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**Koç Group consulted with dealers and assessed the overall situation during its
“Anatolian Meetings”**

KOÇ GROUP MEETS WITH 500 DEALERS IN DENIZLI

Koç Group met with 500 of its dealers, which it describes as its biggest competitive advantage, from different regions at the 17th “Anatolian Meetings” in Denizli. At the meeting, Koç Group consulted its dealers and assessed the overall situation with the participation of Mustafa V. Koç, the Chairman of the Board of Koç Holding, Turgay Durak, the CEO of Koç Holding, and Koç Holding Group Presidents. While in Denizli for the Anatolian Meetings, Mr. Koç visited the event facilities of Pamukkale University, host to the Koç Fest University Sports Games

Organized by Koç Group, the 17th “Anatolian Meetings” took place in Denizli with the participation of Mustafa V. Koç, the Chairman of the Board of Koç Holding, and Turgay Durak, CEO. In his speech, Mr. Koç described the proximity to consumers, achieved through the strong and effective dealer organization that represents the face of the Koç Group, as one of the most formidable competitive weapons. Mr. Koç assessed the current economic situation in the world and in Turkey, and shared his predictions.

Mr. Koç noted that the worst of the global crisis, which emerged in 2008 and was felt more intensely in 2009, was behind us, but that a more modest growth rate was in store compared to the dazzling growth rates of the past. He emphasized that the Koç Group remains cautious.

“Turkey will grow faster than expected though pressure in the Euro zone will continue” says Koç

Mr. Koç stated that the IMF's 2010 growth forecasts, announced in recent weeks, indicated higher than anticipated growth compared to January for many countries, including Turkey. The American economy, the source of the crisis, has also picked up speed, although the turbulence experienced in the Euro zone regarding the anticipated growth is causing concern, he added.

The phase Europe is currently going through is of direct concern for Turkey, which exports mainly in Euros and imports mainly in Dollars. Mr. Koç said that with a forecast growth rate that is faster than that of many other countries, the balance of trade in Turkey needs to be maintained.

The effects in Turkey of the crisis developing in Europe will be limited by the “Fiscal Rule Law”

Mr. Koç stated that developments prompted the government to take action and the draft “Fiscal Regulation Law” is the correct measure to limit the effects of the crisis developing in Europe.

Used to boost confidence in and stability of an economy, fiscal rule provides a sustainable deficit rate and a sustainable debt ratio in the long run. It aims to bring down country risk premium significantly and permanently, and augments predictability, he added.

Heightened consumer confidence and an IMF forecast growth rate of 5 percent point to a more robust year compared to 2009, Mr. Koç said. He reiterated, however, that “We need to remain cautious”.

We gained significant share on the global market, and realized our strategic targets

“We differentiated ourselves considerably in recent years by our strategies and crisis projections. We restructured our portfolios by adjusting to the changing global

situation, and pursued a sound financial structure emphasizing risk management and cautious crisis management,” Mr. Koç explained. He also noted that the Koç Group gained significant market share and expanded in every business it focused on in the global market.

“The key factors behind our success are our exceptionally large and effectively operated dealer organization, our leading companies in their respective industries, our production and R&B ability, and our devoted employees.”, Mr. Koç said. This, combined with our corporate governance and sense of social responsibility, has moved us up among the leading companies worldwide, he added.

We will remain innovative, competitive, and profitable

Mr. Koç said that Koç Group plays a leading role in meeting the country’s energy needs and would remain as the leader in this business. Koç’s automotive companies, anticipating new balance of power in the global automotive industry, would remain the driving force of the business. And Koç’s leading consumer durables brands continue to preserve their profitability with an increasing rate which is higher compared to their competitors globally, he stressed. The BEKO brand, which achieved the fastest growth in market share in Europe ranked among the top ten best-selling brands in the world in eight main product categories, according to Mr. Koç. The financial industry managed to hold onto its strong position standing despite the difficulties that have plagued the operations of financial companies, said Mr. Koç, adding that thanks to its successful operations, Yapı Kredi continued its trek to the top by ranking as the fourth biggest bank in Turkey.

Mr. Koç stated that “Our group will continue to be productive, innovative and profitable in the sectors in which Koç Group operates to boost the success we have already achieved with our companies and brands.”

Our objective is to see more Turkish athletes in international arenas

Visiting Denizli during the “Anatolian Meetings”, Mr. Koç visited the event facilities of Pamukkale University, where the Koç Fest University Sports Games were taking

place. He watched the Koç Fest Universities Women's Futsal Championship match and presented the cup to Gazi University and the Most Valuable Player award to Gazi's Tuğçe Günoğlu. Mr. Koç noted, "We encourage the spirit of sportsmanship among our youth, and help them experience the core of this spirit, the fellowship, unity, solidarity, and fair play during the university years."

He continued, "In developed countries, many athletes make important progress during their time at university and go on to represent their countries internationally. We are aiming that our country will become more successful in the international sports arena and our athletes will develop themselves by continuing sports with the support we provide. We believe this project is a major step in that direction."

The second-placed winner, Aksaray University, received its cup from Turgay Durak, the CEO of Koç Holding, and Dr. Kemal Tamer, the President of the Turkish University Sports Federation (TÜSF). Bülent Bulgurlu, the member of the Board of Directors, presented the third-place cup to Ege University.

"We will invest 2.2 billion Turkish liras and create new employment opportunities for two thousand people" says Turgay Durak

Speaking to Koç Group dealers at the meeting in Denizli, the CEO of Koç Holding Turgay Durak said that crucial to the corporation's success were Koç Group's dealers, who have walked alongside the company for many years. Mr. Durak expressed his pleasure at having made new investments valued at 1.7 billion Turkish liras in 2009, despite the difficult times. Mr. Durak stated that the company was responsible for 8 percent of Turkey's total exports. "We believe and continue to support the Turkish economy. We will invest 2.2 billion Turkish liras in the coming period to support the economy, achieve our goals, and create jobs for nearly two thousand people," he said.