENT

Anadolu Efes ensures efficiency in water consumption through wastewater management, while also minimizing its environmental impact. The guiding principles for wastewater management at Anadolu Efes consist of the reduction of wastewater and pollution loads generated during production processes, at the source through improved efficiency and recovery practices, and their discharge in accordance with limit values set by legal regulations.

In the year 2013, the downward trend of specific wastewater discharge values at Anadolu Efes breweries was continued with a rate of 3.1 hl/hl. In this period, the highest improvement rate was achieved in the Anadolu Efes Georgia operation with 11 percent, while the Anadolu Efes Turkey operation realized the lowest wastewater discharge value with a rate of 2.6 hl/hl.

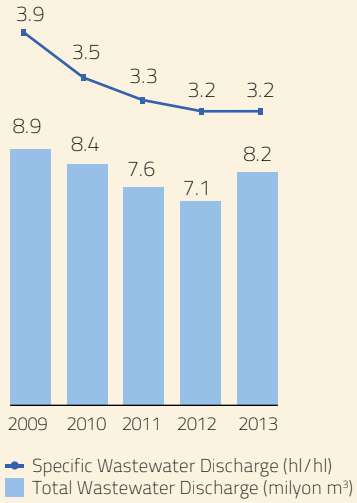
Within this period, the downtrend seen since 2008 in Anadolu Efes malt production facilities' specific wastewater discharge values was continued, with a 6 percent reduction over 2012, at the level of 5.0 m³/ton.

WASTEWATER TREATMENT FACILITIES

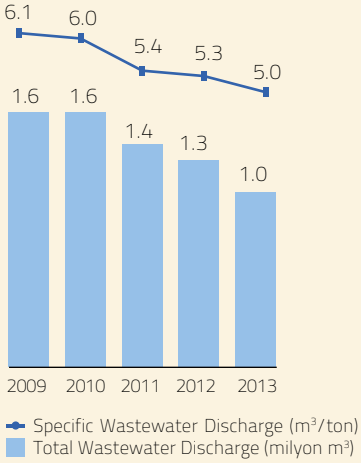
By treating the wastewater generated by production processes to high quality standards, Anadolu Efes discharges this wastewater without having a negative impact on the environment. Continuing unit investments for this purpose are determined by criteria that ensure both minimal environmental impact and also financial sustainability. To further improve our environmental impact reduction, we also conduct modernization studies in existing units in line with new technologies, even if the units are currently in compliance with the performance expected by environmental regulations. When planning new investments, new technologies with less environmental impact are given preference even if their cost is higher.

In the reporting period, construction of the wastewater treatment facility installed at the Anadolu Efes Moldova Vitanta Brewery was completed to be put into use in the first quarter of 2014. The wastewater treatment facility at the Anadolu Efes Georgia Natakhtari Brewery was also completed and put into operation. This facility is the most modern of its kind in Georgia, featuring the highest-level technology to reduce wastewater pollution loads to a minimum in line with Anadolu Efes standards, and offers informative services on this topic to the visiting public and private sector representatives.

WASTEWATER TREND IN BREWERIES

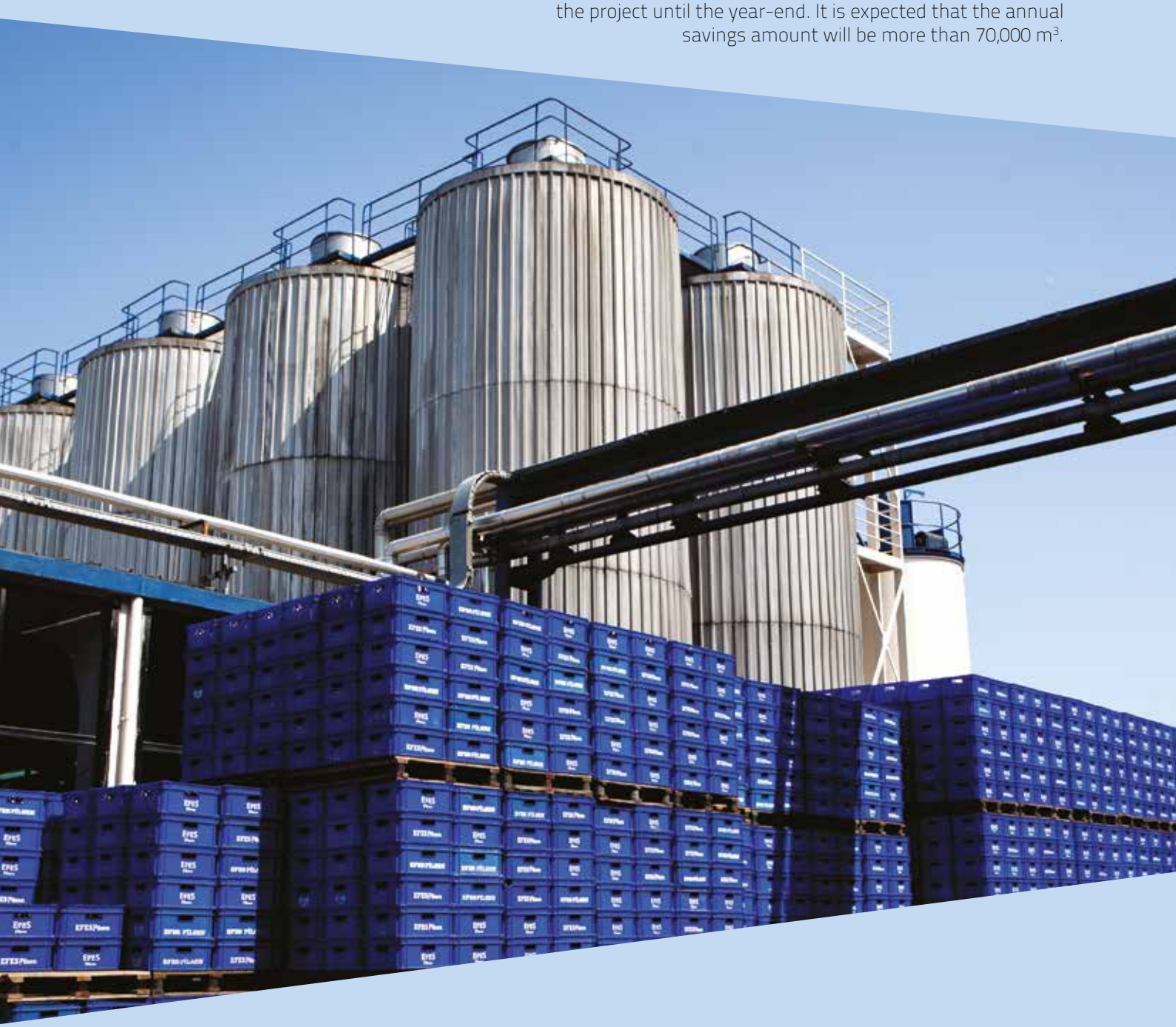


WASTEWATER TREND IN MALTERIES



ANADOLU EFES UKRAINE DONETSK PLANT: RENEWAL OF WATER PROCESSING TECHNOLOGIES

Thanks to the high-tech membrane practice utilized in the Donetsk Brewery water processing facility, 33,000 m^3 of water was saved in the five-month period from the completion of the project until the year-end. It is expected that the annual savings amount will be more than 70,000 m^3.



ANADOLU EFES RUSSIA: RENEWAL OF WATER SOURCES

During the reporting period, Anadolu Efes Russia continued its project to reclaim local clean water sources, reclaiming 14 water sources in 2013 for a total of 50 since the project began in 2011. The project aims to create alternative sources to meet the water needs of the local community and is voluntarily supported by employees of the Anadolu Efes Russia operation. Within the context of this project, the quality and microbiological characteristics of the reclaimed sources were also evaluated. Conducted in collaboration with the Russian Union of Youth, Green Crescent, and local environmental authorities, the project is expected to provide clean water for over 50,000 people every year.

ENERGY AND EMISSION MANAGEMENT

The ISO 50001 Energy Management System Standard certification studies begun in the Anadolu Efes Turkey operations during the previous reporting period continued in 2013 and new certification processes were launched for the Natakhtari plant in Georgia and the Karaganda and Almaty plants in Kazakhstan.

The Global Water and Energy Consumption Reduction Project that was initiated at the end of 2012 continued during the reporting period with detailed field analyses conducted by a work group comprising employees from various Anadolu Efes breweries who specialize in different fields and shared best practices. Through field studies carried out in five breweries as a part of the project studies in 2013, a roadmap was defined that aims to prevent 5,800 tons of CO_2 emissions, create more than 370 TJ in energy savings, and save approximately 650,000 m^3 of water. Anadolu Efes aims to extend the project, which helps transform opportunities determined by specialists into action plans, in order to achieve even greater energy and water savings.

> We are reducing our carbon footprint through the smarter use of energy resources in all our operations. Increasing our energy efficiency creates a positive impact for sustaining a better life.

WE AIM TO DECREASE OUR ENERGY CONSUMPTION 25 PERCENT BY 2015 AS COMPARED TO 2008.

