

CALL BY ARCELIK A.S'S BOARD OF DIRECTORS FOR THE ORDINARY GENERAL MEETING SCHEDULED TO BE HELD ON 28.03.2013

Our Company's General Meeting of the Shareholders is scheduled to be held on 28.03.2013 - Thursday at 11:00 a.m. at "Divan Istanbul Elmadağ, Asker Ocağı Caddesi No: 1 34367 Şişli, Istanbul (Telephone: 0212 315 55 00, Fax: 0212 315 55 15).

A detailed information note for 2012 which includes Directors' and Auditors' Report as well as Financial Statements and Independent Audit Report, proposal for Profit Distribution, and Annual Report and Report of Compliance with Corporate Governance principles in the attachment thereof, and required details and explanations with the said agenda items and the regulations by the Capital Markets Board shall be made available at the Head Office, on the official website of the company at www.arcelikas.com.tr and on the Electronic General Meeting System of the Central Registry Agency for review by our Esteemed Shareholders, three weeks in advance of the meeting.

Save for the rights and obligations of the shareholders who are to attend the meeting by electronic means, it is necessary that the shareholder, who shall not attend the meeting in person, arrange the power of attorney in line with the specimen in the annex or obtain the relevant form of power of attorney from Yapı Kredi Yatırım Menkul Değerler A.S. (Yapı Kredi Plaza / Levent - Istanbul) and from the Head Office or from the official website of the company at www.arcelikas.com.tr and accordingly, submit the powers of attorney, the signature on which is notarized, to the Company, following the fulfillment of the matters as contemplated in the Communiqué Serial IV, No. 8 of the Capital Markets Board, published on the Official Gazette no. 21872, dated 09.03.1994. It is not necessary for the proxy, who is appointed by electronic means over the Electronic General Meeting System, to present a power of attorney.

Our Shareholders who are to cast vote using the Electronic General Meeting System are kindly requested to obtain information from the Central Registry Agency, the official website of the company at www.arcelikas.com.tr or from the Head Office of the company (Tel: 0 212 314 31 15 - 314 31 03) so that they could fulfill their obligations under the applicable Regulation and the Communiqué.

Pursuant to the 4th paragraph of Article 415 of the New Turkish Commercial Code nr. 6102 and the 1st paragraph of Article 30 of the Capital Markets Law, the right to attend to, and the right to cast vote at, the general meeting may not be made subject to the deposit of share certificates. In this framework, where our shareholders wish to attend the General Meeting, they shall not be required to block / freeze their shares. However, if our shareholders, who do not wish to report their identities and the information relating to the shares on their accounts to the Company and, as a result, whose information is not visible to the Company, wish to attend the General Meeting, it is necessary that they apply to the intermediary companies, with which their accounts are held, and ensure the removal of the "restrictions", which prevent the report to the Company of their identity and information relating to the shares on their accounts, 1 day prior to the date of General Meeting, at 16:30 at the latest.

Save for the electronic voting provisions relating to the voting for the Agenda Items of the General Meeting, open voting procedure shall be applied by show of hands.

All beneficiaries, stakeholders and media organs are invited to the General Meeting.

In respect of the registered shares that are traded at the exchange pursuant to the Capital Markets Law, no individual notice shall be served to the shareholders by a registered mail.

Kindly submitted for the information of the esteemed shareholders.
BOARD OF DIRECTORS

ARÇELİK A.Ş.
The Registry of Commerce of Istanbul, with registration number 54957

