

Coca-Cola İçecek

Informative Document for General Assembly

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

Coca-Cola İçecek A.Ş.'s Ordinary General Assembly meeting is going to be held on April 15, 2014 at 11.00 at "Esenkent Mahallesi, Deniz Feneri Sk. No: 4 Ümraniye 34776, İstanbul" in order to discuss the below written agenda items

Financial Tables, Independent Audit Report, Corporate Governance Principles Compliance Report, Dividend Proposal for the year 2013 as well as the Informative Document for the General Assembly meeting which includes the below agenda items and needed explanations to comply with Capital Markets Board's regulations shall be made available to Shareholders at the Company headquarters located at "Esenkent Mahallesi, Deniz Feneri Sk. No: 4 Ümraniye 34776, İstanbul", on the corporate website at www.cci.com.tr, on Public Disclosure Platform as well as the Electronic General Assembly System, three weeks prior to the meeting.

With rights and obligations of shareholders who are to participate electronically over the Electronic General Assembly System being reserved shareholders who are unable to attend the meeting in person have to issue their proxies according to the attached proxy form or obtain the proxy form from the Company headquarters or at the corporate website of the Company at www.cci.com.tr and accordingly submit their proxies bearing their notarised signatures to the Company by fulfilling such conditions set forth in the "Communiqué on Voting by Proxy and Proxy Solicitation" number II-30.1 which took effect upon publication on the Official Gazette dated 24.12.2013 issue number 28861. A proxy who has been appointed electronically over the Electronic General Assembly System does not have to submit a proxy. It shall not be possible to attend the general assembly with a proxy which does not comply with the proxy form required under the said Communiqué and a copy of which is attached hereto.

Shareholders who are to vote using the Electronic General Assembly System are kindly asked to obtain information from the Central Registry Agency, from the corporate website of our Company at www.cci.com.tr or from the Company Headquarters in order to ensure that they act in compliance with the provisions laid down in the "Regulations Concerning Online General Assemblies at Joint Stock Companies".

Pursuant to paragraph 4 Article 415 of Turkish Commercial Code number 6102 and paragraph 1 Article 30 of Capital Market Law the right to participate and cast votes in general assemblies is not subject to the condition of depositing share certificates. Accordingly shareholders are not required to block their shares in the event they wish to attend the General Assembly.

Pursuant to Capital Market Law Shareholders shall not be further sent a registered letter for those shares which are registered and traded on the stock Exchange.

The above details are submitted to the information of the Shareholders.

COCA-COLA İÇECEK A.Ş.
BOARD OF DIRECTORS

Company Address: Esenkent Mah. Deniz Feneri Sk. No:4 Ümraniye 34776 İstanbul
Trade Registration and Number: İstanbul/265859

OUR ADDITIONAL EXPLANATIONS UNDER CMB REGULATIONS

Such additional explanations concerning agenda items which are required to be made pursuant to the CMB "Communiqué concerning the Determination and Implementation of Corporate Governance Principles (II-17.1) are given in the relevant agenda item below and general explanations are submitted for your information in this section:

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

1. Shareholding Structure and Voting Rights

The Articles of Association of our Company do not stipulate any privileges for the exercise of voting rights.

CCI's Articles of Association do not restrict the transfer of Class C shares. However, there are certain stipulations for the transfer of Class A and Class B Shares.

Class A and Class B shares have certain privileged rights with respect to management. CCI has a Board of Directors consisting of 12 members, 7 of whom are nominated by Class A shareholders and 1 of whom is nominated by Class B Shareholders. The remaining 4 Directors are independent.

The voting rights of our shareholders are submitted for your information in the table below:

Trade Title/Name Surname of Shareholder	Share in Capital (TRL)	Share in Capital (%)	Voting Right (TRL)	Voting Right Percentage (%)
Anadolu Efes Biracılık ve Malt San. A.Ş.	102,047,307.75	40,12	102,047,307.75	40,12
The Coca-Cola Export Corporation	51,114,279.79	20,09	51,114,279.79	20,09
Efes Pazarlama ve Dağıtım Tic. A.Ş.	25,788,051.33	10,14	25,788,051.33	10,14
Özgörkey Holding A.Ş.	10,227,010.61	4,02	10,227,010.61	4,02
Publicly-held	65,194,103.68	25,63	65,194,103.68	25,63
Other	28.85	0	28.85	0
TOTAL	254,370,782.00	100	254,370,782.00	100

2. Information on Requests by Shareholders, CMB or Other Public Authorities to Include Items on the Agenda:

No such request has been communicated for the Ordinary General Assembly meeting convened to discuss the activities of 2013.

3. Information about the Management and Operational Changes that Affected Our Company's or Subsidiaries' Operations in the past Fiscal Period and the Changes that are Planned in the Following Fiscal Periods and the Reasons on the back of These Changes

CCI CEO Mr. Damian Gammell has assumed the responsibility of Beverage Group President and CEO of Anadolu Efes Biracılık ve Malt Sanayii A.Ş. as of 1 January 2014. Accordingly, Mr. Burak Başarır, who has been the President of the Turkey Region, has been appointed as the CEO of CCI as of the said date. Effective as of the same date Mr. Lisani Atasayan, who had been the General Manager of Azerbaijan has been appointed as the General Manager of Turkey.

