

Tomato products...

leader

DIY retailing...

leader

Tourism...

leader

Marina...

Turkey's
highest
capacity

Ship and yacht building...

pioneer

Information technology
solutions...

leader

Alternative telecom
services...

leader

Other



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Tat Konserve

Total Revenues:
\$ 448 million

Domestic Market Position:
Leader in tomato paste, tomato products and premium pasta, 2nd in ketchup and mayonnaise, 3rd in meat products

International Position:
Exports to 30 countries

Share of International Revenues:
5.5%

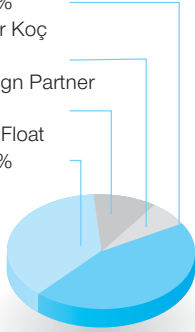
EBITDA:
\$ 45 million

Gross Profit Margin:
20.2%

Operating Profit Margin:
9.1%

Shareholder Structure:

Koç Holding
43.7%
Other Koç
9.8%
Foreign Partner
5.3%
Free Float
41.2%



www.tat.com.tr

One of Turkey's largest food companies

Tat Konserve was founded in 1967. Since 2003, it has consolidated the Tat, Sek, Maret and Pastavilla brands under a single roof, making it one of the largest food companies in Turkey.

The Food Price Index, which fell as yields and production increased in 2008, began to increase at the beginning of 2009. While high vegetable and fruit yields in Turkey helped keep prices balanced, the significant price increase in fresh milk and meat, especially in the last quarter, was reflected in processed goods, further increasing the impact of food prices on inflation.

Concentrating on effective working capital management throughout 2009, Tat succeeded in significantly reducing financial expenses through a decline in interest rates and foreign exchange risk management. The Company also added major new customers to its portfolio.

Harranova Project - one of the world's largest tomato paste plants

Tat Konserve has undertaken major investments under its cost-control strategy of vertical integration in the tomato industry and export growth strategies emphasizing regional countries. Its Harranova Project in the South Anatolian Project (GAP) region in the south-east of Turkey is one of the largest agricultural and industrial investments in Turkey and the region. Through the Harranova Project, Tat is targeting to become the largest tomato paste manufacturer in Europe and among the top 5 in the world within the next 3 years. The Harranova Tomato Paste Factory processed 141,000 tons of tomatoes and manufactured 21,000 tons of tomato paste in 2009, a significant increase over the previous year. Investments made in Harranova throughout 2009 reached TL13.3 million. Moreover, the Company obtained an official permit to set up an agricultural laboratory to make soil, plant, fertilizer and irrigation water analyses.



Strong market shares

Tat maintained and enhanced its leadership position in the domestic tomato paste market.

The Company leads the domestic premium pasta market with its Pastavilla brand and it targets to replicate the same success in export markets.

Tat is increasing its share of the meat products market with its Maret-branded products and will continue to be one of the strongest players in this segment in 2010.

Tat focuses on high value added products in its dairy group. To this end, Tat has revamped the packaging of its longstanding SEK brand's fresh milk. Tat continued to grow rapidly, particularly in such products as fresh milk, ayran and yogurt in 2009 and the Company aims to increase its revenues and profitability in this segment in 2010.

2010 and beyond

More than 200,000 tons of tomatoes will be processed in Harranova in 2010. In addition to agriculture, animal husbandry and industrial operations in Harranova, the Company plans to generate energy using animal wastes.

Düzey

Tat Konserve's domestic sales and distribution operations are conducted by Düzey Tüketim Malları, which has 35,000 active customers and 50 distributors.

Why Tat Konserve?

- One of Turkey's largest food companies with leading market positions
- Harranova Project - One of the largest agricultural and industrial investments in Turkey and the region
- Target to become the largest tomato paste manufacturer in Europe and among the top 5 in the world within the next 3 years



Koçtaş

Leader in DIY retailing

Leading the market with 26 stores in 16 provinces and a sales area of 135,000 m², Koçtaş provides a wide range of products procured from 1,600 domestic and foreign suppliers. Koçtaş has expanded its presence in the sector, revamping it to 'home beautification/remodeling', thereby enabling consumers to meet all their home-related needs at a single location.

