

October 27, 2009

Koç Holding and GE Sign 'Memorandum of Understanding' for Water Projects

Koç Holding and **GE Power & Water**, a business unit of GE, one of the world's foremost companies, signed a **Memorandum of Understanding** for water treatment and reuse. Signed at Koç Holding headquarters in Nakkasstepe, the memorandum covers joint projects for desalination, waste water treatment, and mobile water solutions to be developed by the two corporations.

In a statement regarding the memorandum, **Dr. Bülent Bulgurlu, Koç Holding CEO**, remarked that "The steps we take at Koç Group are not only pertinent for today but also for 20 years hence. In experiencing a current water shortage, our country may be destined to suffer as a water-poor country within 20 to 25 years unless necessary measures are taken." Bulgurlu stated that in today's world, where the effects of global warming were being experienced with natural water resources rapidly being exhausted, the importance of converting sea water to tap water in a cost-effective manner and reusing waste water after treatment is increasing very quickly. Bulgurlu asserted that, within the framework of the signed memorandum, they would start working intensively to raise awareness in our country, with the help of GE, a leader of technologies in this field. Bulgurlu said that there were currently more than 13,000 desalination facilities throughout the world and believed that, with both the build-operate-transfer and build-operate models, similar projects would soon be realized in Turkey as well.

Heiner Markoff, President and CEO of the GE Water Technologies business unit, stated that the present memorandum of understanding signed with Koç would ensure further development of Turkey's water industry: "This memorandum is an example of GE's determination to create global sustainable water resources through the reuse of water." He went on to say that "GE continues to produce technology and solutions to solve the most difficult problems of the world pertaining to water shortages, water quality, energy efficiency, and the environment. With these projects soon realized with Koç Holding, we aim to contribute to optimizing Turkey's use of water resources."

GE's Water Technologies, operating in 130 countries, with approximately 8,000 employees around the globe, is bringing advanced technologies to experienced professionals to solve the world's most challenging problems: cultivating water resources and quality, increasing efficiency, and lowering costs.

About Koç Holding:

Koç Holding (İMKB: KCHOL) is an industrial and service companies group with 68,000 employees, 12,000 dealers, agencies and after sales services, having achieved a consolidated turnover of \$43 billion in 2008. Koç Holding is persistent in implementing a world-class corporate governance, corporate social responsibility projects, and environmental principles and ethical values. For more information, visit the company's Web site at <http://www.koc.com.tr>.

About GE:

GE (NYMKB: GE) is a versatile global infrastructure, finance, and media company established to fulfill the basic needs of the world. GE provides services in many sectors, from energy, water, and transportation to healthcare, finance, and information access, with more than 300,000 employees throughout the world in more than 100 countries. For more information, visit GE's Web site at <http://www.ge.com>.