ENERGY EFFICIENCY

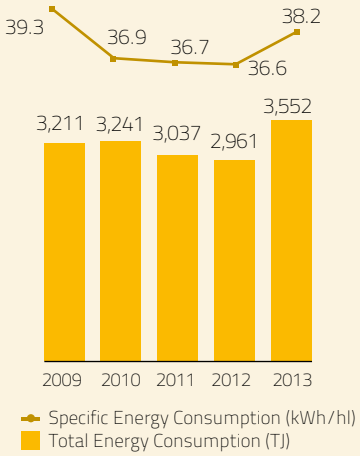
The incorporation in 2013 of new breweries in Russia and Ukraine into Anadolu Efes operation centers and the significant changes seen in market conditions had impacts on the energy management portfolio of our breweries. While energy consumption reached the level of 3,552 TJ due to the increase in production plants, constituting a new benchmark for Anadolu Efes, a specific energy consumption of 38.3 kWh/hl was achieved as a result of capacity utilization rates differing from those of the last reporting period on a plant-by-plant basis. The Anadolu Efes Ukraine operation, which was included in the reporting scope as of 2013, became the country operation with the lowest energy consumption rate: 29.3 kWh/hl.

Within the reporting period, total energy consumption in malteries was reduced by 21 percent, to the level of 748 TJ. By this means, the downtrend in specific energy consumption values that began in 2012 was further improved by 5 percent in 2013 to reach the level of 998 kWh/ton.

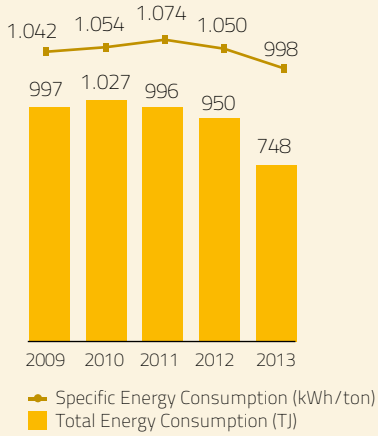
Studies were initiated that aim to optimize our operations in the next reporting period in light of the ongoing integration process in our Russia and Ukraine operations and the changes in market conditions experienced throughout our operational geography. Our energy portfolio strategy and objectives have also been updated in accordance with this new scenario.

During the reporting period, Anadolu Efes continued its efficiency projects aimed at reducing energy consumption and related GHG emissions. In 2013, approximately 110 TJ of energy was saved and 7,500 tons of CO_2 emissions prevented thanks to efficient equipment choices and process improvement projects.

ENERGY CONSUMPTION TRENDS IN BREWERIES



ENERGY CONSUMPTION TRENDS IN MALTERIES



REINFORCEMENT OF INSULATION SYSTEMS AT ANADOLU EFES RUSSIA KAZAN BREWERY

Energy losses at the Kazan Brewery were substantially reduced in 2013 through strong insulation applications aimed at steam and hot water valves. The project, which started with the determination of critical areas, ensured heat control through the installation of insulation systems. Implementation of this project, which helped achieve approximately 2.3 TJ of electricity savings, was also initiated in the Ufa, Kaluga, and Novosibirsk breweries.

IMPROVEMENT OF COOLING SYSTEMS AT ANADOLU EFES TURKEY ANKARA BREWERY

The cooling system at the Ankara Brewery was optimized in accordance with changes in seasonal requirements through a project aimed at optimizing cooling systems. As a result of this change carried out within the scope of process improvement works, an efficiency increase of 2 percent in energy consumption in the cooling facility was recorded.

HEAT SAVING IN ANADOLU EFES KAZAKHSTAN ALMATY BREWERY WAREHOUSES

Forklift entrance-exit zones at the Almaty Brewery were equipped with high-speed automated doors that remain closed unless necessary, significantly reducing heat losses, especially during winter. As a result of this improvement, approximately 2.2 TJ of heat energy was saved and 120 tons CO_2 of GHG emissions prevented. A floor heating system was also installed in the 4,282 m^2 storage area at the Almaty Brewery. With this energy-saving change implemented, product storage capacity was increased and fire safety improved.

EFFICIENCY IN DISTRIBUTION OPERATIONS

Studies to improve efficiency in distribution operations, which account for a significant share of the energy consumed and emissions generated throughout the Anadolu Efes value chain, were continued during the reporting period. Projects on route planning and logistics optimization and improvement all had a positive impact on performance outcomes.

Improvements in logistics distance per product were implemented as a result of works performed in plant-to-plant, plant-to-warehouse, and plant-to-client distribution operations. As a result, when compared to the previous year, the distribution distance was reduced by 5 percent, to 3.4 km/hl.

A decrease was also seen in fuel consumption generated by forklift movements in handling processes, despite the increase in sales volume. The amount of fuel consumed per product in handling processes was decreased by 2 percent compared to 2012, to the level of 0.08 kg/hl.

ENERGY EFFICIENCY IN COOLERS

Coolers, the most important means for preserving product quality and ensuring products are delivered to consumers at the ideal temperature; also have a significant impact on our indirect carbon footprint. For this reason, we continue to work ceaselessly to replace our current coolers with environmentally friendlier devices at all sales points where it is operationally and technically feasible.

Environmentally friendly coolers are categorized according to their qualifications as LED-lit coolers, electronic-controller-enabled coolers, and coolers using hydrocarbon refrigerant gases. Of the more than 53,000 coolers procured in 2013 by Anadolu Efes, 93 percent have at least one of these three qualifications, while 33 percent have all three. We continue to work to expand our environmentally friendly cooler practices, which began in our Turkey operation, throughout all of our operations.

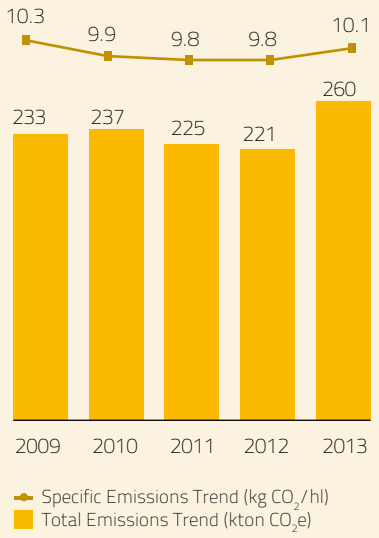
GREENHOUSE GAS EMISSIONS

In parallel with increase in the number of our breweries in 2013, the total amount of emissions has increased compared to 2012, occurring at the level of 260 kton CO_2. Nevertheless, the increase rate in specific emission amounts resulting from a decreased capacity utilization rate was limited through efficiency studies. As a result,

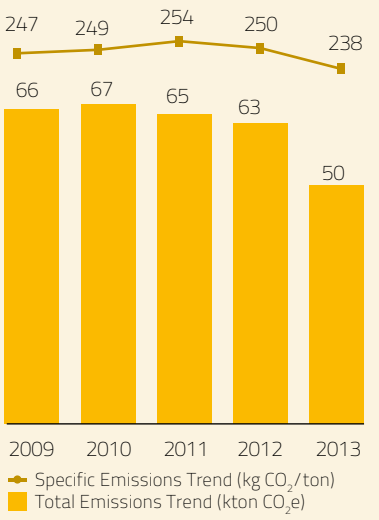
DECLARATION OF ENERGY EFFICIENCY IN BUILDINGS

Anadolu Efes signed the Declaration of Energy Efficiency in Buildings in 2013, highlighting its commitment to reducing energy consumption. After conducting various projects and implementing various practices aimed at climatization, illumination, and building management, we continue to make studies to assess and improve our energy consumption performance in buildings.

EMISSION TREND IN BREWERIES



EMISSION TREND IN MALTERIES

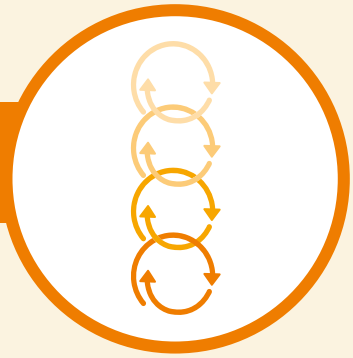


ECO-ENERGY AWARDS SPONSORSHIP FROM ANADOLU EFES MOLDOVA

As we continue our ceaseless efforts to combat climate change, Anadolu Efes operations also support studies devoted to raising awareness in their regions on ways of transitioning to a low-carbon economy, including energy efficiency and renewable energy. In this context, the Anadolu Efes Moldova operation assumed the sponsorship of the Eco-Energy Awards, a comprehensive organization held in Moldova in 2013 that evaluated projects implemented in the fields of energy efficiency and renewable energy.

the amount of emissions per product for breweries was 10.1 kg CO_2e/hl for all Anadolu Efes operations. Despite the increase trend experienced across our operations in this period, more successful results were achieved on the basis of country operations. The highest level of improvement in the amount of specific emissions was achieved by the Anadolu Efes Moldova operation with a rate of 7.7 percent, while the Anadolu Efes Georgia operation recorded the lowest emissions value across all operations with 6.5 kg CO_2e/hl.