THE AGENDA OF ARÇELİK A.Ş. ORDINARY GENERAL ASSEMBLY DATED MARCH 28, 2013

1. Opening and the Election of Presidential Board,
2. Reading, discussing and approving the 2012 Annual Report issued by Board of Directors,
3. Reading the Report of Auditors and the Summary of Independent Audit Report concerning 2012 fiscal period,
4. Reading, discussing and approving the Financial Statements concerning 2012 fiscal period,
5. Approval of the amendment made in the Board Membership within the year as per 363rd Article of Turkish Commercial Code,
6. The acquittal of each Board Member for the operations of the Company in 2012,
7. The acquittal of each Auditor for the operations of the Company in 2012,
8. Informing Shareholders regarding Company's "Profit Distribution Policy" for the year 2012 and following years as per the regulations of Capital Markets Board,
9. The approval, approval with modifications or refusal of the Board of Directors' offer for the distribution of the profit of the year 2012 and the profit distribution date,
10. On condition that necessary permissions are obtained from the Capital Markets Board and T.R. Ministry of Customs and Trade; the approval, approval with modifications or refusal of the Board of Directors' offer on amendment of 6th Article entitled "Capital" of the Articles of the Association of the Company for Board of Directors to re-transit to registered capital system and determining our company's registered capital ceiling as TL 1,500,000,000 and amendment of all articles of the Articles of the Association of the Company, Chapter 1 Principal Provisions, except 1st Article entitled "Establishment" and amendment of all articles from Chapter 5 General Assembly, 22nd Article entitled "Establishment" to 45th Article entitled "Compliance With Corporate Governance Principles" and cancellation of provisional article with intent to comply with 6102 numbered Turkish Commercial Code and Capital Market Law,
11. Determination of the number and duty term of the Members of Board of Directors, making an election in accordance with the number of members, election of Independent Board Members,
12. As per the regulations of Capital Markets Board, determining the "Remuneration Policy" for the Board Members and Senior Managers and informing shareholders on payments made within the scope of the policy and the approval,
13. Determination of gross monthly salaries of Board Members,

14. As per regulations of Turkish Commercial Code and Capital Markets Board, approval of Independent Audit Institution selected by the Board of Directors,
15. The approval, approval with modifications or refusal of the Board of Directors' offer for "General Assembly Internal Directives" including the rules about operating principles and procedures of General Assembly,
16. As per the regulations of Capital Markets Board, informing shareholders on "Company's Information Policy",
17. As per the regulations of Capital Markets Board, informing shareholders on donations and aid made by the Company in year 2012 to foundations and associations for social relief purposes and determining the upper limit for the donation to be made in year 2013,
18. Authorizing the shareholders holding management capacity, shareholder Board Members, senior managers and their wives and relatives by blood and marriage up to third degree within the framework of 395th and 396th Articles of Turkish Commercial Code and regulations of Capital Markets Board and informing shareholders about transactions performed within this scope in accordance with Corporate Governance Principles within 2012 year,
19. Wishes and opinions.

POWER OF ATTORNEY SAMPLE

To ARÇELİK A.Ş.

To the Chair of General Meeting,

I/we hereby authorize and appoint as proxy _____ to represent me/us, to vote, to submit proposals and to sign necessary documents on behalf of me/us at Arcelik A.S.'s general meeting scheduled to be held on 28.03.2013, at 11:00 a.m., at Divan Istanbul Elmadağ, Asker Ocağı Caddesi No: 1 34367 Şişli, Istanbul, Turkey in accordance with the following:

A) SCOPE OF THE POWER TO REPRESENT (At least one of the following items must be ticked)

- a)** The Proxy shall be authorized to vote for all the items on the agenda as per her/his own opinion.
- b)** The Proxy shall be authorized to vote for the items on the agenda in accordance with the following instructions.

Instructions: *(Any particular/specific instructions to be specified)*

- c)** The Proxy shall be authorized to vote as per the proposals of the company management.
- d)** For any other issues as may arise during the meeting, the proxy shall be authorized to cast vote as per the following instructions. (The proxy shall cast his/her vote freely if no instruction has been given.)

Instructions: *(Any particular/specific instructions to be specified)*

B) DETAILS OF THE SHARE OWNED BY THE SHAREHOLDER

- a) Quantity-Nominal value :
- b) If multiple vote securities or not :
- c) Bearer or Registered :

FULL NAME OR TITLE OF THE SHAREHOLDER :

SIGNATURE
ADDRESS :

Notes:

- In Part (A), either (a), (b) or (c) shall be chosen.
- Open instruction has to be given in case the options (b) and (d) are chosen in Part (A).