



August 16, 2010

## ANNOUNCEMENT REGARDING THE CHANGE IN MANAGEMENT

Subject: Statement made pursuant to Circular VIII, No:54 of the Capital Markets Board

Istanbul Stock Exchange

ISTANBUL

### **Special Subjects:**

Turkcell has separated its current Marketing function into two separate business functions - Turkcell Group Marketing Services and Consumer Business, as it continues to focus on Turkcell Group marketing and brand management, while further improving the efficiency of its consumer business.

As a result, our Chief Marketing Officer, Lale Saral Deceliođlu, has been appointed Chief Group Marketing Services Officer, while Burak Sevilengul has been appointed Chief Consumer Business Officer.

Burak Sevilengul started his career at Turkcell in 2001 and has held various managerial positions within the Marketing Department. Prior to his appointment as Chief Consumer Business Officer, he was the Division Head for the Consumer Business Services.

**TURKCELL ILETISIM HIZMETLERI A.S.**

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