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Subject : Announcement from Y. Ali Koç regarding his sale of Koç Holding shares

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Y. Ali Koç has released the following Material Disclosure regarding his sale of Koç Holding A.Ş. shares:

I have sold Koç Holding shares with TL 20,700,000 nominal value at the price of 5.48 on 12 July 2010. Following this transaction, my shares/voting rights at Koç Holding A.Ş. have reached 2.19% as of 12 July 2010. The details of the transaction are provided below:

Yıldırım Ali Koç

Member of the Board of Directors

Date of Transaction	12.07.2010
Type of Transaction	Sale
Nominal Value of the Shares Subject to the Transaction (TL)	20,700,000
Transaction Price (TL/share)	5.48
Transaction Value (TL)	113,436,000
Nominal Value of the Shares Before the Transaction (TL)	73,746,773.3
Share in the Company Before the Transaction (%)	3.05
Nominal Value of the Shares After the Transaction (TL)	53,046,773.3
Share in the Company After the Transaction (%)	2.20