



## *Koç Holding Announcement*

**Date of Announcement** : 17 April 2009

**From** : Koç Holding A.Ş. Investor Relations  
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**Subject** : Organization change

Our Board of Directors resolved the following organizational changes in their meeting dated 17 April 2009 that will be effective at Koç Holding A.Ş. as of 20 April 2009:

- Turgay Durak, President of the Automotive Group, has been appointed as the Acting CEO, in addition to his existing role.
- Tayfun Bayazıt has been appointed as the President of Banking and Insurance Group, responsible from Koç Financial Services, Yapı Kredi Bank and all its subsidiaries, and Koç Consumer Finance.
- Due to the retirement of Hasan Bengü, the companies in the Foreign Trade and Tourism Group will report to Ömer Bozer, the President of Food and Retailing Group. Consequently, the Group will be renamed as Tourism, Food and Retailing Group. Due to the nature of its operations, Tanı Pazarlama ve İletişim Hizmetleri A.Ş. will also report to this Group.

We hereby declare that our above statement is in conformity with the principles included in the Capital Market Board's Communiqué, Serial VIII No.39, 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.