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KOÇ GROUP PROVIDES 5,000 CONTAINER DWELLINGS FOR 20,000 EARTHQUAKE SURVIVORS, SENDING MESSAGE OF HOPE**KOÇ HOLDING CEO LEVENT ÇAKIROĞLU: “WE DESIGNED ‘HOPE TOWNS’ NOT ONLY AS SHELTER BUT ALSO AS PLACES FOR PEOPLE TO RECONNECT WITH LIFE.”**

- Koç Holding has been working tirelessly since the Kahramanmaraş earthquakes, providing comprehensive assistance throughout the stricken region without interruption.
- Consisting of 5,000 containers and capable of housing about 20,000 people, Koç Holding Hope Towns provide outstanding social living spaces. The towns have been set up in Adıyaman, Hatay, İskenderun, Kahramanmaraş, and Malatya under the coordination of AFAD with the involvement of other Koç Group companies.
- Created by consulting experts from different disciplines, Hope Town container city projects focus on four essential human needs: education, employment, sport, and social interaction.
- The Hope Town project model was developed using an agile management approach drawing on Koç Group companies’ history of collaborative expertise. It was developed in collaboration with national and international institutions and non-governmental organizations.
- Koç Holding CEO Levent Çakiroğlu and Koç senior executives visited the Hatay Hope Town and met with residents.

Coordinating with AFAD (Disaster and Emergency Management Presidency), Koç Holding and other Koç Group companies have established Hope Towns in five different locations. Consisting of 5,000 container dwellings for 20,000 people, Hope Towns offer outstanding social living spaces. Koç Holding CEO Levent Çakiroğlu and Koç senior executives visited the Hatay Hope Town and met with residents.

Noting that the Koç Group Disaster Coordination Committee was convened immediately on the morning of February 6th, when the first quakes occurred to determine the group’s priorities, Koç Holding CEO Levent Çakiroğlu said “We quickly contacted public institutions and organizations. We dispatched hundreds of essential items to the region, including solar panels, construction equipment, generators, stoves, food, clean drinking water, and hygiene supplies. We also formed teams to set up mobile kitchens, toilets, and laundry facilities. 531 Koç employees trained and equipped for search and rescue operations arrived in the region and immediately began coordinating with AFAD teams. Our people pulled 117 victims alive out of the wreckage. Medical teams from Vehbi Koç Foundation

healthcare facilities consisting of experienced physicians and support personnel also began coordinating with the health ministry and AFAD in stricken areas. At the same time, we made plans to relocate existing Koç personnel employed in the region to safer areas along with their families.”

Koç Holding CEO Levent Çakıroğlu stated that the aim was to design Hope Towns as living spaces that would empower those who survived the great disaster, especially children, youths, women, and people with disabilities, to start their lives anew. “We sought input from experts in different disciplines to design Hope Towns not only as shelters but also as spaces for residents to reconnect with life. We identified schooling, employment, sport, and social interaction as Hope Towns residents’ highest-priority concerns. Koç Holding set a goal of making the towns fully habitable within 100 days at the start of the Hope Town container city project. On May 2nd, the first people moved in, achieving that goal. As long as Hope Towns continue to be lived in, more than 115,000 Koç Group company and project stakeholder personnel will continue to support disaster survivors.”

Levent Çakıroğlu said that a field survey was conducted before starting the Hope Towns project to comprehensively identify and address the needs of the people who had been affected by the earthquakes. “By conducting this survey, we obtained crucial data that revealed the expectations of earthquake victims. This information was utilized at every stage of the Hope Towns project, from the fitting out of the container houses to the layout and design of the urban texture. At this point, I would also like to share something with you that inspired the project’s name. During the initial survey, a survivor of the earthquake said “Everything here has been laid waste; everything but hope.” We built this project on that hope.”

Levent Çakıroğlu: “We built a whole new factory just to assemble and equip these container houses.”

