

ANADOLU EFES BİRACILIK VE MALT SANAYİİ A.Ş. Material Event Disclosure (General)

Summary

Announcement Regarding Management & Organization Change



MERKEZİ KAYIT
İSTANBUL

Material Event Disclosure General

Related Companies []

Related Funds []

Material Event Disclosure General	
Update Notification Flag	Hayır (No)
Correction Notification Flag	Hayır (No)
Date Of The Previous Notification About The Same Subject	-
Postponed Notification Flag	Hayır (No)
Announcement Content	
Explanations	

Mr. Tuğrul Ağırbaş who has been serving as the General Manager of Anadolu Efes Turkey since 2017, has decided to leave his position as of 31 December 2021. Mr. Onur Altürk who has been working as Sales Director of Turkey Operations since 2018, has been appointed as the General Manager of Anadolu Efes Turkey as of January 1, 2022.

In addition, we are moving to an even more effective organizational model on the way to create a brighter future for Anadolu Efes.

For this purpose, Ms. Selda Susal Saatçi who has been working as Efes Turkey Corporate Communications and Relations Director, has been appointed as the Chief Corporate Communications and Affairs Officer as of January 1, 2022, to the newly established Group Corporate Communications & Affairs Directorate in the Group Office. She will report directly to Mr. Can Çaka, Beer Group President and Anadolu Efes CEO.

Ms. Serim Yıldırım who has been working as Efes Turkey Marketing Director, has been appointed as the Chief Strategy, Insight and Innovation Officer as of January 1, 2022 to the newly established Group Strategy, Insight and Innovation Directorate in the Group Office. She will report directly to Mr. Can Çaka.

Mr. Onur Altürk was graduated from Middle East Technical University, Faculty of Architecture City and Regional Planning in 1998. He started his career as Site Leasing & Procurement Specialist at Turkcell. He worked in various positions at Avea as Sales & Marketing Contracting Specialist and Event Marketing Senior Specialist between years 2002-2005. He joined Fritolay / PepsiCo in 2005 and worked as Trade Marketing Specialist, Pos & Channel Development Manager, Trade Marketing & Horeca Manager, Sales Development & Merchandising Manager, Sales Planning Manager, District Sales Manager, Head of Sales Operations, Development and Capability and Head of Sales Strategy & Sales Audit between years 2005-2015. Mr. Onur Altürk worked as Traditional Trade Sales Director at PepsiCo between years 2015-2018. He joined Anadolu Efes in 2018 and was appointed as Efes Turkey Sales Director.

Ms. Selda Susal Saatçi received her bachelor's degree from Istanbul University in German Language and Literature. Before joining Anadolu Efes group, she served as Communication and Public Relation Assistant Manager at Turkcell between 1995 and 1996, Corporate Communication and Public Relations Specialist and Public Relation Manager at Telsim between years 1996-2001 and Public Relation Manager, Corporate Communication Manager, Mediterranean and North Africa Area Corporate Communication Manager, Corporate Communication Director at DHL Worldwide Express, respectively between years 2001-2009. She worked as Head of Corporate Communications at Philip Morris between years 2009-2015, Advisory Board Member, Strategic Communications Consultant at askbmm Consulting and also served as Founder at LiveGlobalEatLocal/YeatUp between years 2015 and 2019. Since November 2019, Ms. Selda Susal Saatçi has been working as Corporate Communications and Affairs Director at Efes Turkey.

Ms. Serim Yıldırım was graduated from Boğaziçi University in Sociology and started her career as Product Manager at Evyap in 1996 and then joined Efes Beverage Group in 1997. She served as Research Executive between years 1997-1998, Marmara Beer Brand Manager between years 1998-2001 and Efes Brands Marketing Manager between years 2001-2006, Turkey. Between years 2008 and 2016, Ms. Serim Yıldırım has worked as Head of Strategy and Planning and Head of Brands, Marketing at British American Tobacco, Turkey and EEMEA Brand Director at British American Tobacco in London HQ. She has worked as Chief Marketing Officer at Pozitif Entertainment between years 2016 and 2017. In 2018, Ms. Serim Yıldırım has joined Anadolu Efes again and was appointed as Efes Turkey Project Management Consultant and then was appointed as Efes Turkey Marketing Director.

We proclaim that our above disclosure is in conformity with the principles set down in “Material Events Communiqué” of Capital Markets Board, and it fully reflects all information coming to our knowledge on the subject matter thereof, and it is in conformity with our books, records and documents, and all reasonable efforts have been shown by our Company in order to obtain all information fully and accurately about the subject matter thereof, and we’re personally liable for the disclosures.