In contrast to breweries, a substantial improvement was achieved in the greenhouse gas emissions trend in parallel to the energy consumption trend in malteries. The amount of emissions per product in malteries was reduced 5 percent compared to 2012, dropping to the level of 238 kg CO_2/ton in 2013. During this period, the Anadolu Efes Russia operation improved its specific emissions amount in malteries by a rate of 7.5 percent, reducing it to the level of 249 kg CO_2/ton, while Anadolu Efes Turkey remained at the 225 kg CO_2/ton level.



ENHANCING THE VALUE CHAIN

"We are enhancing our value chain in order to generate higher added value. Through our business development projects and agricultural support programs, we aim to create a positive impact on the business values of our stakeholders while reinforcing our corporate sustainability.

One of the key factors underlying the long-term success of Anadolu Efes is our value chain system, which provides a profitable and sustainable business model for all business partners, from suppliers to dealers and distributors. This giant value network consists of more than 5,000 product and service suppliers, more than 150 barley and approximately 500 hops suppliers, nearly 500 dealers and distributors, and tens of thousands of on-trade or off-trade sales points. It allows Anadolu Efes products to reach consumers all across a large operational geography. We present a successful example of growth together with the thousands of business partners that form the links of this value chain, and create programs to aid in developing their technical and managerial competences in addition to their business performance. Through our agricultural support and R&D programs, we create positive value for farmers while ensuring the sustainability of our raw material supply in terms of both quality and amount. Through such value chain enhancement projects, we provide mutual benefits by implementing practices that serve to improve the productivity, business volume, and working norms of our business partners.

WE HAVE INCREASED THE ADDED VALUE GENERATED BY OUR SUPPLY CHAIN THROUGH PROJECTS DEVELOPED IN COLLABORATION WITH OUR BUSINESS PARTNERS. WE HAVE BROUGHT OUR AGRICULTURAL SUPPORT PROGRAM TO THE ANADOLU EFES MOLDOVA OPERATION, THEREBY SECURING OUR SUPPLY SOURCE AND PRESENTING THE NATIONAL ECONOMY WITH A NEW AREA OF PRODUCTION.

VALUE CHAIN ENHANCEMENT PRACTICES

One of the essential objectives of our sustainability program is to reinforce Anadolu Efes' identity as a responsible, reliable, and transparent customer and supplier. Hence, we expect our business partners to comply with relevant legal regulations, adopt the business-ethics norms of Anadolu Efes, and place the utmost importance on fundamental norms such as human rights, occupational health and safety, and environmental protection. This expectation was reinforced with our signing of the UN Global Compact in 2011. Within the reporting period, Anadolu Efes began forming an active methodology regarding the management of social, environmental, and economic risks and the tracking of supplier practice and performance in procurement processes from the supply chain. We also started conducted research studies that will help develop procurement procedures in this direction. In the forthcoming reporting period, we aim to start putting development studies into practice as a result of our research and feasibility studies.

In 2013, Anadolu Efes continued with practices that support the adoption of efficient business models that increase business assets by the dealers, distributors, and sales points that make up its sales channels. Various business development partnerships were also formed with suppliers during this reporting period. These initiatives include adopting practices developed by individual country operations in line with local expectations and needs, as well as practices conducted across all Anadolu Efes operations. For instance, partnerships were formed during the reporting period for the purpose of redeveloping packaging materials and cooling devices with more efficient, environmentally friendly qualities in order to produce more added value for all parties. In this context, new products were developed exclusively for Anadolu Efes operations in collaboration with producer and designer business partners.

All Anadolu Efes country operations carry out practices within their value chain to improve their cooperation with business partners. In the reporting period, the Supplier Partnership Program conducted by the Anadolu Efes Russia operation and the Strategic Partnership Program conducted by the Anadolu Efes Ukraine operation stand out among these practices. Within the scope of such programs, the working and production norms of suppliers are evaluated, improvement practices are carried out, and measures to increase supply continuity and safety are jointly determined.

SUPPORT FOR AGRICULTURE

An important component of ensuring the sustainability of Anadolu Efes operations is preserving the continuity of production, product quality, and taste. Therefore, one of our principal objectives is ensuring that barley and hops supplies, which depend on agricultural production, are provided in the desired quality and amount, meeting the correct specifications, at the requested time. Since starting its R&D studies on barley and hops for malt production in 1982 in its Turkey operation, Anadolu Efes has been carrying out such research without interruption for 32 years.

As a result of a variety of improvement studies that have been conducted, 15 barley and seven hops varieties have been developed and registered. The support program based on the contractual production model developed by Anadolu Efes, which aims to supply its demand for malt barley and hops from local producers and through its own registered varieties, has achieved great success. The program has reached nearly 3,000 farmers and provides a livelihood for tens of thousands of people; through innovations carried out over time, it has created value far beyond its original scope.

In addition to the financial, operational training, and technical support provided to producers within the scope of the program, the crop varieties developed contribute to the increased added value generated for both producers and Anadolu Efes. Variety improvement studies aim to mitigate the effects of climate change risks on agricultural production, productivity, and product quality by focusing on varieties resistant to arid climates, as they require less water, energy, and pesticide consumption. The improved varieties have also enabled water and energy savings in malt production. Use of the Atılır and Fırat varieties registered by Anadolu Efes, for example, saves 12 to 24 percent on electricity consumption, 18 to 22 percent on fuel consumption, and 40 to 47 percent on water consumption - depending also on external environment and operating conditions - compared to the most common barley varieties produced in Turkey. Thanks to hops variety improvement and contractual production studies conducted by Tarbes, a subsidiary of Anadolu Efes, hops cultivation areas in Turkey have increased greatly over the years. One of the objectives of the hops program we conduct in Turkey is to go beyond meeting all of the demand for hops through local production and transform hops into a value-added export product, thereby supporting the agricultural sector, which plays an important role in the local economy.

Anadolu Efes has decided to bring the agricultural support program created in Turkey 32 years ago to its Moldova operation, where trial plantings started in 2012 with five main varieties on a 350-hectare test field. Results obtained throughout the 2012-2013 seeding season showed that winter seed varieties yield better results in Moldova's climatic conditions. Trial plantings of spring seed varieties also continue within the scope of the studies; those that provide the most efficient production conditions will be subject to further research. Anadolu Efes aims to meet all of its Moldova operation's demand for malted barley from local producers by 2017. The feasibility studies conducted indicate a significant production potential for malted barley across Moldova, where its production is unprecedented. With the implementation of the program, Anadolu Efes will ensure its raw material supply without depending on import sources, and the agricultural sector of Moldova will have encountered a new product with export potential.

Barley	Registration Year	Hops
Efes 3	1992	Efes Aroma
	1997	Ege Erciyes Güney
Efes 98 Anadolu 98	1998	
Angora	1999	TARBES 99 Anadolu 99
Çumra 2001 Çatalhöyük	2001 2001	Pazaryeri 2001
Başgül	2003	
Atılır Fırat Meriç	2005	
Erciyes	2006	
Yıldız Durusu	2007	
Akdane Toprak	2011	

PRODUCT RESPONSIBILITY

We believe that our products best add positive value to social life when consumed by responsible people familiar with beer culture, and thus strive to improve the consumer experience in that way.

Anadolu Efes' product responsibility understanding is based on the principles of "producing high-quality beers," "acting responsibly in marketing processes," and "creating positive value for stakeholders." By providing products that are made according to high quality norms and in the varieties our consumers demand, we create awareness among beer lovers and develop environments and opportunities fit to enjoy beer culture through responsible consumption.

PRODUCT PORTFOLIO MANAGEMENT

Through our product portfolio management, we seek to provide beer lovers with products that meet their expectations for quality and taste, in suitable places at a reasonable price. Hence the fundamental issue addressed during our studies on improving product quality is ensuring the consistency and continuity of product taste that our consumers demand.

The customer satisfaction Anadolu Efes has achieved through its product and service quality is an important factor in the company assuming a leading position in all the markets in which we operate. In an effort to ensure that this customer satisfaction continues, we constantly study consumer expectations and introduce innovations to further improve the customer experience.

PRODUCT LABELING AND INFORMING CONSUMERS

Anadolu Efes believes that it is a fundamental right for consumers to be able to access all the necessary information on every product they purchase. This is why we share our product information through channels our customers can easily access, such as product labels, websites, and consumer support lines.

All Anadolu Efes products are labeled with details of their contents that go beyond the criteria set by local regulations. In addition to the required basic information, packages that reach end consumers include the product's alcohol content along with warnings about responsible consumption and recycling. We believe that informing consumers properly about a product, especially its alcohol content, is a fundamental criteria in designing product labels. Additional information is sometimes featured on labels in line with specific country operations, including legal regulations in the target markets, consumption habits, and sector structure. For instance, Anadolu Efes Russia uses an "18 years old" marker on its labels and product packages to emphasize that selling beer to people below that age limit is prohibited. As part of a

OUR GOAL IS TO PROMOTE RESPONSIBLE CONSUMPTION IN ALL THE COUNTRIES IN WHICH WE OPERATE, AND WE EXPAND THE SCOPE OF RELATED PROGRAMS IN LINE WITH THIS GOAL.

voluntary initiative undertaken by the Beer Producers of Russia Association, a health warning stressing the message that excessive alcohol consumption is bad for health was added during the reporting period, in addition to the usual "Drink Responsibly" language. As a voluntary practice, the Anadolu Efes Ukraine operation places warning signs and texts guiding consumers in responsible consumption on its product labels while the Anadolu Efes Moldova operation employs similar warnings about responsible consumption and the legal drinking age being 18 years old.

