

KOÇ GROUP STARTED TO PLANT FORESTS IN TEKIRDAG, MERSIN, AND BATMAN AS PART OF ITS FORESTATION PROJECT, "FOR MY COUNTRY". THE PROJECT, IS TO CONTINUE WITH FOUR OTHER CITIES

As part of the "For My Country" project, Koc Group is set to plant 700,000 trees this year in the most needy areas of Turkey through donations from Koç Group companies, employees, dealers, and suppliers. Planting ceremonies were held simultaneously in Tekirda•, Mersin, and Batman. Attending the ceremony in Tekirda• were Prof. Dr. Veysel Ero•lu, the Minister of Environment and Forestry, and Mustafa V. Koç, the Chairman of Koç Holding Board of Directors.

In its 80th anniversary, Koç Group launched the "For My Country" project in 2006. The project's 2008 program includes planting 700,000 trees, with the first forestation taking place in Tekirda•, attended by Prof. Dr. Veysel Ero•lu, the Minister of Environment and Forestry, and Mustafa V. Koç, the Chairman of Koç Holding Board of Directors.

In collaboration with the Ministry of Environment and Forestry and the TEMA Foundation, forestations were started in Mersin and Batman concurrent with the Tekirda• plantation ceremony. Tüpra• General Manager, Yavuz Erkut took part in the Batman forestation.

Koç Group companies, employees, dealers, and suppliers have all given tremendous support as volunteers to the 'For My Country' project in an effort to increase awareness of global warming and eventually slow it down. A donation of 5 YTL was deposited for each tree in the TEMA Foundation's bank account to generate the necessary funds for the 700,000 trees.

Mustafa V. Koç: "With this project, we will forestate an area equal to the size of 650 football fields.

In delivering his speech at the tree planting ceremony in Tekirda•, Mustafa V. Koç, the Chairman of the Koç Holding Board of Directors, said: "Although Turkish culture has an intuitive tradition of philanthropy and charity, we must also develop and participate in projects that address social problems. With this premise in mind, we launched the 'For My Country' project three years ago." Koç also stated that the understanding in many companies of what corporate social responsibility truly entailed had changed and that the days of handing over a check to a foundation or a non-governmental organization and then just standing by while they did the rest was now over. Moreover, Koç expressed that the Koç Group was a strong family of a hundred-thousand- employees and dealers and continued to affirm: "We wanted to show what could be achieved by internalizing corporate social responsibility at a personal level." Mustafa V. Koç stressed their focus on the environment in 2008 by explaining, "We're planting 700,000 trees all across Turkey. With this project, we intend to give back forest ranges amounting to the size of 650 football fields to make up for the losses we suffered from devastating forest fires this summer."