2009 highlights

Koçtaş opened stores in cities across Anatolia, using its first mover advantage to reinforce its standing in the market. In 2009, Koçtaş's momentum was boosted by the opening of 5 new stores in Istanbul, Antalya, Kayseri, Malatya and Denizli. By the end of 2009, total sales area had risen by 27,000 m² to 135,000 m² and the number of customers grew by 14%, exceeding 7.7 million.

The impact of the financial crisis led to a decline in customer demand and a redirection of that demand towards essential goods. However, Koçtaş's broad geographical penetration and extensive product range, along with reasonable prices, quality, and strong brand recognition helped the Company come out ahead. In addition to offering a range of goods at sensible prices, it encouraged consumers to make purchases through such slogans as 'Great looking homes for less' and 'Small price, Big change'. Advertisements and a variety of campaigns were used to encourage sales. Moreover, because of its strong financial structure and the credibility it provided, the Company overcame much of the negative effects of the recession in the sector.

Extensive marketing in 2009 on the 'Turn-key Home Refurbishing' aimed to provide consumers with detailed information about this exclusive service.

The activities of the Depofix store, set up in 2008 within the Gebze Organized Industry Region to meet the needs of corporations, factories and all small and medium-sized enterprises, continued successfully. Through this store, corporate customers were able to obtain all of their intermediate materials from a single supplier.

Koçtaş aims at creating high customer satisfaction through product quality, Koçtaş reliability, and savings in price and time.

2010 and beyond

Koçtaş is able to introduce new global trends to the Turkish market with the know-how of its foreign partner. Moreover, it distinguishes itself from its competitors by using its familiarity with the habits of the Turkish consumer to adapt these trends to the domestic market.

The Company plans to open more stores in 2010 as part of its strategy of expanding geographically across the country and raising brand awareness. Reasonable prices and an extensive range of products are the means through which Koçtaş targets to enhance customer satisfaction. In addition, the Company wants to take advantage of Turkey's young population by preparing marketing campaigns oriented towards new customer segments consisting of, for example, university students and newlyweds. At least 4 new stores are planned to be opened in 2010.

The corporate goal of Koçtaş, which is the leader in DIY retailing, is to expand the size of the home improvement market in Turkey and to maintain its leading position. The Company has its sights set on making distinctive and innovative suggestions that suit every budget to customers all over the country.

Koçtaş continued to grow in 2009, reaching 135,000 m² total sales area and over 7.7 million customers.

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Why Koçtaş?

- Leader in DIY retailing
- Facilitating a one-stop shop to customers for their home-related needs
- Strong geographic reach
- Wide product range

Setur, a market leader in many of its business lines, completed 2009 successfully despite challenging market conditions.

Setur



Why Setur?

- Leader in the tourism sector
- Strong business partners
- Extensive network
- The only duty free operator that delivered positive results in Europe during the crisis

Setur

Leader of the tourism sector

Setur Turizm, which has been the largest actor in Turkish tourism sector since 1973, provides ticketing, domestic and international tours, incoming, congress and seminar organization, on-line travel, cruise, foreign education and visa assistance services.

Setur is the Turkish agent of BCD Travel, which arranges corporate tickets via its more than 1,300 offices in 96 countries. The Company is the exclusive Turkish agent of the Abercrombie and Kent brand, the world leader in luxury travel, as well as the agent of Orient Express, Uniglobal and Costa.

With its 5 agencies, 20 authorized agencies, over 150 BookinTurkey virtual agencies and 5 offices providing visa services to the UK, Setur provides services in close to 200 locations in Turkey. The Company also provides services in 29 countries through 59 partner agencies.

In 2009, Setur received the 'Best Travel Agency of the Year' award from Capital magazine, 'Best Travel Agency of the Year' from Skall, and 'Best Online Travel Portal' from Altın Örümcek.