With the exception of those who are under age and those interested in the Anadolu Efes Turkey operation due to local regulations, all Anadolu Efes stakeholders can access product information through the corporate and product web pages. Consumers can also get detailed information on our products by calling the support numbers on the product labels, whereupon they may convey their suggestions and complaints. Every request received by our support lines is carefully considered and receives a reply.

DEVELOPING THE BEER CULTURE

Anadolu Efes strives to see a refined beer culture take root in its operational geography. To contribute to that goal, we carry out studies to provide consumers with new tastes and beer varieties, put into place consumption-point and service-quality improvement programs, and engage in practices that provide important information to consumers.

In order to appeal to different consumer preferences, Anadolu Efes forms its brand portfolios according to local taste criteria. In addition to our traditional beer, we also provide consumers with low-calorie, flavored, and non-alcoholic beer options. Produced for those who wish to socialize and enjoy the taste of beer without consuming alcohol, non-alcoholic beer has increased its share in the product portfolio from 1.81 percent in 2012 to 2.40 percent in 2013. Moreover, many innovative products were introduced for consumers to enjoy during the reporting period, ensuring that different tastes are available to beer lovers.

Initiated by the Anadolu Efes Turkey operation in 2000, the Beerhouse Improvement Projects have expanded to all our countries of operation. Carried out through the Efes Beer Café and Streets of Conviviality practices in Turkey; the Beercity Express, Efes Raspopoff, and Liga Stawok practices in Russia; and the Beer Street practices in Moldova, these projects seek to keep beer culture alive in environments with high-quality presentation and ambiance. The sharing of experiences based on the varying practices in different cultural contexts reinforces synergy across all our operations.

Informing consumers is an important part of developing beer culture. To this end, the Anadolu Efes Russia operation organizes facility visits for different stakeholder groups, particularly consumers and business partners as well as managers, media members, university students, and the general public. Visitors are provided with accurate and reliable information about the company, its brand, and its production processes. A total of 1,100 visitors observed beer production processes during facility visits organized in 2013. Moreover, Anadolu Efes Russia also issued a brochure titled "Beer and Food" that covers information about the history of beer, beer and food pairings, and the proper type of glass for each style of beer. The brochure, which had its initial release at the Russian Beer Forum, received huge interest from forum participants.

ANADOLU EFES TURKEY RECEIVES PRODUCT QUALITY AWARDS

Efes Pilsen, Efes Malt, Efes Xtra, Bomonti, and Efes Unfiltered products from the Anadolu Efes Turkey operation were recognized by the International Taste & Quality Institute in its iTQi 2013 competition. Anadolu Efes received three stars, the competition's highest rating.
Efes Pilsen Premium, Efes Malt, Efes Xtra, and Bomonti products were awarded with a Silver Medal in the Monde Selection 2013 Contest, while Efes Unfiltered received a Gold Medal.

ANADOLU EFES RUSSIA RECEIVES PRODUCT QUALITY AWARD

The Anadolu Efes Russia operation won the "Product Quality Award" at the "Tatarstan Best Product and Services" awards ceremony held in November in Kazan. It also received first place certificates for four different beer types in the food products category.

ANADOLU EFES UKRAINE RECEIVES PRODUCT QUALITY AWARDS

The Anadolu Efes Ukraine operation won the grand award in the "Highest Quality Light Beer" category at the "Svyato Piva 2013 15th International Beer, Non-Alcoholic Drinks, Mineral and Drinking Water Taste Competition." It also received a gold medal in the "Highest Quality Dark Beer" category and the top prize in the "Best External Design for Beer" category at the same event, and won the "Best 100 Products in Ukraine" competition organized in 2013.

RESPONSIBLE CONSUMPTION

Anadolu Efes believes that producers must comply with responsible marketing principles in order for a responsible consumption culture to take root. Therefore we implement our marketing studies within the framework of the rules set by related laws and sector initiatives along with the principles defined on a corporate level. This means avoiding any content that may guide consumers in a negative way, that may seem discriminatory, that may include a political message, or that may violate a society's or a particular community's value judgment in a general way. Anadolu Efes also takes care to ensure that our products are only available at sales points abiding by the legal requirements and that our products are not sold to people under the proscribed legal age limit.

Anadolu Efes informs consumers on responsible consumption through field studies and new projects undertaken during the reporting period that show a proactive understanding of cultural differences and current problems faced by specific countries of operation. As a result, the types of studies undertaken and their details vary from country to country.

ANADOLU EFES RUSSIA

Anadolu Efes Russia led the Loyal Experts Pool Project, which is also supported by the Beer Producers of Russia Association, in 2013. The project targets to contribute in developing state policies for reducing alcohol addiction throughout the Russian Federation. It centers on devising an action plan for changing patterns of alcohol consumption and reducing irresponsible consumption habits by uniting the powers of government officials, medical associations, and alcoholic-beverage producers. In one example of this work, posters featuring the message "Do not drink and drive" were put up on billboards on the main streets of Moscow and Ulyanovsk throughout 2013 as part of a communication campaign initiated by Anadolu Efes Russia.

ANADOLU EFES UKRAINE

Anadolu Efes Ukraine undertook studies encouraging responsible consumption through advertisements covered by various communication channels as part of its decision to sponsor a project managed by the Beer Producers of Ukraine.

Anadolu Efes Ukraine also lent its support for a program with the theme "Responsibility Starts with Me," which was organized by the Local Beer Producers Association. The main goal of this program was to ensure cooperation between NGOs and local administrations in making responsible approaches to alcohol consumption more widespread. Advertisement signs, posters, and stickers placed at sales points within the scope of the program also sought to convey messages about responsible sales and consumption, protecting youth from irresponsible consumption, and providing warnings about drinking and driving as well as selling alcohol to underage people. As part of the project, visual promotions were provided and "mystery shoppers" visited the sales points to see whether they were selling products to underage people.

ANADOLU EFES KAZAKHSTAN

Anadolu Efes Kazakhstan organized advertisement and communication campaigns to promote responsible consumption and undertook studies to ensure that such campaigns spread online, through social networks and blogs. In addition, volunteers carried out various communication studies at 10,000 sales points in Almaty, Karaganda, and Astana to prevent consumption of alcoholic beverages by people younger than the legal age limit.

Another campaign launched in 2013 by the Anadolu Efes Kazakhstan operation, "A Sober Driver," seeks to prevent drinking and driving. It was implemented during the three summer months of 2013 and is expected to continue in 2014 as well.

ANADOLU EFES MOLDOVA

A project launched by Anadolu Efes Moldova in 2013 focused on preventing people from drinking and driving. Within the scope of the campaign, informative meetings were held at 40 schools on the negative effects of driving under the influence.

You can access responsible consumption projects undertaken by Anadolu Efes country operations about the dangers of drinking and driving, and of underage alcohol consumption, on the website
www.drink-moderately.com

OPERATIONAL RELIABILITY

Our operational reliability understanding consists of providing customers with the requested amount of products on an uninterrupted basis, at the expected time and location, with the best possible safety and environmental standards. Strategic risks and preventive and response measures are defined for the Anadolu Efes Turkey operation through a project we launched in 2013 to improve our corporate risk management systems. In 2014, we aim to extend such studies to our other country operations.

We believe the key to sustaining a better life together with all of our stakeholders lies in their seeing Anadolu Efes as a reliable neighbor. We strive to create a positive impact by carrying out safe and environmentally sensitive operations.

OUR GOAL IS TO ACHIEVE A ZERO-ACCIDENT RATE AND MAXIMIZE OUR RECOVERY OF BYPRODUCTS AND SOLID WASTE. IN 2013, WE HAD AN INJURY RATE OF 1.63 AND RECOVERED 94.6 PERCENT OF THE BYPRODUCTS AND SOLID WASTE PRODUCED.

OCCUPATIONAL HEALTH AND SAFETY

Securing the health and safety of all stakeholders involved in our operations, particularly that of our employees is an indispensable part of the working culture at Anadolu Efes. In line with this principle, working environments and business processes are continually improved. In order to raise employee awareness and create a strong safety culture, Anadolu Efes provided its employees with a total of 22,000 person*hours of occupational health and safety training during the reporting period.

Our occupational health and safety management processes are established on the basis of the OHSAS 18000 Standard and risk assessment studies are performed for all operations. Preventive measures are taken in line with the results of these studies; the accidents that do occur are scrutinized and additional efforts made in order to prevent their recurrence. Anadolu Efes shows the same sensitivity when it comes to food safety and relies on international standards in its production processes. In the reporting period, the rate of production made in facilities certified with the ISO 22000 or HACCP food safety standards was raised from 89 percent to 91 percent. Our goal is to complete the certification process of all our facilities by 2015. In addition, 78 percent of Anadolu Efes plants are certified with the ISO 9001 Quality Management Standard, while almost half are certified with the ISO 14000 Environmental Management System Standard.

