



KOÇ HOLDING

Turkey's Leading Investment Holding Company
creating one common legacy for more than 90 years

Ticker: KCHOL
 Mcap*: TL 35bn
 Free Float : %22
 Foreign ownership in FF: 84%
 *as of 31 December 2016

TURKEY'S LEADING INVESTMENT HOLDING COMPANY

Koç Group is Turkey's largest industrial and services group in terms of revenues, exports, employees, taxes paid and market capitalization on the Borsa İstanbul.

LEADING POSITIONS IN STRATEGIC, LUCRATIVE BUSINESSES

Koç Holding has leading positions with strong competitive advantages in various sectors, such as energy, automotive, consumer durables and finance, which offer strong long-term growth potential.

HIGHLY TRANSPARENT PORTFOLIO, with c.90% of NAV in listed companies

SECTORS	Main Companies / Int. Partnerships	Market Position
ENERGY		
Refinery	Tüpraş*	Leader - Sole player
Fuel Distribution	Opet	2 nd - 18%
LPG Distribution	Aygaz*	Leader - 29%
AUTOMOTIVE		
Automotive production	Ford Oto.* / Ford Motor	Leader - 48%
Automotive sales		Leader - 22%
Passenger cars	Tofaş* / FCA	3 rd - 13%
Commercial vehicles		Leader - 52%
Auto retail	Otokoç	#1 in car rental
Farm Tractors	TürkTraktör* / CNH	Leader - 47%
Defense Industry	Otokar*	
CONSUMER DURABLES		
White Goods & Consumer Electronics	Arçelik*	Leader - c. 50%
FINANCE		
Banking	Yapı Kredi Bankası* / UniCredit	4 th largest private bank in terms of asset size
Leasing, Factoring, Brokerage		

Koç Holding has the right size to benefit from economies of scale and it continuously out-performs the growth rates of Turkey

Combined Revenues / GDP* **6%**

Total Exports / Turkey's Exports* **9.5%**

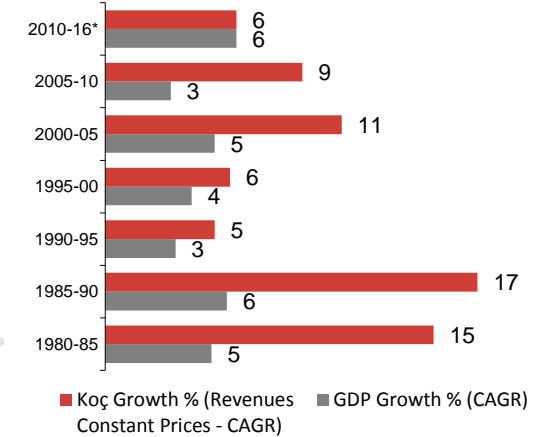
Total Market Cap. on Borsa İstanbul* **20%**

* As of year-end 2016

Key Figures (Consolidated)

(mn TL, 31 Dec 2016)

Revenues	70,932
Operating Profit	6,949
Profit Before Tax	5,443
Net Profit	5,276
Net Profit to equity holders of the parent	3,460
Total Assets	88,071
Total Equity	36,866
Shareholders' Equity	25,826



* Data as of 2016 (2016 GDP number is based on the Government's expectation)

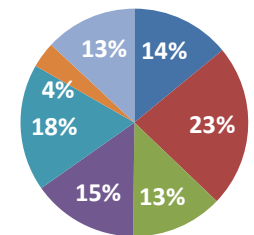
Highly diversified portfolio
 resilient to different risk profiles

29%



Share of international sales in combined revenues

NAV Breakdown (2016)



■ Finance
 ■ Automotive (other)
 ■ Refining
 ■ Other
 ■ Automotive (PC+LCV)
 ■ Consumer Durables
 ■ Oil & Gas Distribution

Koç Holding is mainly owned by Koç family members with 22.2% in free float.

• Listed companies, market positions as of year-end 2016