Duty-free shops

The impact of the crisis on tourism and the economies of the world made 2009 a difficult year for the duty-free shop sector with the exception of the Far East. In addition, regulations imposed a lowering of sales limits in Turkey. However, in spite of all these unfavorable effects, Setur was able to continue to grow and it became the only duty-free shop company in Europe to deliver positive results. As a result of the improvement measures implemented, profit margins and external revenues grew significantly. Based on this growth and using its logistics advantage in wholesale sales, Setur was able to become the distributor of leading companies in the sector.

Throughout the year, duty-free services were provided at 10 airports, 8 inflight centers, 6 seaports and 6 border crossings with 420 experienced employees. The opening of 6 new stores and renovation of existing ones brought the total sales area up from 4,800 m² to 11,800 m².

2010 and beyond

Setur aims to increase its share of markets in the Far West, the Near East and parts of Europe. It has set its sights on expanding its call center for banks by renovating its infrastructure, updating its technology and becoming the market leader. In BookinTurkey, the Company intends to raise its share of the domestic market through its foreign strategic business partnerships, expand to the international market and to increase the number of authorized agents. It also plans on diversifying the range of products sold in duty-free shops and completing the renovation of those shops. In its plans to open up abroad, it is monitoring bidding for airport duty-free shops in many countries.

Setur plans on participating in the bidding for duty-free operations to be held for the Riga Airport in Letonia, the Prishtina Airport in Kosovo, and the Lyon Airport in France in 2010.

Setur Marinaları

The leader of the Turkish marina market with a 28% share

Setur Marinaları provides world-class service in Kalamış, Fenerbahçe, Yalova, Ayvalık, Çeşme, Kuşadası, Marmaris and Finike to sailors navigating the coast of Turkey. With a 28% share of the market, it leads the sector. Setur Marinaları had a 111% occupancy rate in 2009. The Company, while maintaining its leadership position in Turkey by increasing its market share, seeks to become an international brand by buying at least one marina abroad.

2010 and beyond

Some marinas in Turkey and abroad have been put up for sale due to a sizing down or financial difficulties. Setur Marinaları has a strong financial infrastructure and maintains a close interest in these marinas, whether at home or abroad.

Setur Marinaları is planning to open the 260-sea and 80-land capacity Yalova Marina at the beginning of the 2010 season, while also continuing negotiations on new projects.

Tani



CRM specialist running Turkey's largest customer-loyalty program

Tani is a CRM specialist center offering a wide range of services, from the design, development and implementation of CRM applications, to the execution of operational, marketing and analytical processes. These programs can be used by a single company, or they can also be used for trans-sector customer programs that bring together companies from more than one sector.

Tani has one of the largest customer databases in Turkey. The Company strives to "become the company that best knows its customers and that assists the companies that it works with in becoming the closest company to their customers" by using its large database that contains information on millions of customers from different sectors.

Tani runs Paro, the largest customer loyalty program and CRM platform in Turkey.

Paro: Turkey's largest customer loyalty program and CRM Platform

Paro's flexible infrastructure and the virtual bridge it builds between companies makes joint marketing applications simultaneously online and in real time possible. It has a rich customer database of trans-sector customer profiles created by bar code-level shopping information and data modeling. This enables Paro to get to know the customers of the companies it serves and, with this information, to design action plans and make decisions.

By assessing customer preferences and purchasing statuses on Paro, it can generate cross selling, up selling, deepening or retention campaigns that shape the consumer in different ways.

Paro also enables member firms to conduct special and customized campaigns, clubs and programs for different customer segments.

There are 5,500 customer contact locations under Paro's 17 members' workplace brands. In 2009, the number of active cards reached 7.4 million. New brands are continually being added to the Paro network, through which over 1,500 campaigns were conducted and TL589 million additional revenues were generated to the companies served.

Paro's structural innovations

In 2009, new channels for the up-to-date data collection by member companies and the real time recording of the data by Paro were developed. These channels enable data collection through surveys conducted with customers simultaneously over the Internet and the call center. According to the responses to the surveys, online campaigns directed to consumers can be prepared.