Anadolu Efes uses a common evaluation criterion formed on the basis of ILO directives and GRI indicators alongside measurement techniques developed by

OHS Data	2012	2013
Injury Rate	1.22	1.63
Lost Day Rate	18.25	12.82

Injury Rate: Total number of injuries x 200,000 / Total work hours.

Lost Day Rate: Total number of lost days x 200.000 / Total work days.

ANADOLU EFES KAZAKHSTAN KARAGANDA BREWERY: ROAD SAFETY STUDIES

As part of a project devoted to road safety at the Karaganda Brewery in Kazakhstan, a GPS system was installed in corporate vehicles to enable their monitoring. Following the completion of this occupational health and safety initiative, driving safety works were also conducted in the field of operation while forklift safety was likewise enhanced.

individual country operations within the framework of local regulations and working cultures. In this way, health and safety data reflecting the overall performance of all operations are included within the scope of reporting. The implementation of corrective measures in this field will continue in the forthcoming period.

Employees at all Anadolu Efes facilities receive periodic health examinations and are supported by expert teams that provide counseling and information services. As a result of these efforts, no cases of occupational disease were observed at any operation during the reporting period. Practices devoted to employee health also have a positive impact on operational continuity by helping reduce the rate of general work absenteeism. During the reporting period, no fatal accidents occurred at any Anadolu Efes operation.

Our production facilities are monitored by Occupational Health and Safety Committees consisting of company managers, the workplace doctor, the occupational safety supervisor, union representatives, foremen, and employee representatives. These committees meet monthly to discuss the causes of recent incidents and existing risks, and to determine the measures to be taken to improve health and safety conditions. In this way, they contribute to the enhancement of occupational safety performance. The demands and expectations of all Anadolu Efes employees are evaluated in the committees' decision-making and implementation processes through the agency of union and employee representatives. In the next period, we aim to develop the management of occupational health and safety risks in the supply chain and to improve reporting practices.

A nominal increase was observed in the injury rate during this reporting period, reflecting more efficient incident reporting, including of minor cases, due to the increased employee awareness created by trainings on this topic.

ENVIRONMENTAL SAFETY

An important component of Anadolu Efes' sustainability values is that our operations do not have a negative impact on the environmental quality and biodiversity values of our operational geography. We are therefore careful not to locate production facilities in regions that hold high biodiversity value or are under protection. We also place high importance on avoiding any negative impact of our operations on biodiversity in terms of water resources, air quality, land availability, or species diversity. As a result of our working principles and improvement studies, no significant negative impact on biodiversity values or environmental elements was observed to have been caused by any of our operations during the reporting period.

Providing employees with the technical knowledge needed to carry out managerial improvements and required investments is an important element that strengthens our environmental performance. Anadolu Efes provided 829 employees with 8,554 person-hours of environmental training during the reporting period. In addition, around 8 million USD was spent on environmental management expenditures and investments within the reporting period. Through these investments, Anadolu Efes aims to ensure continued positive developments regarding the environmental impact of its operations.

All Anadolu Efes production facilities follow waste-disposal procedures formed in compliance with legal regulations. The most substantial objective of waste management is reducing waste at its source and developing disposal methods for reusing the produced waste, thereby minimizing our environmental impact. In 2013, 87 ktons of solid waste and 470 ktons of byproducts were produced as a result of brewing and malting processes, of which 94.6 percent were recovered. A total of 30 ktons of solid waste and byproducts were disposed of using methods determined by legal regulations according to their type and class.

Various studies were carried out during this period to enhance waste-management efficiency. The waste sludge produced at the Anadolu Efes Turkey İzmir Brewery was sent to cement plants to be used as an alternative fuel, a practice that raised the sludge recovery rate of 38 percent in 2012 to 100 percent in

this reporting period. The same method was used at the Anadolu Efes Turkey Ankara Brewery, where 14 percent of the waste sludge was sent to cement plants. This reuse of waste sludge had a positive impact on environmental performance, while reducing the costs of waste transportation and disposal.

The Anadolu Efes Ukraine Donetsk Brewery made an investment during the reporting period to ensure more efficient use of its storage area by shredding and pressing the stretch film, PET preform, and paper collected for recycling. The Anadolu Efes Kazakhstan operation started employing reusable plastic separators instead of disposable cardboard separators for empty glass pallets. This practice resulted in increased operational efficiency and a reduced waste amount.

The byproducts of beer and malt production, particularly spent grain and yeast, can be reused as a valuable raw material in various fields, including the feed and pharmaceutical industries. Through practices carried out at Anadolu Efes operations, byproducts are returned to the economy without creating any environmental impact and waste disposal costs are reduced.

ECOLOGICAL PROJECTS FROM ANADOLU EFES KAZAKHSTAN

In the year 2013, the Anadolu Efes Kazakhstan operation conducted ecological public space projects in collaboration with the municipality in Almaty. In the context of these projects, public awareness was raised through media coverage and publicity campaigns. Support for ecological projects continues with the Eco Efes Project, a waste re-collection effort designed to promote the Expo 2017 Fair to be held in Astana and created in accordance with our cooperation with the municipality and local universities.

COMMUNITY DEVELOPMENT

We care about the expectations of the communities in which we operate and support their development. Through our operations, we create a positive impact on the growth of local communities and the enrichment of their socio-cultural life.

OUR AIM IS TO SUPPORT ECONOMIC AND SOCIO-CULTURAL DEVELOPMENT IN OUR OPERATIONAL GEOGRAPHY. IN THE REPORTING PERIOD, WE CONTINUED WITH PRACTICES THAT CONTRIBUTE TO THE REVIVAL OF LOCAL ECONOMIES AND WITH OUR INVESTMENTS IN PROGRAMS SUPPORTING EDUCATION, MUSIC, SPORTS, AND OTHER CULTURAL ACTIVITIES.

Increasing the level of economic and socio-cultural welfare of the communities in which we operate is an important element for Anadolu Efes in achieving our sustainability objectives. In the reporting period, we continued creating projects that support the improvement of local economies and contribute to their socio-cultural development.

CONTRIBUTION TO LOCAL ECONOMY

Brewery operations contribute to local economies, both directly and indirectly, so every investment made in this field creates a positive impact on other fields of operation. According to the results of a research study conducted by Ernst & Young Turkey for the Beer and Malt Producers' Association of Turkey, beer sales in Turkey, where Anadolu Efes is the market leader, have increased by over 6.8 percent in the last two years, creating a total of €874 million of added value. About €366 million of this added value was created by brewery operations, while the remainder was generated by related sectors such as supply, tourism and entertainment, and retail. A total of 61,800 people are employed in the production and sale of beer products, while only 2,370 are directly employed by the brewer companies. Further details of this research can be accessed at www.anadoluefes.com.

Local employment provides a significant fraction of the human resources at Anadolu Efes operations. The rate of local employment among senior executives within the managerial structure of Anadolu Efes increased from 62.3 percent in 2012, to 87.5 percent in the 2013 reporting period.

As with human resources, Anadolu Efes prefers to use local channels for its product supply. In the reporting period, local procurement accounted for 78 percent of our total procurement practices. These practices

contribute to the development of local economies while preventing supply dependency.

Anadolu Efes continues to produce a positive impact on the local economy through field activities, such as culture and arts events held in several cities each year, and other projects implemented in order to improve the value chain. These practices contribute directly and indirectly to the stimulation of local economies, the increasing of employment opportunities, and the improvement of the profitability and productivity of small enterprises.

ANADOLU EFES RUSSIA:
PROGRAM FOR DEVELOPING YOUNG ENTREPRENEURSHIP

The Young Business Program, which is conducted by the Anadolu Efes Russia operation in collaboration with the International Business Leaders Forum, aims to encourage and support entrepreneurship among youth. The program provides financial support for entrepreneurs in the 18-25 age range, allowing them to implement their extraordinary business ideas, and aims to include youth in social and economic processes on the regional level. In addition to financial support, the program also provides young businesspeople with the opportunity to receive support and guidance from counselors. Thanks to the Young Business Program, six entrepreneurs in three cities implemented their business ideas and over 400 youth were provided with management training.

ANADOLU EFES KAZAKHSTAN:
RENOVATION OF STREET MARKETS PROJECT

In 2013, the Anadolu Efes Kazakhstan operation carried out a project to modernize the street markets in Karaganda. Through a long-term planning and budget practice, street markets were renovated and these spaces made to look more modern and orderly. The project scope also included sponsorship of the Best Store competition organized by the municipality.

ANADOLU EFES MOLDOVA:

SUPPORT FOR TEXTILE EMPLOYEES

The Anadolu Efes Moldova operation became a sponsor of the "From the Heart" Spring and Fall Fashion Walks. These events were organized to pay tribute to the textile sector, which employs more than 20,000 women and plays a significant role in the national economy.

COMMUNITY INVESTMENTS

Anadolu Efes demonstrates its sensitivity toward social expectations by contributing to education, health, sports, culture, and arts in the countries where it operates. In the reporting period, the Anadolu Efes Turkey operation continued its support for sports for the 38th year, for music and cinema for the 25th year, for theater for the 22nd year, for archaeological works for the 18th year, and for projects aimed at developing tourism for the seventh year.