In addition, our international operations have been re-structured following the appointment of Mr. Hüseyin Akın, who had been the President of CCI's International Operations, as the Deputy CEO of the Beverage Group effective as of 1 March 2014. Accordingly, all Central Asian

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

operations have been consolidated under a Central Asia Region Director and Mr. Osman Kazdal who had been the General Manager of Kazakhstan has assumed this position. In addition to Mr. Kazdal, Mr. John Seward, General Manager of Pakistan, Mr. Bülent Eksin, who is appointed as General Manager of North Iraq and Mr. Cüneyt Arat, General Manager of South Iraq, as well as Mr. Ezel Ağaoğlu, who is appointed as General Manager of Jordan and Syria, directly report to Mr. Başarır.

COCA-COLA İÇEÇEK ANONİM ŞİRKETİ AGENDA FOR THE ORDINARY GENERAL ASSEMBLY DATED APRIL 15, 2014

1. Opening of the meeting and election of the Chairmanship Council

According to the provisions of “Turkish Commercial Code” (TCC) and “Regulations Concerning Principles and Procedures that apply to General Assembly Meetings at Joint Stock Companies and Representatives Appointed by the Ministry of Customs and Trade to Attend “These Meetings” (“Regulations”) a Chairman shall be elected to preside over the General Assembly meeting. The Chairman shall appoint at least one Clerk in accordance with the General Assembly internal directive. The Chairman may also appoint a sufficient number of vote collecting officers.

2. Reading, discussion and approval of the Annual Report prepared by the Board of Directors

Independently audited annual report of our Company for the accounting period of January – December 2013, prepared pursuant to the CMB’s Financial Reporting Communique (II-14.1) and in compliance with the Turkey Accounting Standards/ Turkey Financial Reporting Standards issued by the Public Oversight Accounting and Auditing Standards Authority and approved by the CCI Board of Directors and the Audit Committee, together with its statement of responsibility, has been published on the Public Disclosure Platform on 11 March 2014. The annual report is available at the Company headquarters as well as on the corporate website at www.cci.com.tr.

3. Reading the summary of the Independent audit report

The summary of the independently audited financial statements of our Company for the accounting period of January – December 2013, prepared pursuant to the CMB’s Financial Reporting Communique (II-14.1) and in compliance with the Turkey Accounting Standards/ Turkey Financial Reporting Standards issued by the Public Oversight Accounting and Auditing Standards Authority, will be submitted to the information of the General Assembly. Independent Audit Report is available on the Corporate website as well as in the 2013 Annual Report.

4. Reading, discussion and approval of our Company’s Financial Tables for the year 2013 prepared in accordance with the regulations of Capital Markets Board,

Pursuant to the TCC and the CMB Regulations, the Consolidated Balance Sheet as of 31 December 2013 and the Income Statement for the period 1 January 2013 and 31 December 2013 shall be read out, discussed and voted upon at the General Assembly. These documents are available at the company headquarters and on the corporate website at www.cci.com.tr.

5. Release of each member of the Board of Directors from liability with regard to the 2013 activities and accounts of the Company,

Pursuant to the TCC and the Regulation, a proposal for acquitting the members of the Board of Directors for the accounts and operations of 2011, shall be submitted to the approval of the General Assembly.

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

6. Approval of the Board of Directors' proposal on distribution of year 2013 profits,

In its meeting dated March 11, 2014, the Board of Directors of Coca-Cola İçecek (CCI) resolved to propose to the General Assembly the distribution of a total TL 85.000.000 cash dividend, to be paid starting from May 28, 2014, and the remainder of the net distributable profit to be added to the extraordinary reserves.

Subject to the approval of the General Assembly, a gross dividend of TL 0,3341579 will be paid per 100 shares, representing TL 1 nominal value. Turkey based full and limited corporate tax payers, who receive dividends through an established business or a representative office in Turkey will receive a net amount of TL 0,3341579 per 100 shares, and other shareholders will receive a net amount of TL 0,2840342 per 100 shares.

CCI profit distribution tables can be reached at Annex 1.

There is no dividend privilege that applies to share certificates.

7. Approval of the Amendment to the Dividend Policy of the Company in accordance with Capital Markets Board legislation,

In its meeting dated March 20, 2014, the Board of Directors of CCI resolved to propose to the General Assembly the dividend distribution policy be revised in accordance with the Capital Markets Board's Communiqué on Dividends dated January 23, 2014, numbered II-19.1, as follows:

Dividend Distribution Policy

Our Company carries out dividend distributions pursuant to the provisions of Turkish Commercial Code, Capital Markets Regulations, Tax Regulations and other relevant regulations as well as in accordance with the article on dividend distribution of our Company's Articles of Association. Our Company targets to distribute an amount not to be more than 50% of the distributable profit as cash and/or bonus shares each year. This dividend distribution policy is subject to the investment and other funding needs that may be required for the long term growth of the Company and any special cases that may arise due to the extraordinary developments in the economic conditions. The Board of Directors adopts a resolution on dividend distribution for each accounting period and submits it for the approval of the General Assembly. Dividend distribution commences on the date to be determined by the General Assembly which shall not be later than the end of the year during which the General Assembly Meeting is held. The Company may consider making advance dividend payment or paying out the dividends in equal or variable installments. Without prejudice to the investment plans and operational requirements, the Board of Directors may propose a dividend distribution at a rate to be higher than the upper limit determined subject to the approval of the General Assembly.

8. Presentation to the General Assembly, Amendment to the Disclosure Policy of the Company in accordance with the Capital Markets Board legislation,

In its meeting dated March 20, 2014, the Board of Directors of CCI resolved to submit to the information of the General Assembly the disclosure policy be revised in accordance with the Capital Markets Board's Communiqué on Disclosure of Material Events dated January 23, 2014, numbered II-15.1, as attached Annex 2.

