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KOÇ HOLDING INVESTED 500 MILLION TURKISH LIRA, CREATED NEARLY 4,000 NEW JOBS, AND CONTINUED TO BOOST ITS TURNOVER AND PROFITABILITY IN THE FIRST HALF OF 2010

According to its 2010 first half results, Koç Holding boosted its consolidated sales revenue 23 percent to 24.596 million Turkish Lira, operating profit 14 percent to 2.002 million Turkish Lira and net profit 15 percent to 766 million Turkish Lira.

Koç Holding CEO Turgay Durak said that Koç Holding made a serious leap forward in domestic and international sales revenues compared to the first half of 2009, despite the difficulties in global markets and ongoing concerns about a double-dip. Mr. Durak stated that the holding strived to strengthen its role as a leading company in Turkish industry on the one hand, and best represent the country on world markets on the other.

Mr. Durak also emphasized the importance that Koç Holding attaches to efficiency, R&D spending, and quality of service – as a means of differentiating from global competitors by simultaneously offering reasonable cost and high quality.

EXPORTS REVENUES SOARED 48 PERCENT COMPARED TO H1 2009

Koç Holding sought to increase its market share in international markets even during the global crisis that has raged for the last two years. Mr. Durak revealed that the group boosted its combined export revenue by 48 percent over the same period of last year to more than \$5 billion in the first half of 2010.

CAPACITY UTILIZATION RATES RISING RAPIDLY, INVESTMENTS CONTINUE

When disclosing the group's financial results, Koç Holding CEO Turgay Durak stressed that contribution to the national economy and to the future are always a priority, in both the main lines of business and in the area of social responsibility. Mr. Durak stated that after the stagnation experienced in particular in the first quarter of 2009, Koç Holding made serious leaps forward in capacity utilization rates in all the industries it focused on. Indeed, the group invested more than half a billion Turkish lira in the first half of 2010 and will continue to accelerate its investments in the second half as well, added Mr. Durak.

EMPLOYMENT ON THE RISE

Employment figures at Koç Holding companies that are subject to consolidation rose to 71,818 as of end-June 2010, up from 67,988 in the first half of 2009. Mr. Durak noted that the holding had completed numerous infrastructural preparations to operate at full capacity once the global economic situation improves.