The creation of new clubs in Paro, designed to provide differentiated services, continued in 2009. Paro, in collaboration with Setur, offers advantages in airline tickets, bus tickets and vacations, and it has instigated a travel line. Club activities for taxi drivers have also been initiated through the participation of member businesses.

Paro has created an innovative application that connects the virtual world of the Internet with the real world of shopping. Banner advertisements on the Internet are linked to purchases. By virtue of this application, it is possible to connect the digital world of the internet with stores in the real world, and monitor whether or not a campaign uploaded to the Internet becomes transformed into sales in any store.

The integration carried out in 2009 enables customers to use Paro channels and the infrastructure directly in their own office sites. Descriptions and reports of campaigns are now possible. This application that begun with Tofaş has been extended to other member businesses.

Divan Group

A symbol of perfection and quality since 1956

Since 1956, the Divan brand has led the sectors in which it does business. Its powerful brand image, customer satisfaction, customer loyalty and trust have come to the fore.

The Divan Group operates through the Palmira A.Ş. and Mares A.Ş. companies in the hotel and food and beverage sectors, providing services with 7 hotels, 17 bakeries, 15 in-store bakeries, 11 restaurants and 2 banquet units. In line with its focused strategy, the Divan brand is used in the hotel and bakery sectors, and various activities are carried out to support the spread of the penetration, value and image of the brand.

In November 2009, Divan opened its 3rd hotel in İstanbul, the Divan İstanbul Asia, on the Asian side of the city. The Hotel is the biggest hotel on the Asian side of İstanbul. With 231 rooms, 9 conference halls and a central location, Divan İstanbul Asia is one of the business world's most popular locales. The foundations of the new Divan İstanbul Hotel, the flagship of the Divan brand, have been laid and construction continues. Divan has a strategy of focusing on domestic and foreign markets in the areas of urban hotel management and business travel. Within this context, it has signed its first groundbreaking foreign hotel management agreement, and has begun working on the Divan Erbil Hotel in Erbil in the Autonomous Region of Iraq.

The 120-room Divan Çorlu and the 19-room boutique hotel, the Divan Ankara Çukurhan, will be opened at the beginning of 2010.

In 2009, a new bakery reflecting the Divan design concept was opened in Ataşehir. The Bebek Divan Brasserie in Bebek was completely renovated and reopened as the Bebek Brasserie.

Palmira A.Ş., which exports Turkish lokum and chocolate, began exporting to 7 more countries in 2009, thereby increasing its export revenues by 36%.

Its new export-oriented product range is being sold at airports as well as such elite stores as Harrods and Selfridges in London, the Louvre Museum and LaFayette in Paris, the Haas Haas and Julius Meinl in Vienna, and Williams Sonoma in New York.



Why Divan Group?

- Leader in its business lines
- Prominent brand image
- High customer satisfaction

Why Setur Marinas?

- Leader of the marina sector
- High occupancy rates
- Strong financial infrastructure

KoçSistem

65 years of experience in IT solutions

KoçSistem, in line with its philosophy of “providing end-to-end service”, has adopted the principle of providing service beyond its customers' expectations and it does so through customized technological solutions. KoçSistem, which summarizes its continuous development and corporate mission with the motto “Your imagination is our strength”, provides unique technology solutions and outsourcing services to attain its goal of sustainable growth in line with its strategy of “creating a difference”. To maintain its distinctiveness, KoçSistem combines its corporate competency and creativity with strategic partnerships formed with the world's leading technology suppliers and providers, thereby enabling it to establish lasting partnerships and achieve long-lasting success. In 2009 KoçSistem outperformed the market growth rate by fivefold. KoçSistem, which ranked 2nd in Turkey's IT service market according to the latest report of the International Data Corporation, grew by 30% in TL terms in 2009.