SPORTS

Our largest community investment in sports is the Anadolu Efes Sports Club, established in 1976. Anadolu Efes is the first and only Turkish basketball team to win the European Korac Cup and to participate in the Euroleague and Superleague Final Four. Besides supporting basketball in Turkey, Anadolu Efes has been

sponsoring the Turkish National Football Team for the past 12 years.

In addition; Anadolu Efes Moldova became the general partner of the Moldova National Football Team in 2013. Anadolu Efes operations continued their contribution to sports in the reporting period, supporting basketball, football, rugby, and motorsports events attended by thousands.

HEALTH

As a company operating in the alcoholic beverage sector, Anadolu Efes adopts responsible marketing principles. We provide support for health and education through donations made to Anadolu Group's corporate foundation, the Anadolu Education and Health Foundation. The Anadolu Foundation has established more than 40 educational, health, and social service institutions to date, and provides education scholarships for 900 students every year. The Anadolu Health Village, established in 2005 with the cooperation of Anadolu Efes and John Hopkins Medicine International, provides free healthcare for more than 10 percent of its patients. In the reporting period, Anadolu Efes Kazakhstan supported the construction of a pool for the benefit of disabled children, and Anadolu Efes Moldova contributed to the improvement of conditions at children's hospitals.

CULTURE & ARTS

Anadolu Efes plays an active role in promoting culture and arts within its operational geography. In the reporting period, Anadolu Efes Turkey continued its support, for the 16th year, to the International Istanbul Film Festival organized by the Istanbul Foundation for Culture and Arts. In addition, Anadolu Efes Turkey continued its support to 10 theaters and be among the sponsors of the Sadri Alısık Theater and Cinema Acting Awards Ceremony.

Anadolu Efes Turkey also supports archaeological studies in order to discover the cultural heritage of Anatolia and transmit it to future generations. In this respect, we have contributed to the excavation and restoration works in the ancient city of Assos for the past 18 years, and in the Apollo Smintheus temple for 15 years. The ancient city of Assos, which was renovated in large part with the support of Anadolu Efes, today hosts theaters, concerts, and festivals. Within the reporting period, the Anadolu Efes Moldova operation assumed social responsibility in the field of education and provided support for various projects aiming at improving the educational opportunities and social lives of university students.

ANADOLU EFES RUSSIA:
URBAN LANDSCAPING PROJECT

The Urban Landscaping Project, started in 2013 by the Anadolu Efes Russia operation, aims to design a more intimate and warm-looking cityscape for urban dwellers by conducting works with a team consisting of company employees. Within the context of the project, over three tons of garbage was collected and 100 trees planted with the voluntary participation of 200 Anadolu Efes Russia employees. Employees contributed to the building of a more comfortable living space in the cities of Kaluga, Ulyanosk, Novosibirsk, Kazan, Rostov-on-Don, and Ufa. In 2014, the scope of the project is planned to be expanded in order to be implemented in other cities.

ANADOLU EFES KAZAKHSTAN: THE GOLDEN EAGLE PROTECTION PROGRAM

The Anadolu Efes Kazakhstan operation continued with its Golden Eagle Protection Program initiated in 2012 to support the protection and reproduction of the golden eagle, a cultural symbol of Kazakhstan that is facing extinction. As part of the project, conducted in collaboration with the Sunkar Raptor Birds Reproduction Center and the Kazakhstan Zoology Institute, existing data was updated through studies of the natural habitat of golden eagles and the causes for their decrease in numbers. Eagles were also breed in reproduction centers and introduced to the wild. The Anadolu Efes Kazakhstan operation received the Company of the Year Award at the 7th National Golden Heart (Altyn Zhurek) Awards, considered the country's most prestigious charity award, for its Golden Eagle Protection Program and Karaganda Street Markets Renovation Project.

"TOURISM IS THE FUTURE" PROGRAM

The "Tourism is the Future" Program was started in 2007 by the Anadolu Efes Turkey operation in collaboration with the United Nations Development Programme (UNDP) and the Turkish Ministry of Culture and Tourism. In the first year of the project, Eastern Anatolia Tourism Development (DATUR) project and - with the collaborations of Bogazici University Lifelong Learning Center - "Anadolu Efes Tourism Trainings" project were initiated. DATUR and Tourism Trainings projects were successfully completed at the end of 2013. Following these projects, again within the scope of the Tourism is the Future Program, the Sustainable Tourism Support Fund was put into practice with an emphasis on developing and supporting sustainable tourism in Turkey.

EASTERN ANATOLIA TOURISM DEVELOPMENT PROJECT

More than 20 pensions and tourism focused 3 NGO's were established at Uzundere district of Erzurum. In addition, bird-watching, gastronomy, and other festivals were organized locally and became internationally renowned. Uzundere district which has developed with the supports of Anadolu Efes Turkey had been declared as tourism center by the Council of Ministers decision.

ANADOLU EFES TOURISM TRAININGS

The Anadolu Efes Tourism Trainings program was initiated in 2007 by the Anadolu Efes Turkey operation in collaboration with Boğaziçi University Lifelong Learning Center with the goal of developing tourism and creating job opportunities in this field. By the time it was completed at the end of 2012, nearly 5,000 people had been brought into the tourism sector through 160-hour vocational training programs offered in 22 province and five district centers. A second aspect of the program, the Tourism Ambassadors in Charge Project, helped establish nine Tourism Ambassadors Associations.

PROJECT FOR CREATING WOMEN-LED SUSTAINABLE TOURISM VENTURES IN MARDIN

This project aims to support sustainable tourism by creating an exemplary women's enterprise in this sector. A 300-year-old mansion will be converted into a pension and cafe, in line with Mardin's architectural and cultural heritage, and be run by local women. The project, while allowing visitors to experience the spirit of Mardin and providing an income source for local women, will set a good example for sustainable tourism.

100% MİSİA PROJECT

Local women will receive training in silkworm breeding as part of this effort to revive the lost trade of sericulture in Bursa's 2,000-year-old Misi Village while increasing the employability of women. Participants will eventually start generating an income and becoming more socially integrated by working at restaurants, sericulture workshops, and stores that will be opened in Misi houses.

SUSTAINABLE TOURISM SUPPORT FUND

Anadolu Efes Turkey aims to provide funds for projects devoted to local product development, creating sustainable living spaces, and capacity-building in local areas with the Sustainable Tourism Support Fund project which reinforces local development. Besides fund support, the project gives operational supports such as training, communication assistance, and consultancy. Anadolu Efes Turkey also supports the formation of development-oriented tourism practices with our Sustainable Tourism Support Fund, in collaboration with private corporations and public institutions.

In the year 2013, three projects qualified for fund support in line with the criteria set by UNDP out of a total of 252 applications received from 63 provinces. The project is expected to attract more attention in 2014.

TRADITIONAL CUISINE OF SEFERİHİSAR PROJECT

A training kitchen will be established in İzmir's Seferihisar district where local women will be educated and certified to teach cooking and share their knowledge and experience in the courses with participants. In addition, the project also includes branding and promotion efforts for products made by women.

For more information on Anadolu Efes Turkey's Tourism is the Future Program and its projects, please visit www.gelecekturizmde.com

TALENT MANAGEMENT

Productivity and creativity are the basic talents that help us sustain a better life. We intend to become the most preferred employer by providing a fair work environment where talent is appreciated.

IN 2011, WE SOLIDIFIED OUR COMMITMENT TO PROVIDING A FAIR WORKING ENVIRONMENT BY BECOMING A SIGNATORY TO THE UN GLOBAL COMPACT. WE HAVE INCREASED TRAINING HOURS PER EMPLOYEE TO 24.4 HOURS, UP 10 PERCENT FROM 2012.

In order to protect our human resources, which are among our most important values, Anadolu Efes provides the atmosphere necessary for strengthening existing talents and achieving high performance, as well as a working life befitting human dignity. In this way, we ensure that our workforce consists of creative, hardworking, well-educated, and talented individuals. As of year-end 2013, a total of 8,120 employees are working in Anadolu Efes operations.

HUMAN RIGHTS

The Anadolu Efes Code of Conduct is the core policy document laying out the company's approach to human rights and related processes. This document, covering all company operations, is binding for all employees. Anadolu Efes also supports and abides by internationally recognized conventions such as the UN Universal Declaration of Human Rights. In this context, we strengthened our commitment to supporting human rights by becoming a signatory of the UN Global Compact in 2011.

Anadolu Efes sees diversity as a source of wealth for our organizational culture and thus ensures that our employees are never subjected to any form of discrimination based on their religion, language, race, ethnicity, gender, or any other kind of personal attribute or cultural difference. As of year-end 2013, 12 percent of senior executives across Anadolu Efes operations are foreigners, while the 2,235 female employees participating in Anadolu Efes operations account for 25.6 percent of our total workforce. In terms of employee categories, women now make up 11.9 percent of blue-collar personnel and 36.4 percent of white-collar personnel, compared to 9.2 percent and 36.2 percent, respectively, in 2012. Women also hold

43 percent of senior management positions. Anadolu Efes manages its human-resources processes, particularly remuneration, benefits, and performance management, with regard to merit and other objective factors. This ensures that we provide all employees with equal opportunities without any discrimination.

