

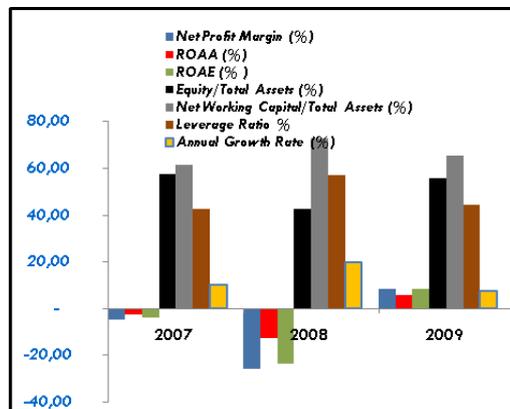
Corporate Credit Rating

**Non- Financial Sector
Holding**

ihlas Holding		Long Term	Short Term
International	Foreign currency	BB	B
	Local currency	BB	B
	Outlook	Stable	Stable
National	Local Rating	A (Trk)	A-1 (Trk)
	Outlook	Stable	Stable
Sponsor Support		2	-
Stand-alone		B	-
Sovereign*	Foreign currency	BB	B
	Local currency	BB	B
	Outlook	Stable	Stable

*Assigned by Japan Credit Rating Agency, JCR on February 1, 2010

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IHLAS HOLDING A.Ş.				
Financial Data	2009*	2008*	2007*	2006*
Total Assets (000 USD)	741,160	686,601	744,426	560,7337
Total Assets (000 TL)	1,115,965	1,038,347	867,033	788,166
Equity (000 TL)	620,997	444,777	498,091	478,576
Net Profit (000 TL)	46,097	-111,676	-17,905	-43,924
Net Profit Margin (%)	8.37	-25.74	-4.59	-11.44
ROAA (%)	5.88	-12.59	-2.50	-4.15
ROAE (%)	8.65	-23.69	-3.67	-8.87
Equity/Assets (%)	55.65	42.84	57.45	60.72
Net Working Capital/T.Assets (%)	65.48	72.90	61.75	51.52
Leverage Ratio (%)	44.35	57.16	42.55	39.28
Asset Growth Rate (%)	7.48	19.76	10.01	-14.50

*End of year

Overview

IHLAS HOLDING A.Ş. (ihlas Holding or Group), roots of which can be traced back to the 1970s, is one of the highly effective entrepreneurial group of companies in the production-distribution-customer line through its portfolio of 50 companies (5 of them publicly traded excluding the Holding itself) and a large dealer network. It has a very high level of internal synergies and horizontal and vertical integration operating in the fields of media, construction, education, health, tourism, mining, carbonated beverages, marketing, trade fair and event organization, the production of two and three-wheeled vehicles, the production of electrical and electronic small household appliances, internet and mobile services, warehousing, and financial asset management.

The largest qualifying shareholders of Ihlas Holding, shares of which began to be publicly traded on IMKB (ISE-Istanbul Stock Exchange) in 1994 and currently have a free float of 86.08% of its capital are **Enver ÖREN, Ph.D.** and **A.Mücahid ÖREN** from the **Ören Family**. They currently own a total of 12.73% of the company's shares.

The Group maintains its operations in Turkey, Middle East and neighbouring countries by a staff force of nearly 2,700 individuals.

Strengths

- Offering diversified services in the media field through an integrated structure,
- Having a broad-based marketing network of widespread dealers and effective distribution as a multi-faceted group operating in several sectors,
- All of the sectors involved in having a positive future outlook,
- Advances received above sector averages reducing the Group's need for costly funding resources,
- Continuity in conservation of its asset quality by full provisioning policies regarding warranties for products sold, losses in asset values and difficulties in collection of receivables,
- Optimum composition of its funding structure,
- Cessation of obligations and adverse effects assumed during the crises in 2000s.

Constraints

- Activities expenses exceeding principal activity revenues and putting pressure on profitability due to high amounts of provisioning costs and incidental penalties and indemnities paid,
- Trade payables item having a predominant position among external resources complicating liquidity management,
- High amounts of off-balance sheet commitments and contingencies,
- Capital erosion caused by the losses of two successive years,
- High level of doubtful receivables ratios,
- Threat imposed by the sectoral competition on the sustainability of market shares,
- Absence of systems for corporate and comprehensive financial risk management and customer scoring,
- Additional possible legal risks other than the ones having occurred to date to be imposed by the former shareholder structure and previous activities of Bayındır Madencilik,
- Inadequate resources allocated for R&D studies.

Publication Date: November 22, 2010

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