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

9. Election of the Board of Directors and determination of their term of office and fees

Currently, our Board of Directors is composed of 12 members, namely Mr. Tuncay Özilhan (Chairman), Mr. Kevin Andrew Warren (Vice Chairman), Mr. Damian Paul Gammell (CEO), Mr. R. Yılmaz Argüden, Mr. Armağan Özgörkey, Mr. Mehmet Hurşit Zorlu, Mr. Salih Metin Ecevit, Mr. Michael A. O'Neill, Mr. Ahmet Cemal Dördüncü, Mr. Hamit Sedat Eratarlar, Mr. Mehmet Mete Başol and Mr. Michael Spanos.

The term of duty of the chairman and members of the Board of Directors shall start on May 28, 2013 and continue for one year, and in any case until their successors are elected in the subsequent Ordinary General Assembly.

Members shall be elected in place of those Board Members whose terms of office have expired and to ensure compliance with the CMB's Corporate Governance Communiqué. 4 members in the Board of Directors, which has been proposed to consist of 12 persons, have to meet the independence conditions defined in CMB's Corporate Governance Principles.

With the resolution adopted by our Board of Directors upon the recommendation of our Corporate Governance Committee following its assessment of such candidates which has assessed the candidates communicated to it, Mr. Hamit Sedat Eratarlar, Mr. Ahmet Cemal Dördüncü, Mr. Michael Spanos and Mr. Mehmet Mete Başol have been determined as Independent Board Member candidates and approved by CMB decision dated 03.03.2014 and numbered 29833736-199-437.

The resumes of current members of the Board of Directors are available in the annual report and on the corporate website at www.cci.com.tr. The resumes of new candidates are available in **APPENDIX 3**.

Monthly gross remuneration payable to members of Board of Directors shall be determined according to the provisions of TCC and Regulations and the principles set forth in our articles of association.

10. Approval of the appointment of the Independent Audit Firm, elected by the Board of Directors, in accordance with Turkish Commercial Code and Capital Markets Board regulations,

In line with the opinion of the Audit Committee and in compliance with Capital Markets Board's Communiqué on Independent Audit, CCI Board of Directors, at its meeting on March 11, 2014, resolved to appoint Başaran Nas Bağımsız Denetim ve Serbest Muhasebeci Mali Müşavirlik A.Ş. (a member of PricewaterhouseCoopers) to audit our Company's 2014 financial statements. It was also decided to submit the appointment resolution for the approval of the General Assembly.

11. Presentation to the General Assembly in accordance with the Capital Markets Board's regulation on donations made by the Company in 2013,

Article 6 of the Capital Market Board's Dividend Communiqué (II-19.1) stipulates as follows: "Shareholders may make donations subject to the condition that the articles of association contain a provision to that effect. The limit of any donations to be made shall be determined by the general assembly in case such limit is not indicated in the articles of association". The same article also states that any donations and payments to be made have to be submitted to the shareholders for information in the general assembly.

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

In compliance with the legal explanations given above articles 3 (viii) and 15.1.b. of the articles of association of our company include provisions regarding donations and the limit to apply to the same. In this context, according to the Article of Association related articles, CCI donated TL 1,530,598,50 to Anadolu Education and Welfare Foundation during 2013. It is donated also TL 384,572,43 to other non-profit associations.

12. Presentation to the General Assembly on any Guarantees, Pledges and Mortgages issued by the Company in favor of third persons for the year 2013, in accordance with the regulations laid down by the Capital Markets Board

Pursuant to Article 12.(4) of Corporate Governance Communiqué (II-17.1), guarantees, pledges, mortgages and suretyship granted and established in favor of third persons as well as revenues or interests obtained have to be included as a separate item on the agenda of the extraordinary general assembly meeting. There is no suretyship and guarantees granted or pledges including mortgages instituted by the Company in favor of third persons.

13. Presentation to the General Assembly on Related Party Transactions in the year 2013 in accordance with the regulations laid down by the Capital Markets Board,

According to Article 5 of Communiqué Series: IV, No:41 amended with communiqué dated 20.7.2011 Series:IV No:52, principles governing transactions that involve the transfer of assets, services and liabilities of such corporations whose shares are traded on the stock exchange with related parties and which are of a frequent and continuous nature are determined with a Board of Directors' resolution. In the event the amount of the said transactions during an accounting period reaches 10% or more of the total assets or total gross sales reported in the annual financial statements to be disclosed to the public as per CMB regulations, the Board of Directors of the corporation shall prepare a report setting forth the conditions of the transactions and comparing the same with market conditions. The said report shall be submitted for examination by shareholders 15 days prior to the annual ordinary General Assembly and shareholders shall be informed about the said transactions in the General Assembly.

This arrangement was amended on 03.01.2014 by the Corporate Governance Communiqué (II-17.1). Since however the previous communiqué was applied in 2013 our shareholders shall be informed, in accordance with this previous communiqué, about such related party transactions of the nature explained above which occurred during 2013.

14. According to the regulations laid down by the Capital Markets Board information to be given to the shareholders regarding the payments made to Board members and senior management within the scope of the "Compensation Policy,

Information regarding payments made to Board members and senior management in the context of the Compensation Policy which was prepared in accordance with the relevant regulations, will be given to the Shareholders in the General Assembly Meeting.