Assuring the work-life balance of our employees is among the human-rights issues prioritized by Anadolu Efes. To achieve this balance, we seek to increase operational efficiency in order to prevent overtime work and we encourage employees to make regular use of their annual leaves. Employees leaving their jobs in order to care for their children results in a loss of skilled workforce for the company and hinders the workers' personal career development. Women's employment is particularly affected in a negative way by this situation due to societal barriers and expectations. Anadolu Efes provides conditions that facilitate employees' return to work following parental leaves and their ability to meet their childcare needs. Our employees may take parental leaves in accordance with the legal regulations of the countries where they are based and are offered various additional opportunities upon their return to work. During this reporting period, 73 percent of employees across all Anadolu Efes operations who took parental leave returned to work at the end of their leaves.

Anadolu Efes does not tolerate child labor, or forced or compulsory labor, and expects the same attitude from its business partners. All employees may freely exercise their collective bargaining, organization, and unionization rights, and unions of which Anadolu Efes employees are members can freely organize in our operation centers. Anadolu Efes assumes responsibility on its part to enable the exercise of these rights through the constructive relations we have built with trade unions. As of 2013, a total of 2,498 employees (519 women and 1,979 men) are covered by collective bargaining agreements. Due to the general lack of unionization aimed at white-collar employees, who constitute the majority of our workforce, overall unionization across the Anadolu Efes workforce stands at the level of 30 percent. As a result of the positive

communication we have established with trade unions, no problems or working time losses were experienced due to industrial relations in the reporting period. Anadolu Efes provides training opportunities on human-rights issues to its employees in order to raise their level of information and awareness, which is key to their free exercise of their rights.

EMPLOYEE DEVELOPMENT AND PERFORMANCE MANAGEMENT

Anadolu Efes evaluates employee performance by measuring the level of achievement of corporate and individual performance targets; this includes sustainability priorities set within the framework of objective criteria in our annual plan. The obtained results are taken into consideration in identifying personal improvement requirements, career planning decisions, and performance-based remuneration processes. All Anadolu Efes employees outside the scope of collective labor agreements are subject to performance evaluation processes. In line with our principle of transparency, all employees within the scope of this application are provided with feedback regarding their annual performance results, development, and career plans.

Anadolu Efes provides its employees with training and development opportunities in all its operations in order to meet development requirements and to increase employee performance. During the reporting period; average training hours per employee increased by 10 percent over 2012 and reached to 24.4 hours. A total of 275,000 person*hours of employee training were held in this period.

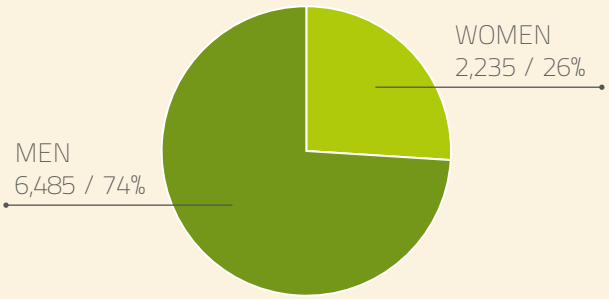
As we seek to create a culture focused on talent and performance development across our organization, all Anadolu Efes country operations provide employees at all levels with personal and professional development opportunities. These include leadership, competence, and skill improvement programs; special education programs; and foreign language programs, in addition to orientation and on-the-job training courses.

Corporate learning and development programs organized by Anadolu Efes Headquarters aim to establish a common leadership language and business acumen within the company. The Efes Leadership Pathway Program, for example, equips our managers with tools, techniques, and skills for personal and professional development. The Efes Mentoring Program supports our managers' personal and professional development for their current and future roles and aims

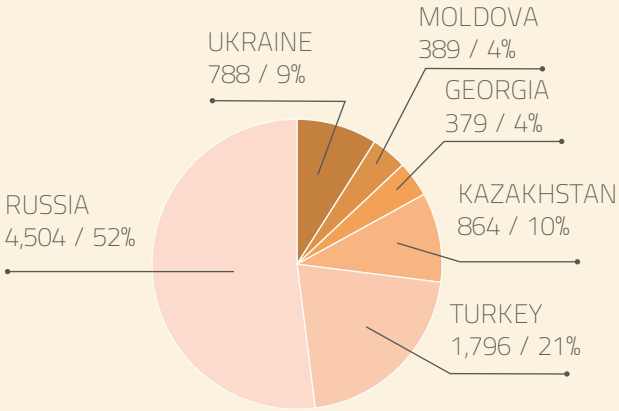
to facilitate experience sharing and knowledge transfer across generations within the company's management teams. The Efes Mindshare Program meanwhile prepares employees below the manager level for their future roles by developing their managerial skills, while the Efes Managers-The New League Program initiated in 2013 supports employees recently promoted to managerial roles in gaining advanced management skills and developing their leadership competencies. In 2013, the Efes Leadership Pathway and Efes Managers-The New League Programs were attended by 46 managers.

The quality and continuity of the communication established with employees is crucial to the improvement of our corporate culture and operational efficiency. Anadolu Efes therefore supports the open and direct communication of its employees with company management and makes use of various communication channels for this purpose. Employees are provided with access to current information regarding corporate developments through the intranet, corporate publications, and information boards. Their opinions and suggestions are put into practice through results obtained from satisfaction surveys performed regularly in all country operations and from other survey studies. The Anadolu Efes Employee Engagement Survey, conducted every two years, provides insight into our organizational strengths as well as areas of opportunity. It also offers a chance to learn employee opinions and expectations about key issues that impact employee engagement, such as corporate policy and processes, quality of life and work-life balance, career and training and development opportunities, coworkers, managers, rewards and recognition, and company reputation. In 2013, 78 percent of all Anadolu Efes employees participated in the engagement survey and action plans were defined based on the results. The next survey will be carried out in 2015.

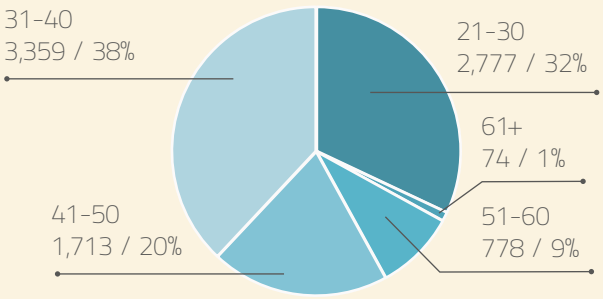
ANADOLU EFES EMPLOYEE DEMOGRAPHICS IN 2013



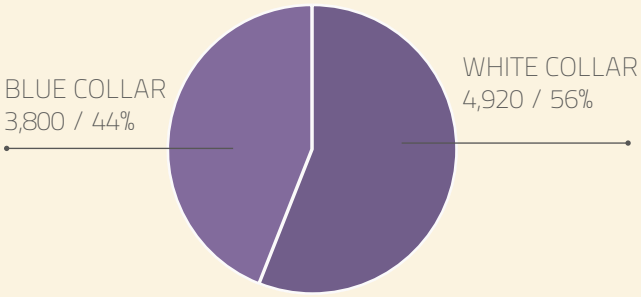
EMPLOYEES BY GENDER



EMPLOYEES BY LOCATION



EMPLOYEES BY AGE GROUP

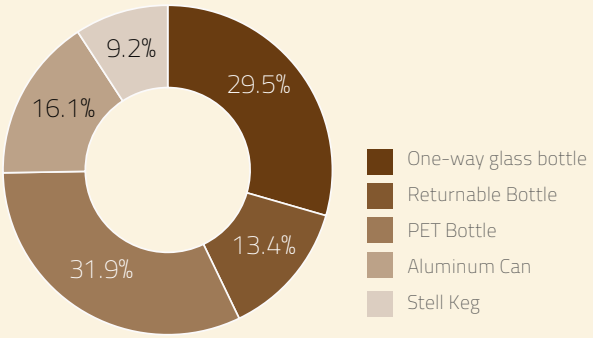


EMPLOYEES BY STATUS

PACKAGING MANAGEMENT

We provide our products to our consumers with a reduced amount of packaging material and ensure that packaging waste is reclaimed and recovered.

