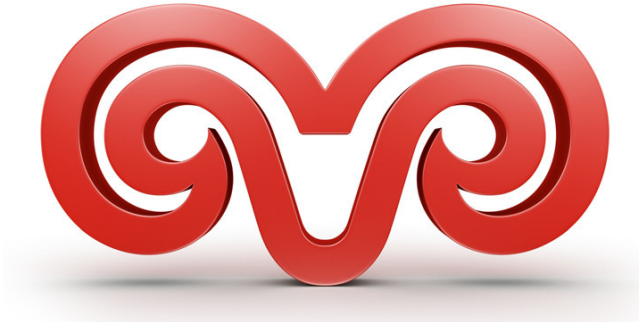


Koç Holding



TURKEY'S LEADING HOLDING COMPANY

November 2015

Koç Group History

- Today** Turkey's largest industrial and services group
- 2006-08** Proactive disposals
- 2006** Koç Holding signs the UN Global Compact
- 2005-06** Acquisition of Tüpraş, Yapı Kredi Bank & Tansaş
- 2003** Third generation of Koç Family takes the reins
- 2001** Financial services consolidated under one roof
- 2000s** A new vision for the new millennium
- 1996** The end of an extraordinary life; Vehbi Koç passes away
- 1994** Vehbi Koç receives UN World Population Planning Award
- 1990s** Koç Group grows in banking
- 1987** Vehbi Koç is "Businessman of the Year" (Int'l Chamber of Commerce)
- 1984** Second generation of Koç Family takes over
- 1970s** Growth and exports
- 1970** First public offering
- 1963** Establishment of Koç Holding A.Ş.
- 1961-63** Expanding the areas of activity
- 1960s** International partnerships
- 1940s** First industrial ventures
- 1938** The first joint stock company: Koç Ticaret A.Ş.
- 1926** Official foundation of Koç Group

Koç Holding's foremost objective is to continue to create higher added value for all its stakeholders and manage all its activities according to international standards of corporate governance, customer satisfaction, social responsibility and environmental protection principles.

Koç Group carries on the journey which began in 1926, according to a growth strategy rooted in efficiency and productivity.



KOÇ GROUP 2014 RESULTS

Consolidated Revenue

- USD 31,2 Billion

Consolidated Operating Profit

- USD 1,4 Billion

Over 100 Companies

- 85,500 Employees



Leadership Positions in Strategic and Lucrative Business Lines

Energy



Main Companies

Tüpraş* / Aygaz* / Opet / AES Entek

International Alliances

AES Corporation

Domestic Market Position – Market Share

Sole petroleum refinery in Turkey

#1 in LPG distribution – 29%

#2 in petroleum products distribution – 19%

Automotive



Main companies

Ford Otosan* / Tofaş* / TürkTraktör* / Otokar* / Otokoç

International Alliances

Ford Motor Co. / Fiat Auto S.P.A.
Case New Holland

Domestic Market Position – Market Share

#1 in total automotive – 27%

#1 in passenger cars – 17%

#1 in commercial vehicles – 49%

#1 in farm tractors – 50%

#1 in automotive retailing

Consumer Durables



Main Companies

Arçelik*

International Alliances

LG Electronics
(Air conditioner manufacturing)

Domestic Market Position – Market Share

#1 in refrigerators, washing machines, dishwashers and ovens – 50%
#1 in TVs and air conditioners

Finance



Main Companies

Yapı Kredi Bankası*

International Alliances

UniCredit

Domestic Market Position – Market Share

#4 in total banking assets among private banks

#1 in credit cards – 19% (outstanding volume)

#1 in leasing – 17%

#1 in factoring – 15%

#2 in investment fund – 17%

Other Business



Main Companies

RAM Foreign Trade
(Aviation and International Business Development)

International Alliances

Boeing Commercial Aircraft
Sikorsky Aircraft

Setur (Tourism)

Divan Hotels (Tourism)

Koç Sistem (IT)

Koçtaş (DIY Retailing)

RMK Marine (Defence)

Tat Kerve (Food)



Ram Dış Ticaret A.Ş.



Ram Foreign Trade Company Company Profile



Ram Foreign Trade Company

- **Ram** is the foreign trade company of **Koç Holding** (www.koc.com.tr) ,the biggest conglomerate of Turkey.
- **Ram** has been leading the Turkish Foreign Trade Sector since its foundation in 1970.
- **Ram**, with its specialized sales force,with annual turnover over **USD 400 million**, and support of **Koç Holding**, continues to strengthen its role in the world markets and locally as a leading Turkish International Trade Company.
- **Ram** aims not only to widen its existing investments and network but also consistently adds new ones to them in the emerging and traditional markets.

