

KOÇ HOLDING IS AGAIN LISTED AMONG THE COMPANIES CHALLENGING THE WORLD THIS YEAR

Koç Holding won a spot on the list of 100 companies cited by Boston Consulting Group (BCG) every year as “The 2009 BCG 100 New Global Challengers: How Companies from Rapidly Developing Economies Are Contending for Global Leadership.” Koç Holding’s determination to become a global leader played an important role in securing a place on the list. Koç Holding CEO, Dr. Bülent Bulgurlu, noted that, “the fact that we are listed among 100 companies in this research conducted every year is proof of our success, both in our global vision and growth strategy focusing on productivity.”

As in the previous year, Koç Holding succeeded to rank among the companies this year as researched by Boston Consulting Group (BCG), one of the most prominent consulting companies in the world, whose list comprises the “100 Companies Challenging the World in Rapidly Developing Countries.” The report – the 2009 BCG 100 New Global Challengers: How Companies from Rapidly Developing Economies Are Contending for Global Leadership – is based on a detailed screening of companies selected from various areas and industries. Represented on the list are 100 companies from 14 countries.

The zeal to stretch abroad for continual growth brought success.

Factors influencing Koç Holding’s presence on the list for two successive years were three-fold: a determination to become a global leader, an active expansion strategy in foreign markets based on reaching global resources, and a strategy for constant and stable growth. The report emphasized that the companies on the list came to the forefront thanks to their international partnerships and management teams, all of whom have a global perspective.

Koç Holding CEO Bulgurlu: “We have confidence in our future.”

Koç Holding CEO, Dr. Bülent Bulgurlu, stated that being listed among Boston Consulting Group’s first 100 companies spoke for Koç Holding’s global vision. “Koç Holding retained its place on the list thanks to a resilient financial structure, a dynamic approach to international partnerships, and success in cost management – balancing our revenue in a climate of global economic crisis. As Koç Holding, we are positioned as a global power and are taking steps within that framework. In a sense, this research confirms our success in implementing that strategy and enables us to look to the future more confidently,” he added.

The list was finalized after a detailed research process.

The main factors attributing to the success of the first 100 companies were noted in the report; especially examined were strategies catapulting a

company to a global leadership position, thereby stamping an indelible global mark. During the research process, interviews were conducted with CEOs to obtain detailed information on international growth strategies, future visions, and the current situations of companies selected from various areas and industries. In addition, a company's growth performance and makeover in responding to the global economic crisis were also assessed.

Found in the competing companies were six strategies of globalisation: creating global brands, fostering innovation, assuming global category leadership, monetizing their natural resources, rolling out new business models to multiple markets, and acquiring natural resources. Also underlined in the report were those competing companies just at the beginning of their rise as a global player.