Mr Çakıroğlu pointed out that they chose the option of leveraging the expertise and influence of the Koç Group in order to source containers from abroad so as to avoid upsetting the domestic container market’s supply-demand balance. “To acquire the containers we needed, we quickly reached out to global suppliers and entered into capacity agreements with them. We also established a brand-new factory from scratch for the assembly and fitting-out of container dwellings. In this way, we were able to satisfy all of the project’s container requirements entirely through our own resources.”

“I would like to take this opportunity to thank all my colleagues for their dedication and enthusiasm in the procurement, logistics, and installation of the project from its initial idea stage to the delivery of the container homes to their residents in just 100 days” said Mr Çakıroğlu. “Naturally I would also like to sincerely thank AFAD and all the government agencies and local authorities involved for their support in this socially beneficial project. Their engagement has been invaluable at every stage of the project.”

Hope Town container dwellings are equipped with 12,000 BTU fully-adjustable air conditioners that can heat and cool the interior to a comfortable temperature. These air conditioners have a capacity that is greater than actual requirements. The houses are also equipped with 375-liter refrigerator-freezer combos, 65-liter water heaters, electric cooktops, 81 cm televisions, and essential furniture.

Noting that detailed care and attention was giving to equipping and furnishing Hope Town container homes, Levent Çakıroğlu added “We utilized every square meter of interior space so as to make effective, practical use of it. Every house has its own TV and AC as well as an outside terraced space to encourage social interaction with neighbors.”

Levent Çakiroğlu: “We identified four key service areas: education, employment, sport, and social interaction.”

Levent Çakiroğlu emphasized that Hope Town container houses are also designed to address the particular needs of people with physical disabilities and exceed the generally accepted standards for addressing such issues.

Mr Çakiroğlu noted that the social living spaces in Hope Towns are a core feature that sets them apart from all similar models. “Each one has a “Town Square” around which are located such essential service providers as a food & household necessities market, a family health center, a psychosocial support center, a hair dresser/barber, and a cafeteria. Each Hope Town has an “Education Square” that combines high-quality educational resources with adjacent physical activity areas to enhance the quality of extracurricular time. Each Hope Town also has a “Living Square” that offers all residents, including women and youngsters, a variety of opportunities for personal growth, development, and improvement. Each Hope Town has more than 30 socially beneficial units that address the educational, employment, sport, and social interaction needs of residents.

Pointing out that Koç Group companies are in continuous contact with domestic and international institutions and non-governmental organizations with which they have a history of collaboration and experience within the Koç Group ecosystem, Levent Çakiroğlu said that the trust-based successful collaborations that Koç Group companies have engaged in previously greatly contributed to the shaping of the Hope Towns project and to the realization of its model.

Levent Çakiroğlu: “We’ve included schools, children’s play centers, preschool classes, special support classes, and libraries.”

Levent Çakiroğlu said that Hope Towns have units that provide creative learning support to children and young people and equip them with 21st-century skills. “We’ve included schools, children’s play centers, preschool classes, special support classes, and libraries. In collaboration with the Ministry of National Education, we have established technology design classrooms equipped with computers and 3D printers in every school. We have even included “Learning Units” that gamify the learning process outside of school hours and make it more fun.

Levent Çakiroğlu said that the Koç Group has entered into a variety of collaborations to help children and young people adapt to life after the earthquakes and give them hope and courage for the future. He pointed to the Future Dream Center and Children’s Life Center that have been established for this purpose.

Another key focus of Hope Towns is to support women and girls in the public sphere. “We have created Women’s Solidarity Centers in partnership with UN Women Turkey, with which we have a long history of collaboration” said Mr Çakiroğlu. “We designed these centers as mini-campuses that include textile design and food preparation workshops as well as individual counseling and learning spaces. We also aim to create an ecosystem of “Kitchen Workshops” in four cities, specifically to attract women to produce and prepare food products that can eventually become income-generating microbusiness opportunities.

