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KOÇ HOLDING INITIATES BLOOD DONATION CAMPAIGN: EMPLOYEES AND DEALERS TO PARTICIPATE IN THE “FOR MY COUNTRY” PROJECT

KOÇ HOLDING “I’M DONATING BLOOD FOR MY COUNTRY” CAMPAIGN KICKS OFF

Inspired by its founder Vehbi Koç’s words, “I exist if my country exists”, Koç Holding launched the “For My Country” project in 2006. As the application of 2010 of the project, the group begins the “I’m Donating Blood for my County” project with the cooperation of the Turkish Red Crescent. This campaign aims to expand the number of regular volunteer donors by raising awareness about the importance of blood donation. The dealers and the employees in the head offices and plants of all Koç Group companies will lead campaigns in 81 cities throughout the year, with the support of the Turkish Red Crescent.

“Koç Community will continue to do its part to the utmost of our powers, participating in the solutions to the issues faced by our nation” Mustafa V. Koç stated at the press conference for the blood donation campaign.

Now in its fifth year of the ‘For My Country’ project, initiated in 2006, Koç Holding aims to provide public awareness by drawing attention on blood donation which is vital for the human health. All of the employees and dealers of Koç Group will show complete support this year as well, for the ‘For My Country’ project, which aims to spread the citizenship awareness. Mustafa V. Koç, Ali Y. Koç and Koç Holding executives and employees were the first ones who donated blood.

In Turkey, only 1.5 percent of the population donates blood, compared to the 5 percent in the West

Mustafa V. Koç said that the Group has focused on an issue that is vital for public health this year, as part of the “For My Country” project. “Blood is a unique means of treatment, whose sole source is the human from the past to the present, and which does not have any alternative ways to be obtained.

“We need 1.8 million units of blood in our country every year and this need is increasing day by day,” he said. “In developed countries, 5 percent of the population donates blood voluntarily whereas this number is only about 1.5 percent in Turkey,” Mustafa V. Koç emphasized. “Developed countries get 82 percent of their blood from volunteer blood donors and perform all the screening tests, but this ratio reaches only 33 percent even with the support of the mobile teams in our country. Accordingly, spreading blood donations and improving the number of regular blood donors is a crucial issue. We will conduct the “I’m Donating Blood for My Country” campaign with the Turkish Red Crescent this year, and aim to raise awareness about the vital importance of donating blood for human life and increase the number of voluntary, conscious and regular donors.”

“All of our employees and dealers will also support this campaign”

Mustafa V. Koç indicated that, every year, the project is launched on May 31, the founding anniversary of the Koç Group and added that this date has a distinct importance and value for them.

Mustafa V. Koç said that they are happy and thrilled for celebrating the founding anniversary of the Group by developing solutions for our social problems. “For My Country” project has two stages that will be implemented simultaneously. In one hand, we will lead the campaign with our employees who are working in the head offices and facilities of all the Koç Group companies. On the other hand, our partners will take on the role of ‘For My Country’ ambassadors in 81 cities, with the support of the Turkish Red Crescent”.

“We aim for nationwide participation in the campaign”

Mustafa V. Koç stated, “Our aim and hope is to provide that the participation is not limited with us, instead, spreading this awareness and the habit of being regular blood donors to nationwide” and added, “Living requires responsibility”. As Koç Community, we will continue to do our part and take responsibility as much as we can with regard to the issues our country faces.”

About “For My Country”...

Launched on May 31, 2006, to coincide with the 80th anniversary of Koç Holding’s foundation, ‘For My Country Project’ celebrates its fifth year with the intention of raising awareness of responsible citizenship among Koç Group employees and vendors.

*Rather than organizing lavish celebrations each year on May 31, we aimed to actualize projects throughout Turkey which will create differences **for our country** and carried out 387 distinct projects in the first two years of ‘For My Country’ project by offering local solutions for the problems which have been distinctly detected in each region of Turkey . In 2008, we focused on a single issue and planted 700,000 saplings in 7 regions, and constituted “Koç Group For My Country Forests” in an area that in total is the size of 1,750 football arenas.*

*In 2009, we worked with The Turkish Foundation for Combating Soil Erosion, for Forestation, and the Protection of Natural Habitats (TEMA) in the cities where the forests are located, and offered environmental training to children in 81 cities. Over 18,000 children participated in “Children Saving the World”, learning and becoming aware of nature and the impact of our actions on our surroundings. This year will see the launch of our “**Blood Donation Campaign**” with the cooperation of the Turkish Red Crescent.*