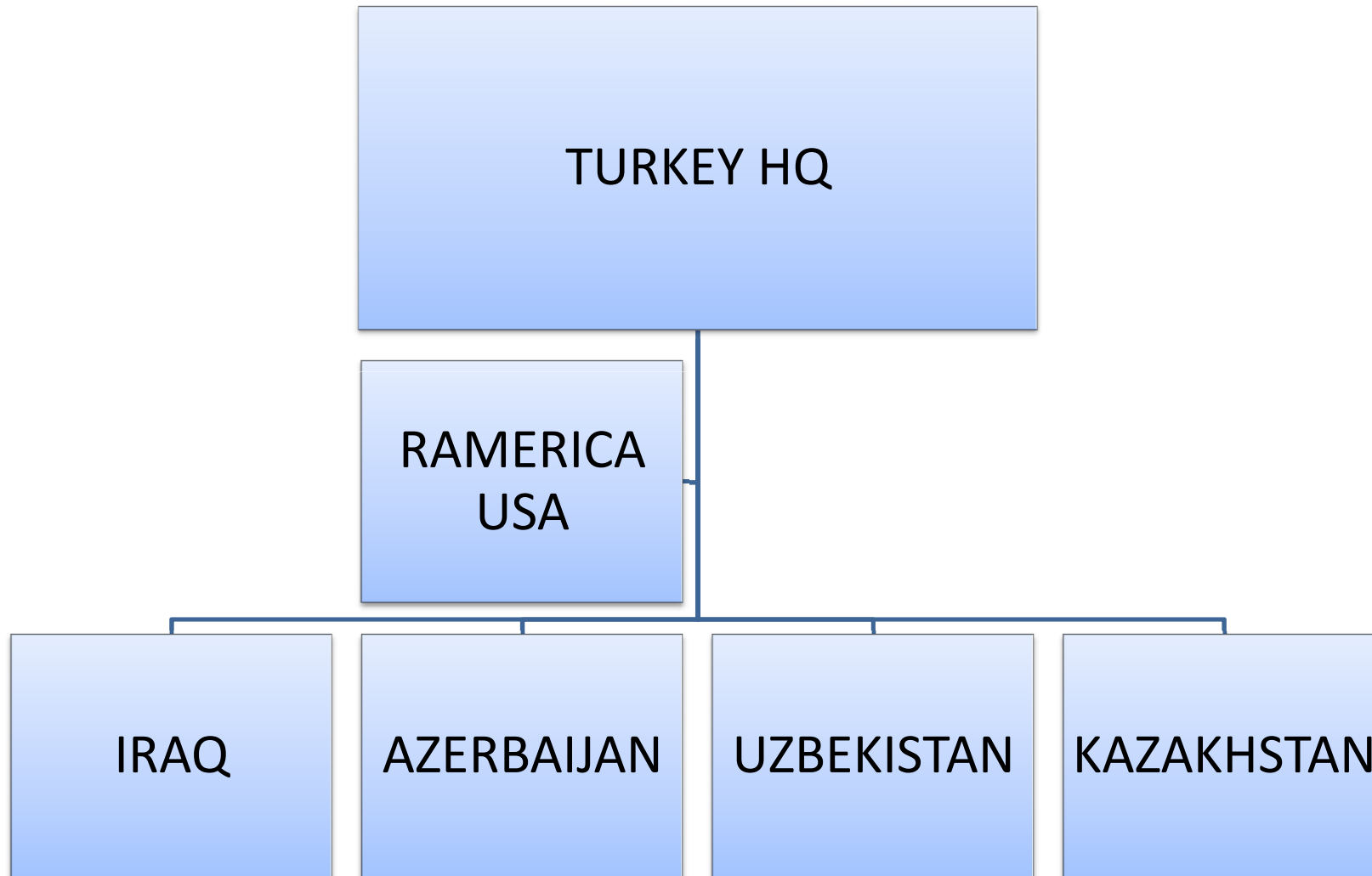


Ram Owes Its Strength To

- the vision and support of **Koç Group**,
- its specialized sales force,
- expertise & experience in foreign markets,
- established network of regional offices,
- consistency,
- reliability.