15. Presentation to the General Assembly, of the transactions, if any, within the context of Article 1.3.6. of the Corporate Governance Communiqué (II-17.1.) of the of the Capital Markets Board,

According to principle number 1.3.6 of the Capital Market Board's Corporate Governance Communiqué number II-17.1: "In the event shareholders with management control, members of board of directors, managers with administrative responsibility and their spouses and relatives

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

by blood and marriage up to second degree engage in a material transaction with the partnership or its affiliates which may result in conflicts of interest and/or carry out, for their own account or on account of others, a transaction of a commercial nature which is considered among the fields of activity of the partnership or its affiliates or join another partnership which is engaged in the same kind of business as a partner with unlimited liability the said transactions shall be included on the agenda of the general assembly under a separate agenda item to provide detailed information about the same in the general assembly and recorded on the general assembly minutes.” The General Assembly shall be informed that no transaction of the nature mentioned above was carried out during 2013.

16. Granting authority to Members of Board of Directors according to Articles 395 and 396 of Turkish Commercial Code,

Performance of any of the transactions described in Articles 395 (Prohibition to Transact with and Incur Indebtedness to the Company) and 396 (Non-Competition) of the TCC by members of the Board of Directors is subject to the approval of the General Assembly. Therefore, permitting members to perform such transactions shall be submitted to the approval of the General Assembly.

17. Wishes and Closing

Informative Document for Coca-Cola İecek A.Ş. General Assembly

APPENDIX:

Appendix 1: Dividend Distribution Table

Appendix 2: CCI Disclosure Policy

Appendix 3: Resumes of Candidate Members of the Board of Directors

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

Appendix 1: Dividend Distribution Table

COCA-COLA İÇECEK A.Ş. 2013 DIVIDEND DISTRIBUTION PROPOSAL (TL)

1.	Share Capital	254.370.782,00	254.370.782,00
2.	Total Legal Reserves (as per Statutory Records)	50.874.156,40	50.874.156,40
	Information Regarding the privilege, if there is any dividend privilege in accordance with the Articles of Association		
		As per CMB	As per Statutory Records
3.	Profit Before Tax	560.609.947,08	85.479.259,15
4.	Taxes (-)	71.807.116,90	1.090.015,60
5.	Net Income (=)	488.802.830,18	84.389.243,55
6.	Previous Years' Losses (-)	-	-
7.	Legal Reserves (-)	-	-
8.	NET DISTRIBUTABLE PROFIT (=)	488.802.830,18	84.389.243,55
9.	Donations within the year (+)	1.915.170,93	
10.	Net Distributable Profit including the Donations	490.718.001,11	-
11.	First Dividend to Shareholders of Ordinary Shares	75.000.000,00	-
	- Cash Dividend	75.000.000,00	-
	- Bonus Issue		
	- Total	75.000.000,00	-
12.	Dividends to the holders of Preferred Shares		
13.	Other Dividends		
	- To Members of Board of Directors		
	- To Employees		
	-etc.		
14.	Dividends to the holders of Redeemed Shares		
15.	Second Dividend to Shareholders of Ordinary Shares	-	-
16.	Legal Reserves (-)	6.515.518,59	-
17.	EXTRAORDINARY RESERVES	407.287.311,59	-
18.	Distributable Other Sources	10.000.000,00	-
	- Previous Year Profit		
	- Extraordinary Reserves	10.000.000,00	
	- Other Reserves Distributable as per Law and Articles of Association		

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

COCA-COLA İÇECEK A.Ş. 2013 Dividend Distribution Table

	GROUP	TOTAL DIVIDEND (TL)		TOTAL DIVIDEND/ NET DISTRIBUTABLE PROFIT	DIVIDEND PER 1 TL NOMINAL VALUED SHARE	
		CASH DIVIDEND (TL)	BONUS ISSUE (TL)	RATE (%)	AMOUNT (TL)	RATE (%)
NET						
	A	26.732.630,01	-	0,0544766	0,3341579	33,41579
	B	14.518.208,60	-	0,0295856	0,2840342	28,40342
	C	18.516.144,08	-	0,0377328	0,2840342	28,40342
	C (no withholding tax)	19.403.425,65	-	0,0395409	0,3341579	33,41579
	TOTAL	79.170.408,35				

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

Appendix 2: CCI Disclosure Policy

1. Purpose

Coca-Cola İçecek (CCI) Disclosure Policy foresees to act, in the course of disclosure to all stakeholders, within the principles of timeliness, relevancy, accuracy and equality.

2. Investor Relations Department

Being a publicly-traded company whose shares are traded on Borsa İstanbul (BİST) and American depository receipts on US over-the-counter markets, CCI established an Investor Relations Department consisting of an adequate number of employees in order to enable the use of shareholder rights.

Our Company is predicated on timeliness, relevancy, accuracy and equality in informing in the course of disclosure to all shareholders and other stakeholders. In this context, Investor Relations Department manages communications with shareholders and all other related parties, in order to ensure that relevant information is disseminated in a timely, accurate, understandable, analyzable, cost effective and in an easily accessible manner to avoid the asymmetric dissemination of information.

3. Public Disclosure

3.1. General Principles

Information about any event that may bring a substantial change in the financial status and /or operations of the Company in addition to other matters laid down by and under the Capital Market Regulations, the Capital Market Board (CMB), Turkish Commercial Code and BİST regulations is immediately disclosed to the public. However, any disclosure made to the public cannot contain any sort of information that may potentially impede the competitive power thereby leading to detrimental consequences for the Company, shareholders and stakeholders and cannot be in the nature of trade secrets. CCI makes public disclosures in accordance with the regulations and directives of the CMB and the BİST.

Material events disclosures which are prepared by the Investor Relations Department based on CMB's Material Events Communiqué, in coordination with other departments when necessary, are approved according to the Company's Chart of Authority and announced on the Public Disclosure Platform.

In addition to this, all other information and meeting requests are evaluated according to CCI Disclosure Policy and only already disclosed information is shared.

