

# Succeeding as one... from 1926 to 2010

## KOÇ HOLDING: 85 YEARS OF BUILDING

Acting as one common mind, in one common strength, towards one common purpose and creating one common legacy for 85 years, we continue our journey which began in 1926, following a growth strategy that pursues bigger investments in our core business lines for sustainable profitability.

Koç Holding is Turkey's largest industrial and services group in terms of revenues, exports, market capitalization and number of employees. Following an average annual growth rate of 23% in U.S. dollar terms between 2002-2010, Koç Holding ranks as the 71<sup>st</sup> largest publicly traded company in Europe and 273<sup>rd</sup> largest company in the world. Koç Holding has leading positions with strong competitive advantages in energy, automotive, consumer durables and finance sectors, which offer strong long term growth potential.

Strong growth potential and benefits of economies of scale

Focus on sustainable profitability and maximizing shareholder value

Resilient portfolio structure against economic volatility and risks

Leading positions in core sectors and lucrative investments

Strong commitment to corporate governance and corporate social responsibility