

ANNOUNCEMENT TO KOÇ HOLDING A.Ş. SHAREHOLDERS

Shareholders who fail to dematerialize their shares by December 31, 2012 will lose their shareholder rights

As per the Provisional Article 6 of the Capital Markets Law that was amended according to Article 157 of the Law No. 6111 which came into force after being published in the Official Gazette dated February 25, 2011, shares which are not submitted to our Company in order to be dematerialized by December 31, 2012 will be transferred to our Company according to the law and shareholders' rights on the said shares will automatically be terminated by the aforementioned deadline.

Pursuant to this new regulation, if our shareholders, who have not yet dematerialized their shares in their own names with the Central Registry Agency, fail to complete the said dematerialization process by December 31, 2012, they will lose their entire shareholder rights on the said shares according to the law as of the aforementioned deadline.

Accordingly, we request our shareholders who have not dematerialized their shares in their own names with the Central Registry Agency to apply to the Directorate of Accounting (Telephone Number: 0 216 531 00 00) at Koç Holding headquarters located at Azizbey Sokak No.1 Nakkaştepe, Kuzguncuk - Üsküdar, İstanbul, or Yapı Kredi Yatırım Menkul Değerler A.Ş. (Telephone Number: 0 212 319 82 22 - Mr. Salih Güлак) which carries out the dematerialization processes on behalf of our Company.

This announcement has been made for the purpose of protecting the rights of our shareholders. We hereby declare that our Company, Koç Holding, will not be held responsible for any losses a shareholder, who failed to contact our Company in time for the dematerialization process, may incur on December 31, 2012 as a result of the application of governing laws.

KOÇ HOLDING A.Ş.