Written questions directed to Investor Relations Department, including already-public information, are answered in writing in 2 working days if information is available and in 5 working days if information needs to be derived from existing information.

Whenever it is necessary to reveal any information that has not already been made public, the Chief Executive Officer (CEO), Chief Financial Officer (CFO), Legal Director, Corporate Affairs Director and Investor Relations Manager handles and processes the matter within the framework of the Company disclosure policy. Any new disclosure is required to go through this process.

Corporate Governance Committee submits its comments and suggestions regarding Company Disclosure Policy and its modifications to the Board of Directors. Board of Directors discusses and approves the said matters, Disclosure Policy which is approved by Board of Directors is

Informative Document for Coca-Cola İecek A.Ş. General Assembly

announced to the public and submitted to the information of the General Assembly. The conduct of this Disclosure Policy is undertaken by the Investor Relations Department.

Legal or commercial relationships with real persons and legal entities with whom there is a direct / indirect managerial, administrative, supervisory or ownership related relationship is disclosed in the financial tables and footnotes.

3.2. Methods of Public Disclosure

CCI reports its financial results on a quarterly basis. Conference call / webcasting is organized the day after the disclosure of financials so as to provide necessary time to participants to evaluate the results and prepare their questions. Periodically, management organizes analyst meetings to present results of operations and to respond to inquiries. Subsequent to the meeting access is provided to the records of these conference calls / webcasts as well as analyst meetings to inform those investors who were unable to attend.

Together with quarterly financial reports, the Company prepares quarterly earnings releases to inform investors and analysts and to evaluate the results of the related quarter.

Top management and Investor Relations participate in selective domestic and international equity conferences and one-on-one meetings for the purpose of sharing information with investors and analysts. To avoid the dissemination of information asymmetrically, copies of all presentations used in these meetings are made available on the Company website.

In addition to the traditional information transmission channels, various other communication tools for public disclosure are also utilized. Within this framework, all special case announcements made to BİST are published both in Turkish and English on our website and send directly by e-mail to our contact list.

CCI's corporate website at www.cci.com.tr is maintained both in Turkish and English. Website updates are under the responsibility of Corporate Affairs Department together with Investor Relations Department. On the website, all information required as per CMB's Corporate Governance Principles is available under the sections Our Company, Investor Relations, Corporate Social Responsibility, Human Resources and Press Room.

The web site is open to everyone and there are no restrictions. The users of the website are kept strictly confidential. All possible cautions are taken to prevent the security of the website by Business Systems Group. CCI Privacy Policy and Legal Notice is published on every page of CCI web site.

Annual reports are printed in Turkish and English, published on our website, sent via e-mail to people included in our contact list. There is no limitation to be included in contact list.

In accordance with CMB's Corporate Governance Principles, together with annual report, independent auditor's report, Corporate Governance Compliance Report and CCI Disclosure Policy, an informative document is prepared by Investor Relations Department for ordinary general assembly and presented at the general assembly.

Our company publishes the "Dividend Policy", "Disclosure Policy", "Compensation Principles" and "Code of Ethics" in its website also in accordance with CMB's Corporate Governance Principles.

CCI maintains its communication with its stakeholders other than investors via other communication policies such as supplier policy, human resources policy and corporate social

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

responsibility policy. The application of these policies and strategies is in the responsibility of Supply Chain, Human Resources and Corporate Affairs Departments, respectively.

CCI's Sustainability Report is also published on Company's website and updated periodically.

In addition to the communication means mentioned above the Company also uses informative announcements and statements including without limitation, announcements and statements made via the Turkish Trade Registry Gazette and daily newspapers, press releases, presentations and those made using communication means such as phone, electronic mail and fax for public disclosure purposes.

3.3. Informing via press and press monitoring

In addition to material events disclosures made to the BİST press releases and/or press conferences may also be utilized for disclosing the results of annual operations including the year-end operational results, performance of the Company and other developments within the related period as well as any development that may have a major impact on the financial status and/or operations of the Company. A copy of each published press release is also made available on the Company website. Requests for information transmitted via press are collected by the Company's Corporate Affairs Department and assessed in line with CCI Disclosure and Communications Protocol and CCI Disclosure Policy and replied accordingly.

All local and international news and rumours about the company published in all media outlets including TV, press, internet and radio are tracked via prominent media tracking companies and reported back to relevant company employees as well as senior management on a daily basis. In case of facing with untruthful news, Corporate Affairs and Investor Relations departments evaluate the situation and following the information request by BİST or CMB or in necessary circumstances, without the information request by BİST or CMB, the necessary announcements are made in accordance with Company's Disclosure Policy.

4. People who have administrative responsibility and spokesperson

People who have administrative responsibility are the members of Board of Directors, committee members, the CEO and directors who are the direct reports of the CEO. These people are also included in "Insider List".

In all communication channels including the press and in all the meetings with shareholders, investors, research analysts and stakeholders, only the CEO, the CFO, Corporate Affairs Director or Investor Relations Manager or any other representative assigned by the CEO will act in the capacity of spokesperson for and on behalf of the Company.

5. Measures adopted to ensure confidentiality until public disclosure of material events

People who are named in the "Insider List" are informed via personal letters about their responsibilities resulting from being in the list. Insider List is updated by Investor Relations Department according to legislation.

CCI takes all necessary cautions in accordance with CCI Charter of Authority and CCI Information Protection Policy to protect the confidentiality of inside information until it is disclosed.