First product of the R&D center: Pixage

In 2009, KoçSistem obtained the 5th official R&D center permit in Turkey. The first product the Company developed was Pixage digital broadcast software. In a collaborative effort using Pixage and Arçelik installations, KoçSistem created a new transmission model, “New Generation Digital Transmission.” Pixage was installed in 500 Arçelik and Beko dealers and was also made available abroad. Through Pixage, the contents of Liverpool FC TV are transmitted on Beko screens. The installation of Pixage in 20 stadiums of the English Premier League was completed. Moreover, Fida Film uses Pixage in about 500 screens in all its movie theaters.

Why KoçSistem?

- 65 years of experience
- Outperformed the market growth rates by fivefold in 2009
- 2nd player in the information technology sector
- Customized technological solutions
- Strong strategic partnerships

“KoçSistem Theater”, a supplier-independent platform and a technology center containing the installations and softwares of the world's largest manufacturers that facilitates testing of new technologies, was also introduced in 2009.

67% increase in call center profits

The KoçSistem Call Center Outsourcing Resources Service Group became a company by the name of Callus Bilgi ve İletişim Hizmetleri A.Ş. (Callus Information and Communication Services) on September 11, 2009. The Center's revenues and profitability increased by 30% and 67%, respectively, in 2009. In August 2009, the Company decided to invest in an operations center in Anatolia. Following the subsequent feasibility study, the Company decided to invest in an Operation Center to be established in Samsun with 500 customer representatives and 50 R&D and software specialists. When functioning at full capacity, the Center will employ almost 850 people.

New projects in the defense industry

An agreement was signed on the Turkish Armed Forces Command Control Information System Message and Document Distribution System-2 (MEDAS-2) project between Koç Bilgi ve Savunma Teknolojileri A.Ş. (Koç Information and Defense Technologies) and the Undersecretariat of Defense on April 2, 2009. The MEDAS-2 project, which was delivered 4.5 months early, was up and running on December 29, 2009 to serve the Turkish Armed Forces and has earned a high level of customer satisfaction.

Koç Bilgi ve Savunma took an important step on November 24, 2009 to become a subcontractor on major projects for Havelsan. The Company joined the Tactical Field Simulation development project, which uses National General Purpose Command Control software developed by Havelsan, as well as the existing capabilities of the subcontractor KaTron to the fullest.

The prototype phase of a Diver Detection Sonar, realized for the first time in Turkey with national resources, was completed at the end of 2009.

Corporate Risk Management Applications

KoçSistem successfully implemented the “Anti-money Laundering and Fraud Detection” application, one of the most important practices in corporate risk management, for İş Bankası, Akbank and Yapı Kredi Bankası. KoçSistem provided Continuity of Business and Disaster Recovery Services within the scope of corporate risk management solutions to many customers through its internationally accredited data centers in Ankara and Istanbul.

KoçSistem plans to make TL12 million investments in 2010. In collaboration with its leading business partners in Turkey, the Company will focus on developing export potential with its products.



Koç.net

Integrated communication solutions

Koç.net aims to become the leading alternative telecommunications operator in Turkey. Accordingly, it offers integrated communication solutions meeting the needs of all of its customers through its strengthened infrastructure, leadership in technology, expert team, service quality and extensive service portfolio. Koç.net provides its customers with a range of services, including telephone and data (access and security), hosting and ASP, campus solutions, multimedia, as well as intercity, international and GSM services.

In addition to working with fixed line and all GSM operators, Koç.net provides telephone services through over 100 international operators worldwide. Since 2006, the Company has been operating a POP (Point of Presence) in Frankfurt, designed to develop international business opportunities. It is successfully continuing collaborations with global giants such as British Telecom, KPN (Royal Dutch Telecom), Global Crossing and Bezeq.

Since its establishment, Koç.net has been oriented toward the corporate market. The Company began concentrating on the retail market and launched the BiRi brand in August 2008.



Turkey's largest independent alternative operator

Koç.net is the largest independent alternative operator in the corporate data market and in telephone services. With the BiRi brand, despite being the last player to enter the market, it has managed to acquire major market shares of the ADSL market and the predominantly export-based wholesale segment on account of the high number of subscriptions it received in 2009.

Koç.net markets corporate products through both direct sales channels and the portals of solution partners and Kobiline.