Sales Volume Share by Packaging Type

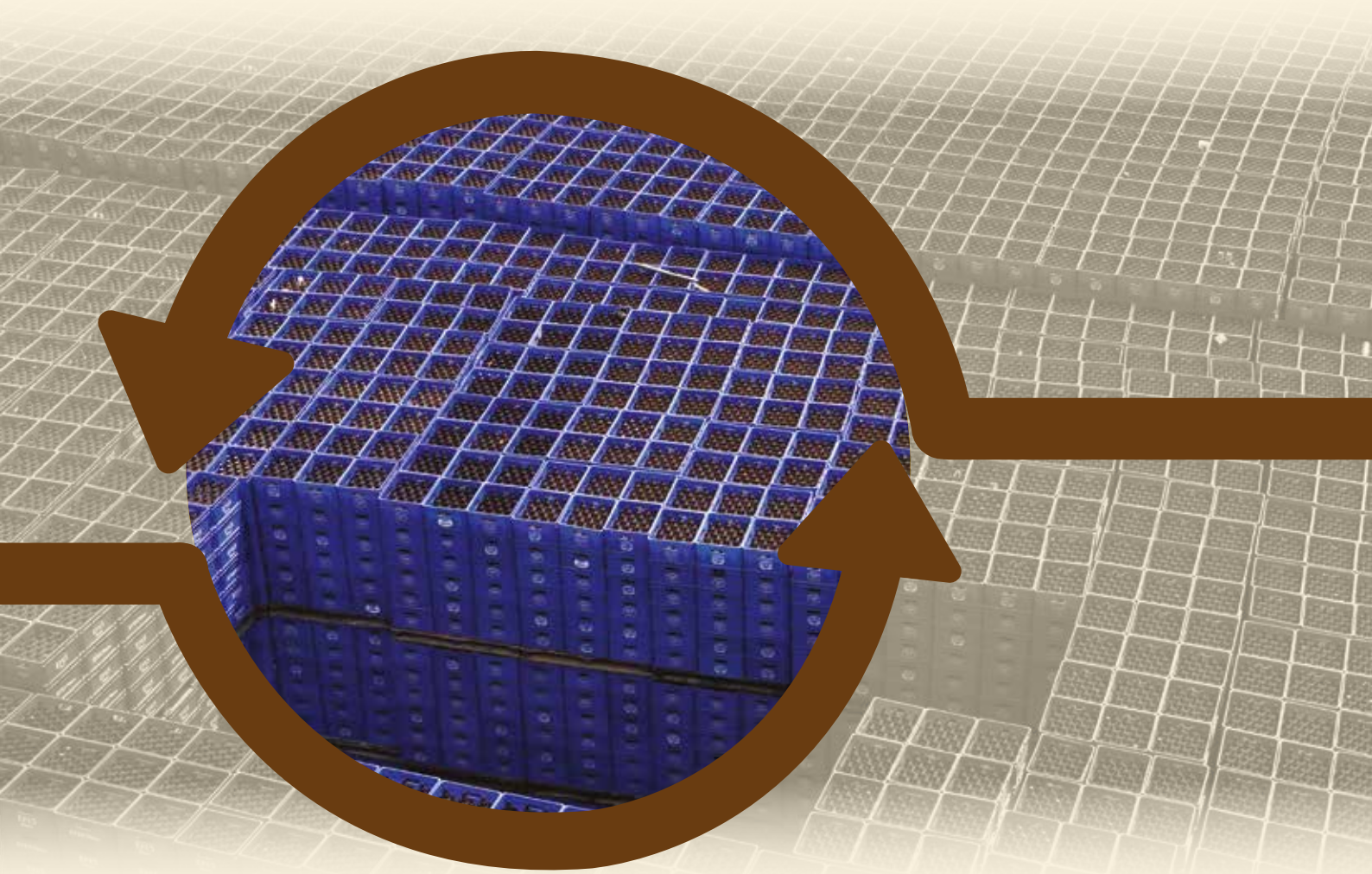


Packaging practices play an important role in providing Anadolu Efes products to consumers with the promised taste and quality, spreading our corporate message, and allowing for our products to be directly consumed with confidence. However, packaging practices also cause an environmental impact due to material consumption, waste, indirect energy consumption, and emissions. Anadolu Efes works to minimize this impact through reducing the weight of our packaging materials and implementing good reuse and recovery practices.

MATERIAL USE

The main objective of Anadolu Efes when it comes to decreasing material consumption is to reduce the one-way packaging material weight per distributed product. For this purpose, R&D studies are conducted in cooperation with packaging suppliers to develop lightweighting and packaging optimization practices. In comparison with the previous reporting period, we reduced our used PET weight per unit sold of products in one-way packaging by 1.6 percent in 2013. Despite the lightweighting packaging studies, however, a 6.6 percent increase in the weight per sales volume of glass packaging consumption occurred as a result

OUR GOAL IS TO REDUCE OUR CONSUMPTION OF PACKAGING MATERIAL AND TO INCREASE THE LEVEL OF WASTE RECOVERY.



of the increase in small packed products due to the change in our product portfolio with the addition of new operations.

Returnable products are more environmentally friendly compared to one-way products since the packaging material can be reused several times, reducing the need for new material. The design and technical properties of a packaging material reinforce its durability, thereby increasing the amount it can be reused and reducing the use of new material. Anadolu Efes saves over 200 ktons of glass on average each year through its reusable packaging practices, while also reducing the indirect environmental impact of packaging material production, such as energy and water consumption and CO_2 emissions. Design practices that enhance the durability of returnable packaging without increasing their weight aims to increase the rate of reuse and thus to reduce the consumption of new materials.

Anadolu Efes Turkey saved about 180 ktons of glass during the reporting period by opting for returnable packaging at a rate of 63 percent. This is equivalent to

USING LIGHTWEIGHT BOTTLES

Anadolu Efes carries out design projects in cooperation with packaging producers that focus on lightweighting packaging materials without compromising their durability. In this way, the environmental impact of material and energy consumption, emissions, and waste production is reduced and a cost advantage also ensured.

The lightweight glass-bottle-use initiative, started at the end of 2013 at the Anadolu Efes Russia operation, allowed for the reduction of the weight of an Efes Pilsen 50 cl bottle from 350 grams to 295 grams. With this implementation, an annual savings of 900 tons of glass is expected to be obtained. In addition, a study initiated for the reduction of PET preform weight targets a 0.9 gram reduction of the preform weight by modifying the preform manufacturing process. A practice conducted in cooperation with suppliers at the Anadolu Efes Georgia Natakhtari Plant ensured the reduction of the packaging weight of export products from 325 grams to 290 grams.

preventing approximately 134 ktons of CO_2 greenhouse gas emissions. Reusable plastic crates were substituted for cardboard crates, enabling the saving of 10 ktons of paper and cardboard which would have been produced from 190,000 trees. In 2014, we aim to increase our reusable primary packaging rate from 63 percent to 66 percent.

We support the reuse of secondary packaging materials that facilitate the protection, handling, and storage of products until they are delivered to consumers, such as wooden pallets, plastic boxes, and crates, and the recycling of materials such as paper and cardboard, plastic bands, and shrink wrap.

RECYCLING

Anadolu Efes supports the primary disposal through recycling of one-way materials used in delivery processes and of materials lost or deemed unfit for use during production. As for returnable packaging materials, they are by definition reused.

We ensure the distribution of packaging waste at the source, its storage in production plants, and its recycling by authorized companies. Authorized institutions are responsible for reclaiming and recycling one-way packaging materials. In 2013, a total of 27,749 tons of one-way packaging material utilized for the delivery of Anadolu Efes products — comprising 18,338 tons of glass, 4,445 tons of metal, 1,903 tons of plastic, and 3,022 tons of paper and cardboard — was reclaimed and recycled by authorized companies. This means the amount of reclaimed packaging waste increased by 22 percent over the previous year.

The amount of reclaimed one-way packaging material varies in relation to the availability of networks for the reclaiming and recycling of packaging waste in the country of operation, as well as social consumption patterns. For instance, 82 percent of all reclaimed packaging waste is found within the Anadolu Efes

Turkey operation, where there is a widespread recycling network. The recovery rates of one-way primary and secondary packages differ for the same reason. While authorized institutions have easier access to one-way secondary packaging, most of which is distributed at open or closed sales points, the re-collection of primary packaging is more dependent on the individual awareness of consumers. Therefore, secondary packaging materials are re-collected four times more frequently than primary packaging across our operational geography.

Anadolu Efes supports the development of recycling networks in its operational geography in order to improve opportunities for re-collecting packaging waste, while also developing projects that aim to raise consumer awareness on this issue.

PROJECT FOR THE RECYCLING OF PET WASTES

During the reporting period, the Anadolu Efes Russia operation collaborated with the Kazan National Research Technology University to organize a public competition to encourage scientific research and innovative practices regarding the recycling of PET wastes. Within the scope of the project, which aims to disseminate technological, innovative, and functional approaches to the use of plastic wastes and the recycling of PET, creative groups and individuals presented their PET recycling research to an advisory committee consisting of academics, businesspeople, executives, and representatives of environmental groups. The committee chose three projects that it evaluated to have the most potential and made them available to institutions willing to practice these new approaches.

Within the scope of a study carried out by the Anadolu Efes Moldova Vitanta Brewery in cooperation with the local municipality, 157 containers were created in order to reduce the amount of waste to be generated in the collection of used PET bottles.

Contacts

The 'Anadolu Efes 2013 Sustainability Reporting Index' document, featuring more details on the implementation of the GRI and UNGC reporting principles as well as performance figures pertaining to the reporting period, can be found under the sustainability section of the corporate website, www.anadoluefes.com.

To receive more information or communicate your suggestions regarding the Anadolu Efes Sustainability Report, please contact:

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Statement
GRI Application Level Check

GRI hereby states that **ANADOLU EFES** has presented its report "ANADOLU EFES SUSTAINABILTY REPORT 2013" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level B.

GRI Application Levels communicate the extent to which the content of the G3.1 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3.1 Guidelines. For methodology, see www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 19 August 2014

GRI REPORT
GRI CHECKED

Ásthildur Hjaltadóttir
Director Services
Global Reporting Initiative

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