



Date of Announcement : 23 December 2009

From : Koç Holding A.Ş. Investor Relations
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Subject : Announcement from Y. Ali Koç regarding his sale of Koç Holding shares

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 1,583,445 nominal value at the price range of 4.26 – 4.30 on 22 December 2009. Following this transaction, my shares/voting rights at Koç Holding A.Ş. have reached 3.05% as of 22 December 2009. The details of the transaction are provided below:

Yıldırım Ali Koç
Member of the Board of Directors

Date of Transaction	22.12.2009		
Type of Transaction	Sale		
Nominal Value of the Shares Subject to the Transaction (TL)	568,512	305,319	709,614
Transaction Price (TL/share)	4.26	4.28	4.30
Transaction Value (TL)	2,421,861.12	1,306,765.32	3,051,340.20
Nominal Value of the Shares Before the Transaction (TL)	75,330,218.3		
Share in the Company Before the Transaction (%)	3.12		
Nominal Value of the Shares After the Transaction (TL)	73,746,773.3		
Share in the Company After the Transaction (%)	3.05		