The Company also markets BiRi-branded personal products through its authorized dealers (approximately 4,500) of Arçelik, Beko, KeySMART, Apple Premium, Faturavizyon, Altus, Kredixshop and Index.

New services in 2009

The new services Koç.net began to offer in 2009 target mainly the retail and small and medium-sized enterprise (SME) segments. Within this context, it is the first operator to offer the market the higher capacity, faster access BiRi ADSL2+. Moreover, the Company issued new value added services in the form of Family Protection and Internet Security and Vitamin High School packages. The Company is also the market leader as the first operator to provide fixed line telephone packages that include ADSL-oriented GSM communication.

The Company is the 1st in Turkey to use the MPLS NNI (network to network interface) service model in partnership with Tata Communications. Koç.net, also as a first in Turkey, started transit delivery services (delivering traffic) between various countries.

Koç.net's long-term strategy is not only to provide existing corporate services, but also to offer services applying new technology and trends to the retail and the growing SME markets. Accordingly, through the convergence of telecommunication services, it aims at becoming a service provider that can offer both mobile and fixed-line communication services to its customers.



 **Koç.net**

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Why Koç.net?

- Objective to become Turkey's leading alternative telecoms provider
- Largest independent alternative operator in the corporate data market and in telephone services
- Wide service portfolio

Bilkom

The sole authorized distributor of Apple products in Turkey

Bilkom, which has operated in the information technology sector for 26 years, is the exclusive distributor of Apple products in Turkey. In 2009, the Company enhanced its portfolio with additional brands, with an emphasis on products geared toward a digital lifestyle and mobility.

In line with its Value Added Distributor strategy, Bilkom successfully manages all marketing, sales, channel development and after-sales business of leading brands in the sector. The Company obtained sole authorized distributor rights to Graphisoft, a leading brand of architectural solutions software, Wacom, sector leader in pen tablets, and Eizo, manufacturer of table-top LCD monitors with the most up-to-date technology in the world.



Over 700 information technology sales points

Bilkom reaches corporate segments through system integrators, Business Partnership and Solution Partnership channels. Through its authorized business partners in Istanbul, Ankara, Izmir, Bursa and Gaziantep, it brings its products to customers in more than 700 sales points via Apple Premium Reseller (APR) concept stores and retail sales outlets. It also provides after sales technical services in its authorized service centers nationwide. The Company also distributes its products to individual end-users through retail chains, on-line stores, and the Bilkom eStore.

Promena

Strategic and sustainable procurement services

In order to increase the efficiency in every step of the procurement process, Promena provides two main systems; e-procurement and e-auction. Promena's procurement services that are provided over the internet, has raised the level of participation, competition, savings and productivity and proved to be of increasing strategic importance in a difficult climate as in 2009. The total transaction volume in 2009 exceeded \$500 million; the savings created for customers per procurement project increased from 8% to 10.5%. Promena continued to provide great savings and productivity to Koç Group companies. The number of "qualified suppliers" registered in the Promena databank surpassed 8,000 in 2009.

The web-based electronic procurement platform was expanded in 2009 in line with the needs of customers, to include all procurement steps ranging from "order to receipt." In addition, suppliers were integrated into customers' "company resource management" (ERP) systems.

In the international markets, Promena began to operate in a new location by setting up a company in Saudi Arabia, and successfully completed its first projects there.

Promena will host the Open Network for Commerce Exchange (ONCE) annual conference in 2010. ONCE, of which Promena is a member, is the largest consortium in the international B2B market.

Zer Merkezi Hizmetler

A dedicated procurement center

Since it was founded in 2003, Zer Merkezi Hizmetleri has successfully pursued its central procurement mission. In 2009, it contributed significantly to the savings of Koç Group companies through the tenders it carried out, synergy created by centralized collective procurements and economies of scale. The Company accomplished the takeover of Lojistik Hizmetleri during the year. Zer Merkezi Hizmetler was winner of the 'Traditional Award to Successful Tax Payers of 2008' by the Istanbul Chamber of Commerce in 2009.



