

KOÇ HOLDİNG

Koç Holding is Turkey's largest industrial and services group celebrating its 80th year in 2006 and a flagship of the Turkish economy and high-growing consumer demand in Turkey. Koç Holding's combined revenues comprise about 9% of Turkish GDP, its exports are about 8% of Turkey's total exports and the Group's weight in ISE-30 is as high as 17%. Almost every household in Turkey uses a Koç product. It is the only Turkish company in Fortune 500 at 358th place and is expected to move into the top 200 at the end of 2006 with the latest acquisitions. In addition to its domestic presence, the Group also has the largest international network of Turkish origin with operations in 24 countries where about 30% of revenues are generated from international operations.

The Group is a multi-business company focusing on 5 core sectors; namely automotive, consumer durables, retail, energy and finance; which are all key driving sectors of the Turkish economy. Koç Holding has leading positions in each sector it operates with strong market shares in lucrative business lines, an unparalleled distribution network (14,000 independent dealers and agencies), prominent brands with very good brand recognition and is strategically positioned to reap the maximum benefit from the growing consumer demand in Turkey. Koç Holding also holds the most extensive historical customer database and will continue to create synergies for its businesses and add value to its customers through CRM applications and up and cross-selling opportunities.

Koç Group operates in compliance with international standards in the areas of corporate governance, corporate social responsibility, environmental protection, customer satisfaction and human resources. Long before corporate governance gained prominence, Koç Holding had taken steps to implement the highest standards of corporate governance. Koç Holding is one of the first in Turkey to have independent members on its board of directors and is still one of the few that links executive compensation to share price performance and economic profit. Last year, Koç Holding signed the UN Global Compact, proving its commitment to corporate citizenship and sensitivity to social issues.

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