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KOÇ HOLDING ANNOUNCES FIRST QUARTER RESULTS

Koç Holding's total sales grew 27 percent to 11.104 billion Turkish liras, and net profits surged to 359 million Turkish liras.

Turgay Durak, the CEO of Koç Holding, stated that the company would continue focusing on productivity in 2010 as well. Koç Holding plans to invest 2.2 billion Turkish liras in 2010 and create over 2,200 new employment through new investments and increased capacity usage rates, according to Mr. Durak.

A Successful Start to 2010

Turgay Durak, the CEO of Koç Holding, announced that all Koç Group companies started off 2010 well thanks to the company's productivity-focused strategies and the economic revival following a difficult year. Their first quarter performance was in line with 2010 targets announced at the beginning of the year, he noted.

Koç Holding's total sales were up 27 percent to 11.104 billion Turkish liras in the first quarter of 2010, and that net sales surged to 359 million Turkish liras.

Strong Performance in All Business Areas

Mr. Durak was pleased to note that all main business areas performed successfully. "We maintained our leading positions with Tüpraş in the refining business and Arçelik in the consumer durables space, and performance compared to our global competitors," he continued.

Yapı Kredi Bank both improved its asset quality in the first quarter and outperformed the banking industry averages in credit and deposit growth.

"Our companies in the automotive industry, as the leaders in Turkey, carry out nearly 50 percent of manufacturing and exports. Ford Otosan and Tofaş rank among the top companies in terms of quality and productivity not only in Turkey but also in the global networks of Ford and Fiat. Our balance sheets are improving steadily, our

market shares are expanding, and the awards and ratings we have received worldwide make us and our country proud.”

Social Responsibility and Green Investments

Mr. Durak said that Koç Group would continue to create value added for Turkey with its corporate social responsibility projects and its green investments. The group will maintain its productivity-focused strategies in 2010 without making a concession, and plans to invest 2.2 billion Turkish liras this year and create over 2,200 new employment thanks to new investments and increased capacity usage rates, explained Mr. Durak.

Importance of Risk Management and Stable Portfolio Structure

In his speech, Mr. Durak emphasized once again the importance that the Group places on risk management. Accordingly, the Group carefully monitored the growth rate in exports, the development of economic growth, and heightened demand in Turkey country, he added. The Group has a sound structure thanks to the measures taken against economic fluctuations, which also enabled it to look for new investment opportunities, said Mr. Durak.