In addition, the spokesmen of the company are obliged to abide by the "Quiet Period" requirement starting from two weeks prior to disclosure of quarterly financial results to the date of disclosure of financial results. The starting and ending dates of the quiet period are published

Informative Document for Coca-Cola İecek A.Ş. General Assembly

in the website under investor's calendar section, when the date of the financial results announcement becomes definite. The dates of the financial results announcement and related quiet period is announced through Investor's Calendar section at least 2 weeks prior to the end of the accounting period.

During this period, authorized spokesmen of CCI do not provide comments regarding the financial status of the company, excluding already disclosed information. The questions of capital market attendees such as analysts and investors regarding the financial status of the Company are not answered. Nonetheless, quiet period does not restrict CCI's authorized spokesmen to attend to and speak in conferences, panels, etc. The Black-out Period requirement which is implemented according to the Capital market regulations is laid down in the Company's Code of Ethics.

As a general principle the company and employees who work in the name and for the account of the company may under no circumstances share with third parties such insider information which may be considered of being in the nature of material events and which has not yet been released to the public. If it is determined that these persons have inadvertently disclosed insider information to third parties and it is concluded that the confidentiality of such information can not be ensured a material event disclosure shall be made forthwith as per the Capital Markets Board's regulations.

In the event the disclosure of information is postponed the list of those persons who have that information at the time of the postponement decision is prepared and accordingly the CCI Insider List is updated. Necessary work is carried out and reasonable measures are adopted to inform both these persons and those other parties who have the information.

6. Principles governing public disclosure of guidance

Our company has adopted it as a principle to disclose to the public, in the earnings release prepared, its guidance for the forthcoming year while regularly announcing its year-end financial results. Guidance may be announced both in the form of material events disclosures and through annual reports issued under CMB's financial statements regulations or presentations to inform investors provided these are published on the Public Disclosure Platform.

The Corporate Governance Committee has been authorized to determine such guidance of the company which will be released to the public, to decide on the statement to be made in the event a material change occurs in projections which have been disclosed to the public without being limited to the number stated hereinafter and to determine such statements to be made, which shall be at most four times per year, in case there is a material difference between the matters previously disclosed to the public and realizations including the reasons of such difference and the matters mentioned above have been subject to the written approval of the Corporate Governance Committee.

7. Enforcement

Following its approval by CCI Corporate Governance Committee, this Disclosure Policy was negotiated and approved during the meeting of the Board of Directors of CCI dated 20 March 2014 and put into effect immediately.

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

Appendix 3: Resumes of Candidate Members of the Board of Directors

Tuncay Özilhan

Board of Directors member candidate

Mr. Özilhan has been the Chairman of the Board of CCI since 1996. He started his career as General Director of Erciyas Biraçılık in 1977. He became Coordinator of the Beer Group and General Coordinator at Anadolu Endüstri Holding before his appointment to Anadolu Group as CEO in 1984. Mr. Özilhan has been the Chairman of the Board of Anadolu Endüstri Holding since 2007, and he also acts as the Chairman of various Anadolu Group companies including Anadolu Efes Biraçılık and Coca-Cola Satış ve Dağıtım. Mr. Özilhan served as TÜSİAD's (Turkish Industrialist's and Businessmen's Association) Chairman from 2001 to 2003 and is currently the Vice Chairman of its High Advisory Council. His other responsibilities include President of the Turkish Russian Business Council at the Foreign Economic Relations Board (DEİK), Honorary Consul for Estonia and President of Anadolu Efes Sports Club. Mr. Özilhan also acts as the Deputy Chairman of DEİK by 2014. Mr. Özilhan was graduated from the Istanbul University Faculty of Economics and he holds an MBA from Long Island University.

Kevin Andrew Warren

Board of Directors member candidate

Mr. Warren graduated in law from Bristol University in England and subsequently gained extensive experience in the leisure and beverage industries. His early career included periods with The Walt Disney Company in the U.S.A and various leisure organisations in the U.K. He joined the Cadbury Schweppes' Great Britain beverage business in 1990 before moving to Coca-Cola Enterprises (CCE) in 1997. He held various senior commercial leadership roles in CCE prior to his appointment in 2005 as Region Vice President and General Manager of CCE Ltd, GB. In 2008 he was appointed as President of CCE's Canadian business which under his leadership enjoyed a period of unprecedented growth. In 2010 following the acquisition of CCE's North American business by The Coca-Cola Company (TCCC) he joined TCCC as President of Coca-Cola Refreshments (CCR) Canada and as a member of the CCR North America executive leadership team. In January 2012 he was appointed as TCCC Bottling Investments Group Regional Director for Russia, Middle East and Africa. He is responsible for bottling interests in the Middle East, including U.A.E., Oman, Bahrain, Qatar. He is also involved in bottling interests in Egypt and Shanduka Beverages in South Africa as well as the Nidan juice business in Russia. He also represents TCCC on the boards of several independent Coca-Cola bottlers.

Damian Paul Gammell

Board of Directors member candidate

Damian Gammell has over 21 years of experience in the Coca-Cola system. He held a variety of senior roles across the fields of commercial and general management both in Europe and Australia. He was Chief Executive Officer of the bottling business in Russia between 2001 and 2004. Appointed as CEO of Coca-Cola Erfrischungsgetranke in 2005, he led the German business through increasing both volume growth and profitability, consistently over the past 6 years. Germany is the fifth largest market for Coca-Cola worldwide with employee's excess of 11,000 people. In 2009 Damian Gammell was nominated as Young Global Leader (YGL) of the World Economic Forum and is currently serving on the health care committee. As a YGL, he is involved in a number of global non-profit initiatives. Gammell is a graduate of the College of Marketing, Dublin. He studied for his Masters at Oxford University and HEC Paris and graduated with a MSc in Change Management. Damian Gammell served as the Chief Executive Officer and Managing Director of Coca-Cola İçecek between 2012 and 2014. Since 1 January 2014 he serves as the Beverage Group President of Anadolu Group and CEO of Anadolu Efes.