Levent Çakiroğlu emphasized that they have made it a priority to create spaces that support young people’s participation in sports and the performance arts. He noted that Hope Towns are equipped with football pitches and basketball and volleyball courts as well as with outdoor amphitheatres.

Levent Çakiroğlu: “We have called on Koç Group companies with operations in stricken areas to create new job opportunities and to relocate existing jobs to those areas.”

Noting that he is well aware that one of the most urgent issues is to get adults living in container cities back to work, Levent Çakiroğlu said “At the outset of the Hope Towns project we called on Koç Group companies with operations in stricken areas to create new job opportunities and to relocate existing jobs to those areas. In response to the call, group companies opened call centers in Hatay, Adıyaman, Kahramanmaraş, and Malatya and launched training programs such as one for heavy-duty equipment operators and technicians. They’ve also opened up new traineeship positions for university students. We will continue our efforts to create employment opportunities for the survivors.”

Levent Çakiroğlu: “As soon as we incorporated the genuine desire of our colleagues into the Hope Towns project, it became a unique solidarity and volunteer movement.”

Koç Holding CEO Levent Çakiroğlu said that throughout the Hope Towns process, more than 1,000 people were involved in planning, procurement, purchasing, logistics, operations, coordination, collaboration, and other activities on a day-to-day basis. Referring to the Koç Volunteers organization in his remarks, Levent Çakiroğlu said “From the very beginning, the effort and energy of Koç Group employees gave life and shape to the Hope Towns project. As soon as we incorporated the genuine desire of our colleagues into the Hope Towns project, it became a unique solidarity and volunteer movement. Koç Volunteers can be seen making an impact in every aspect of Hope Town life, from staffing libraries and presenting amateur performances in the outdoor amphitheaters to offering free online classes and mentoring on various life issues. I take this opportunity to express my sincere gratitude to every Koç Volunteer who’s stepped up to the plate in these efforts.”

About Hope Towns

- Each Hope Town project includes 5,000 container homes in an area of 735,000 m².
- A special 4,000 m² production facility was set up in Osmaniye to assemble container houses produced in China. A team of 480 people working in this facility produced a container house every 6 minutes on average. All the houses’ delivery to earthquake-stricken areas entailed more than 1.5 million kilometers of logistical operations.
- Every house has an above-standard ceiling height of 247 cms and is made using the highest-quality materials. A total of 60,500 items and 25,000 white goods were used to furnish and equip them all.
- Hope Town container cities encompass 11,340 m² of social facilities, approximately 25,000 m² of green space, 4 schools, 8 children’s play centers and kindergartens, 4 libraries, 21 children’s parks, 21 sports facilities, 3 amphitheaters, 7 computer rooms and technology workshops, and 4 kitchen workshops.
- Members of the Koç Group engage in socially beneficial activities through and in collaboration with such organizations as Vehbi Koç Foundation, El Ele Eğitim ve Kültür Derneği, Support to Life Association, Foundation for the Support of Women’s Work, Suna’nın Kızları, Innovative Solutions for Sustainable Development Association, Tohum Autism Foundation, Educational Volunteers Foundation of Turkey, and UN Women Turkey.

- **Arçelik** procured the containers from China; **Zer** handled all logistical operations; **Ark İnşaat** erected the container cities at five locations; **Arçelik and Koçtaş** carried out the interior design and furnishing of the container houses. The operations of the Osmaniye plant that was set up to assemble the container houses were supported by **Arçelik, Ford Otosan, Türk Traktör, and Tofaş** teams.
- The Hope Towns project benefited from the support of Koç Holding as well as that of **Koç Group companies Arçelik, Ark İnşaat, Aygaz, Düzey, Ford Otosan, Koçfinans, Koçtaş, Koç Sistem, Koç Topluluğu Spor Kulübü, Opet, Otokar, Otokoç Otomotiv, Sendeo, Tofaş, Tüpraş, TürkTraktör, Vehbi Koç Foundation, Yapı Kredi Bank, and Zer** as well as that of **Vehbi Koç Foundation's Koç School and Koç University**.