Ram's Regional Offices



Ram's Product & Services

Ram Products and Services:

- General Merchandising
 - Energy
 - Automotive
 - Durable Goods
 - Consumer Goods & Retailing
 - Construction Materials
- United Nations Contracts
 - Supply of wide range of products to United Nations Agencies
- Central Purchasing
 - Supply of steel to the end-users in **Koç Group**
- Representation
 - Boeing Commercial Aircraft Group
 - Sikorsky Aircraft Corporation



Ram's Product & Services

- **Energy:**

Ram acts as a business developer for Koç Energy Group operations with Tüpraş Refinery, Opet Oil Distribution Company and Aygaz LPG Distribution Company.



Ram's Product & Services

- Energy:

Ram develops export operations with Aygaz products, LPG cylinders, mobile heaters, barbecue grills, patio heaters, storage tanks, LPG valves and regulators.



Ram's Product & Services

- **Automotive:**

Ram exports a wide range of automotive products to cover passenger cars, light commercial vehicles, armored defense vehicles, medium/heavy trucks, all sorts of truck mounted super structures, semi-trailers, tankers and professional equipments, agricultural tractors, harvesters, tires and spare parts to back up full range.



Ram's Product & Services

■ Automotive



Ram's Products & Services

- Automotive



Ram's Product & Services

- Armored Defense Vehicles

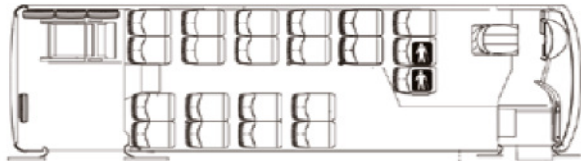


Ram's Product & Services

■ Automotive



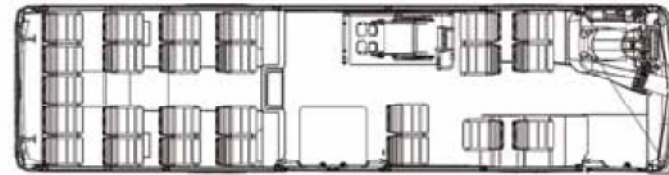
SEAT CONFIGURATION



21 SEATED + 18 STANDING + 1 WHEELCHAIR



SEAT CONFIGURATION



25 SEATED + 32 STANDING + 1 WHEELCHAIR



Ram's Product & Services

- Farm Tractors and Agricultural Implements:



Ram's Products & Services

- **Durable Goods:**

Ram exports refrigerators, air conditioners, TVs, washing machines, dishwashers, electrical and gas water heaters, stoves.



Ram's Products & Services

- Small Home Appliance Sourcing :



Ram's Products & Services

- **Hand Tools:**

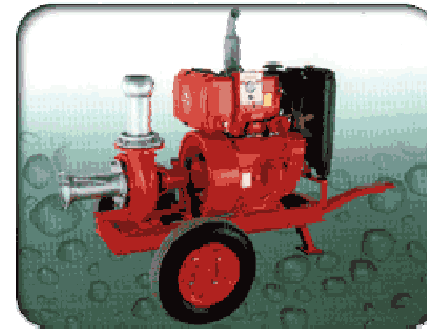
Ram supplies hand tools from China for local market.



Ram's Products & Services

- **Industrial products:**

Ram offers wide range of electric motors, generators and water pumps suitable for customer needs in export markets.



Ram's Products & Services

- **Construction materials:**

Ram supplies wide range of construction materials such as generators, pipes, glass wool, electrical products, cables, panels, accessories, electrical motors, and plumbing materials.



Ram's Products & Services

■ United Nations Contracts:

Ram being active in the region, has performed human aid contracts for many years. Ram had supplied vehicles, school bags, sanitary pads, baby diapers, mattresses, dignity kits to various United Nations Agencies.



Ram's Products & Services

- **Central Purchasing:**

Ram offers services and advantages through central purchasing synergies mainly to steel end-users in **Koç Group** and the sub-contractors of these companies.



Ram's Products & Services

■ Representation Business:

Ram, with the support of its established network in Azerbaijan, Georgia, Iraq, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan, is heavily involved in providing sales consultancy services to the worldwide known aircraft manufacturers, Boeing Commercial Aircraft Group and Sikorsky Aircraft Corporation.



RAM

- Ram, is a member of TRACE International, Inc. a non-profit global association that pools companies who complies with anti bribery business ethics.



RAM

Thank you!

RAM DIŐ TİCARET A.Ő

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