



KOÇ HOLDİNG

Koç Holding is Turkey's leading industrial and services group and a flagship of the Turkish economy and fast-growing consumer demand in Turkey. As of the first quarter of 2007, Koç Holding's combined revenues comprise about 12% of Turkish GDP, its exports are about 11% of Turkey's total exports and the Group's share in Istanbul Stock Exchange market capitalization is as high as 17%. Almost every household in Turkey uses a Koç product. With almost \$51 billion in combined revenues, Koç Holding is the only Turkish company in Fortune 500 at 190th place. In addition to its domestic presence, the Group also has the largest international network of Turkish origin with operations in 30 countries where about 27% of revenues are generated from global operations.

The Group is a multi-business company focusing on four core sectors; namely automotive, consumer durables, energy and finance; which are all key driving sectors of the Turkish economy and have low penetration levels. 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. The Holding holds the most extensive historical customer database in Turkey and continuously creates synergies for its businesses and adds 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. The Holding and its subsidiaries actively contribute to the well-being of society through a variety of projects and initiatives in the areas of cultural heritage, art, education, healthcare, sports and environmental protection. Last year, Koç Holding signed the UN Global Compact, proving its commitment to corporate citizenship and sensitivity to social issues.

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