

-- Koç Holding among Leading Companies from Emerging European Economies --



(New York -- 30 March 2006) Mustafa V. Koç, Chairman of the Koç Holding Board of Directors, announced his company's commitment to the United Nations Global Compact today, in a personal meeting with UN Secretary-General Kofi Annan at UN Headquarters in New York.

Koç Holding is Turkey's leading industrial conglomerate and the country's largest private employer with more than 87,000 employees.

"While expanding as a group of companies, we are fully aware of our responsibilities towards society. Therefore, joining the Global Compact comes naturally as an expression of our commitment to a more sustainable global economy," said Mr. Koç. "I am also very honored by the fact that the Secretary-General has given me the opportunity to personally share our support of this important initiative and the United Nations' universal values."

Mr. Koç further underlined the importance of participating in this international platform aiming to promote Corporate Social Responsibility. He also said that the Koç Group's philosophy was based on respecting the principles of Social Responsibility as a natural process in all professional activities.

"We welcome the commitment of Koç Holding to the Global Compact," said Georg Kell, Executive Head of the Global Compact. "This will be a major factor in advancing the Global Compact principles and the concept of corporate responsibility in Turkey and the entire region."

About the UN Global Compact



Launched in 2000, the UN Global Compact brings business together with UN agencies, labour, civil society and governments to advance universal principles in the areas of human rights, labour standards, the environment and anti-corruption. With more than 2,500 participating companies in over 90 countries, it is the largest voluntary corporate citizenship initiative in the world. More than 45 local networks advance the Global Compact's principles at the national and regional level. For more information, please visit www.unglobalcompact.org and www.koc.com.tr

About Koç Group

Koç Group, a Fortune 500 multinational conglomerate established in 1926 by Vehbi Koç, is leader in Turkey's energy, automotive, financial services, durable goods and retail industries. Koç Group is comprised of 106 consolidated companies, 87,000 employees, a local distribution network of 12,000 dealers and an overseas presence that includes 31 companies and 11 offices in 23 countries. Including recent

acquisitions, Koç Group's combined revenues are expected to reach approximately \$50 billion in 2006.

Earnings stability, sustainable growth, increasing shareholder value and long-term relationships with business partners characterize the Koç Group. As the largest conglomerate in Turkey, Koç Group is committed to providing value to all its stakeholders by applying the best international practices in corporate governance, social responsibility, environmental protection, customer satisfaction and human resource management. For more information, please visit www.koc.com.tr