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

Dr. Yılmaz Argüden

Board of Directors member candidate

Dr. Yılmaz Argüden is a strategist, advisor, and board member of major public and private institutions, and NGOs. He is the Chairman of ARGE Consulting, a leading management consulting firm based in Istanbul. ARGE has been recognized at the European Parliament as one of the best three companies “shaping the future” with its commitment to corporate social responsibility and is the first Turkish signatory of the UN Global Compact. He is also the Chairman of Rothschild investment bank in Türkiye; an adjunct Professor of Business Strategy at the Bosphorus University and the Koç University; an author of numerous books and a columnist focusing on business and strategy issues. He is the National Representative of the UN Global Compact, as well as serving on the Global Board of the UN Global Compact as the Chairman of the Local Networks Advisory Group. He is a renowned governance expert and a member of the Private Sector Advisory Group of the Global Corporate Governance Forum, as well as being the Vice-Chairman of the Governance Committee of the Business and Industry Advisory Committee (BIAC) to the OECD. He has a Ph.D. in policy analysis from the RAND Graduate School. He is also an Eisenhower, Fulbright, NATO, and Tubitak fellow; and a recipient of numerous leadership, distinguished citizenship and career awards. He was selected as a Global Leader for Tomorrow, by the World Economic Forum for his commitment to improve the state of the world.

Armağan Özgörkey

Board of Directors member candidate

Mr. Özgörkey has been a Board Member of CCI since 1998. He holds a Bachelor's Degree in accounting from Oglethorpe University. From 1985 until 1995, he worked as the CEO of the Coca-Cola franchise for Turkey's Aegean and Mediterranean regions, as well as Romania. He joined Efes Beverage Group in 1996 and worked in Romania as the Vice President of the Eastern European region where he focused on beverage investment projects in Romania and Russia. Since 1997 he has been serving as the Vice Chairman of Özgörkey Holding A.Ş., a family-owned business active in plastics, packaging, fruit juice concentrates and soft drinks sectors. Since 2009, he has been a member of the Executive Board of Anadolu Etap Agriculture and Food Products, Inc. which engages in fruit juice concentrate and vegetable juice production, as well as fruit plantation. Since 2011 Mr. Özgörkey also serves as the CEO of Özgörkey Investment Holding A.Ş. operating in the packaging and fruit juice concentrate industries, and as the president of its packaging unit (Etapak). Armağan Özgörkey was granted an Order of State by Romania in 2002 and he still serves as the Honorary Consul for Romania in Antalya. Between 2006 and 2012 he served as the President of the Turkish Equestrian Federation, and he is currently the Vice President of European Equestrian Federation (EEF) and the Group President of the International Equestrian Federation (FEI).

Mehmet Hürşit Zorlu

Board of Directors member candidate

Mr. Zorlu has been a Board Member of CCI since 2004. He holds a Bachelor of Science degree in Economics from Istanbul University. Prior to joining Anadolu Group in 1984, he held various positions in Toz Metal and Turkish Airlines. Mr. Zorlu joined Anadolu Group as a Marketing Specialist at the Efes Beverage Group and held various positions including Assistant Marketing Manager, Assistant Project Development Manager, Project Development Manager and Business Development & Investor Relations Director. Mr. Zorlu held the position of Chief Financial Officer (CFO) for Efes Beverage Group between 2000-2008 and the position of CFO for Anadolu Group between 2008-2013. In January 2013, Mr. Zorlu was appointed as Deputy CEO of Anadolu Group and is also currently acting as Board Member in various Anadolu Group

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

companies. Mr. Zorlu also serves as Board Member in several organizations such as TKYD, TÜYİD, TEİD and KOTEDER.

Salih Metin Ecevit

Board of Directors member candidate

Born in 1946, Mr. Ecevit graduated from the Faculty of Political Sciences in 1967. He received a master's degree from Syracuse University in Economics in 1976. Between 1967 and 1980, he worked as the Tax Inspector and Deputy General Manager of General Directorate of Revenues in Finance Ministry. Mr. Ecevit joined Anadolu Group in 1980 and assumed responsibilities in the automotive companies of the Group at various levels such as General Manager, Board Member and Chairman of the Board. He retired in 2006 as per the Group's age requirements, while he was serving as the Automotive Group President. Between 1992 and 2004 he served as a Board Member and the Chairman of the Turkish Association of Imported Car Distributors". He currently serves as a Board Member in Coca-Cola Satış ve Dağıtım A.Ş. and many other Anadolu Group companies and as the Chairman of the Board in Yazıcılar Holding A.Ş.

Burak Başarır

Board of Directors member candidate

Mr. Başarır was appointed to the position of CEO as of January 1st, 2014. Mr. Başarır, Turkey Region President between 2010 and 2013, has led the largest operation of CCI in terms of volume and sales. He joined CCI in 1998 and assumed increasing managerial responsibilities in finance and commercial functions. He was named CFO in 2005 and has played an integral role during CCI's IPO process and effectively managed the financial integration of Efes Invest in 2006. He was recognized as Best CFO in Turkey by Thomson Reuters Extel in 2009. Mr. Başarır holds a BA in business administration and a minor in computer sciences from American River College. He studied management at California State University of Sacramento between 1990 and 1992 and received a BSc degree in business administration from Middle East Technical University in 1995. Prior to joining Coca-Cola İçecek, Mr. Başarır worked for Arthur Anderson as a Senior Auditor. He has 17 years of work experience.

