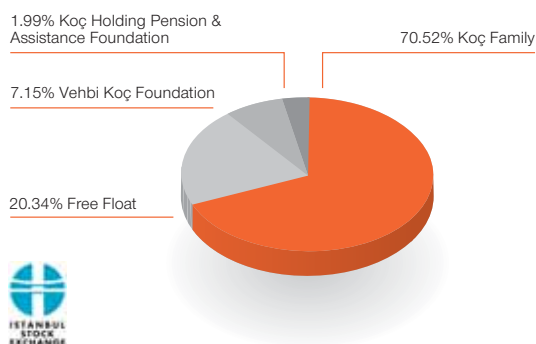


## Creating Shareholder Value

Koç Holding and its publicly traded subsidiaries comprise 13% of the total market capitalization of the İstanbul Stock Exchange as of 2008. In awareness of the responsibility imposed by its size, Koç Holding works tirelessly to raise shareholder value and customer satisfaction by applying international standards of corporate governance, investor relations and corporate social responsibility.

## Shareholder Structure



## Stock Information

- Koç Holding shares are traded on the İstanbul Stock Exchange National Market with the symbol "KCHOL".
- Reuters Code: KCHOL.IS
- Bloomberg Code: KCHOL.TI
- Date of initial public offering: 10 January 1986
- Share of foreign ownership in free float: 55% (As of 31 December 2008)

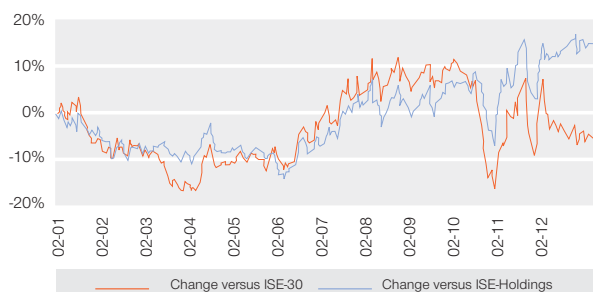
## Koç Holding's Value Added to its Investors

- As the largest company in Turkey, Koç Holding is one of the best alternatives for those who want to invest in Turkey's high growth potential on the ISE
- Strong net cash position and solid financial structure
- High growth potential and advantages of economies of scale
- Aggressive player for M&A activity in core sectors
- Portfolio structure that is resistant to economic volatility and risks
- Strategies focused on sustainable profitability and increasing shareholder value
- Superior and sustainable improvement in operating performance

## Koç Holding's Value Added to its Group Companies

- Confidence, strong reputation and brand management based on more than 80 years of experience
- Adherence to universal values, business processes, working conditions and environmental and ethical standards throughout the Group by implementing Group-wide vision and objectives
- A performance management system focused on creating shareholder value
- Comprehensive customer information and customer database facilitating strong CRM capabilities; guidance in setting long-term strategies and spread of the best practices throughout the Group
- Financing opportunities that enable companies to invest to improve their competitive strength on an international scale

## Share Price Performance



## Premium/Discount to Net Asset Value\*

	2004	2005	2006	2007	2008
Koç Holding	+10%	+5%	+1%	-15%	-22%
Peer Group Average	-29%	-29%	-25%	-31%	-42%

\* Yearly average

Koç Holding's average discount to Net Asset Value has consistently been the lowest among the holding companies in Turkey