RMK Marine

Leading shipyard in ship and yacht construction

The RMK Marine shipyard constructs, maintains and repairs ships and yachts. RMK was founded in 1974, moved to the Istanbul shipbuilding area of Tuzla, and joined Koç Group in 1997. Now, as one of the largest private shipyards in Turkey, RMK sets its sights on quality and high value added projects. It is competitive internationally because of its accumulated know-how and product diversity in the construction of tankers, deep-sea service vessels, tug boats, military projects and super yachts.

RMK Marine was awarded the Undersecretariat for Defense Industry tender for the construction of four Coast Guard Search and Rescue Ships - the largest military vessel project ever given to the private sector in Turkey. The first ship, 'Dost', will be launched in May 2010 for delivery in September 2011. The other ships, 'Güven', 'Umut', and 'Yaşam', will be delivered in 2012.

Important developments in 2009

The 'North Sea Giant' was completed 3 months ahead of schedule, and launched and delivered in 2009. This vessel is a 153.6 meter long multifunctional deep-sea construction ship, the largest in its class, and it was built for North Sea Invest A.S.

The slipway, completed in 2009, permits yachts as long as 60 meters and weighing up to 685 tons to be launched. It is the first of its kind in Turkey.

Sector leader

RMK Marine is the 1st private Turkish shipyard to create designs and solutions through design and electronic systems departments, which it is developing.

RMK Marine, with its own furniture workshop, is the 1st Turkish shipyard to design and manufacture the interiors of the super yachts, and commercial and military vessels that it is building.

RMK Marine is one of only two Turkish shipyards, and the only non-military yard, to have AQAP 2110 Industrial Quality Assurance, Inspection Certification, which is under the Quality Management System. It is the 1st Turkish private sector shipyard to have its design skills documented in this way.

Important developments in the super yacht category

On 10 July 2007, RMK Marine signed a contract to produce Oyster Marine 'Oyster 100' and 'Oyster 125' yachts designed by the UK-based Dubois Naval Architects. RMK Marine is the first Turkish company to receive the English Royal Industry Award and to have signed a deal with a company having close to 1,200 Oyster yachts all over the world. Through this agreement with RMK Marine, Oyster Marine began mass production of super yachts for the first time. Once the Oyster super yachts and projects currently under construction are completed in 2010 and 2011, RMK Marine will increase its recognition and market share in the super yacht category.



Ram Dış Ticaret

A pioneering international business company

Ram Dış Ticaret A.Ş. increased revenues by 37% in 2009 by rapidly adapting to changing conditions. Despite the financial problems experienced in the markets, Ram was able to maintain profitable growth. The Company took advantage of being the oldest and most experienced company in the sector through its local business approach and dynamic and professional staff.

Ram added new products and services to its portfolio in 2009 through offices in Azerbaijan, Kazakhstan, Uzbekistan and Algeria, and agents in Syria, Iraq, Chile and Costa Rica. Environment projects financed by the European Union funds were monitored and machines and equipment were sold to various municipalities within this framework. Ram created its own brand of agricultural equipment, manufactured through subcontractors, which it began marketing and exporting under the "Ramagri" brand in 2009. The Company began importing fresh fruit from Chile and Costa Rica and marketing it under the patented "Rameyva" and "Ramana" brands.

Ram stays abreast of the operations of Koç Group companies in foreign markets and new business opportunities, thereby creating group synergy. It is conducting internationally-oriented purchasing operations of the iron and steel products made under Ram coordination to meet the needs of Group companies and supplier industries that serve them. Passenger aircraft sales and marketing consultancy for Boeing in Azerbaijan, Kazakhstan, Kirghizstan, and Tajikistan were continued.

Ark İnşaat

Ark İnşaat is a construction contracting company providing services with state-of-the-art technology at every stage of construction to the Koç Group companies. These services include feasibility studies, project planning, detailed solutions, choice of materials, turn-key applications and management. By making customer satisfaction an ongoing priority, Ark İnşaat continued to provide services at the highest quality and reliability in 2009.