Ahmet Cemal Dördüncü

Independent Candidate for Membership of the Board of Directors

Born in İstanbul in 1953, Mr. Dördüncü completed his high school education at Çukurova College and obtained his bachelor's degree from Çukurova University. After having pursued graduate studies at Mannheim and Hanover Universities, he started working in Germany in 1981. Mr. Dördüncü joined the Sabancı Group in 1987, and served in various managerial positions, and further carried out the duties of Chairman of the Board of Directors and General Manager in the Group companies located abroad during the period 1999-2004. In 2004, he took up office as the Business Development and Strategic Planning Group President of Sabancı Holding, and acted as CEO and Member of the Board of Directors during 2005-2010. Mr. Dördüncü is currently the President of TÜSİAD's (Turkish Industry & Business Association) Environment Working Group and a member of the National Innovation Initiative. He is the CEO of Akkök Group of Companies. Mr. Dördüncü has not served as a member of the Board of Directors of Coca-Cola İçecek A.Ş. and Anadolu Group companies for more than a total of 6 years during the past ten years. Neither did he take office as the executive member of the Board of Directors of Coca-Cola İçecek A.Ş. and Anadolu Group companies during the past five years.

Sedat Hamit Eratalar

Independent Candidate for Membership of the Board of Directors

Born in İstanbul in 1952, Mr. Sedat Hamit Eratalar completed his high school education at İstanbul Erkek Lisesi and obtained his bachelor's degree from Ankara University Faculty of

Informative Document for Coca-Cola İçecek A.Ş. General Assembly

Political Sciences – Department of Economics and Finance. He started working in Germany in 1975 as fiscal inspector and joined the Arthur Andersen Ltd. Şti. in 1980, where served in various positions. At the same time, he served as a statutory auditor in Turkcell, Tüpraş, HSBC Bank A.Ş. and Finans Bank A.Ş. During the period 2001-2007 he was a partner and CEO in Eratarlar Yönetim Danışmanlığı A.Ş. and between 2007-2012 he served as a consultant in DRT Danışmanlık A.Ş. Presently he acts as the Member of the Board of Directors of Deutsche Bank A.Ş., Kuauf Alçı Sanayi A.Ş. and Borusan Group and partner in Eratarlar Yeminli Mali Müşavirlik Ltd Şti. Mr. Eratarlar has not served in the membership of the Board of Directors at Coca-Cola İçecek A.Ş. and the Anadolu Group companies for more than a total of 6 years during the past ten years. Neither did he take office as the executive member of the Board of Directors of Coca-Cola İçecek A.Ş. and the Anadolu Group companies during the past five years. Hamit Sedat Eratarlar is a member of TUSIAD Tax Advisory committee.

Mehmet Mete Başol

Independent Candidate for Membership of the Board of Directors

Born in 1957, Mete Başol graduated with a BSc degree from the Arizona State University, Department of Economics, and started his career in banking by making the economic evaluations of a variety of investment projects and by preparing sectoral reports at the Medium Term Loans division of INTERBANK in 1984. In 1988, he transferred to the Turkish Merchant Bank, which was an investment bank established jointly by Bankers Trust Co. Newyork and T. İş Bankası, as the Treasury, Fund Management and Foreign Relations Manager. In 1992 he also assumed the responsibility for the capital markets group as the Assistant General Manager. In 1995, upon the purchase of the bank completely by the Bankers Trust, he was elected to the Membership of the Board of Directors and the Credit Committee. He assumed the offices of Chairman of the Board of Directors and the General Manager of the bank whose title was changed as Bankers Trust A.Ş during 1997-2001. During the period 2001-2003, he participated as Executive Director in the joint Board of Directors of the public banks which were established pursuant to the law (T.C Ziraat Bankası, T.Halk Bankası, T.Emlak Bankası). Presently he acts as the Member of the Board of Directors of T.İş Bankası A.Ş (2011), Dedeman Holding A.Ş. (2008), Dedeman Turizm Otelcilik Yatırım A.Ş (2012). Mehmet Mete Başol has not served as the membership of the Board of Directors at Coca-Cola İçecek A.Ş. and the Anadolu Group companies for more than a total of 6 years during the past ten years. Neither did he take office as the executive member of the Board of Directors of Coca-Cola İçecek A.Ş. and the Anadolu Group companies during the past five years.

Michael Spanos

Independent Candidate for Membership of the Board of Directors

Born in 1953, Mr. Spanos completed his high school education in Lefkoşa (Nicosia), Cyprus, following which he earned his bachelor's and master's degrees at the North Carolina State University. At Lanitis Bros Ltd. Co. where he took up employment in 1981, Mr. Spanos served in a number of managerial positions as, respectively, the marketing manager, the general manager, and the chief executive officer until 2008. Mr. Spanos, who made a major contribution to the establishment of the awareness of recycling in Cyprus through the Green Dot Public company which he founded in 2004, also performed the duty of member of the Board of Directors at Heineken Lefkoşa (Nicosia) Company during 2005-2007. Currently, he serves as the Non-executive Chairman of the Board of Directors at Lanitis Bros Ltd company and the Member of the Board of Directors at Lumiere T.V. Public Ltd. Company. Michael Spanos has not served as the membership of the Board of Directors at Coca-Cola İçecek A.Ş. and the Anadolu Group companies for more than a total of 6 years during the past ten years. Neither did he take office as the executive member of the Board of Directors of Coca-Cola İçecek A.Ş. and the Anadolu Group companies during the past five years.