



Koç Holding A.Ş. Announcement

Date : 30 April 2010

From : Koç Holding A.Ş. Investor Relations
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Subject : Appointment of the Consumer Durables Group President

Further to the retirement of Aka Gündüz Özdemir, the President of Consumer Durables Group, Koç Holding Board of Directors resolved in their meeting dated 30 April 2010 to appoint Levent Çakıroğlu, in addition to his current duty as the CEO of Arçelik A.Ş., as Koç Holding Consumer Durables Group President as of 30 April 2010.

We hereby declare that our above statement is in conformity with the principles included in the Capital Market Board's Communiqué, Serial VIII No.54, that it exactly reflects the entire information we received; that the information complies with our records, books and documents; that we have endeavored to obtain the correct and complete information relative to this subject and that we are responsible for the declarations made in this regard.