

Beyaz and Erdal Özyağcılar Met in Deniz!

DenizBank signed an agreement with Beyazıt Öztürk and Erdal Özyağcılar concerning its new communication projects.

Having overcome all crises as a bigger and stronger bank since its foundation, DenizBank is getting prepared to make a great communication leap with its new brand strategy designed with the aim of becoming one of the 5 biggest private banks in Turkey.

In order to present its new brand strategy, DenizBank held a press meeting in Swiss Hotel on February 10th, 2009 Tuesday. In the meeting hosted by Mr. Hakan Ateş, CEO of DenizBank Financial Services Group, it is announced that Beyazıt Öztürk (Beyaz) and Erdal Özyağcılar were the new brand faces of the DenizBank.

Having a growth rate of 7% compared to the same period of 2007 and with a 2008/9 months' consolidated net profit of YTL 269 Million, DenizBank aims at maintaining its profitable growth with its new brand strategies in 2009.

“We'll continue with investing on DenizBank Brand”

Stating that DenizBank continues in its way with unfurling sails despite the crisis, Mr. Hakan Ateş assessed DenizBank's new brand strategy by saying “Our brand is the most important value for us. With the aim of accomplishing great targets, we take actions to make a significant investment in our brand. By doing so, we aim at presenting to large masses our actual power and DenizBank, which is warm, familiar and cheerful to customers. I believe we'll reap the fruits of implementing a new brand strategy and brand communication, on which we have been working since 2 years, in a short while”.

“Our target is becoming one of the 5 biggest private banks in Turkey”

Describing working together with Beyaz, who is one of the most popular show-men in Turkey and Erdal Özyağcılar under DenizBank umbrella as a pleasure, Mr. Hakan Ateş said “Warm feelings presented to Turkish Society, humorous characters and creative attitudes of Beyaz and Erdal Özyağcılar will provide DenizBank with significant added value. Succeeding in reaching SMEs, farmers, students, teachers, doctors, policemen, businessmen, housewives all over the country; we'll be able to establish a friendlier and closer contact with them with our new brand faces. On the basis of our new brand strategy, now we progress towards our aim of “becoming one of the 5 biggest private banks in Turkey”.

Taking the floor after Mr. Ateş, Mr. Özyağcılar indicated that he has confidence in DenizBank brand and that it was an honor for him to take part in the communication project of such a bank that reaches each part of Turkish society. Describing the project as “truly exciting”, Mr. Özyağcılar announced the good news by stating that they were preparing serial TV ads which are all full of surprises for audiences.

Stating that being included in a project conducted by DenizBank, which is one of the fastest-growing banks and “rising stars” in Turkey, is a great responsibility for him, Beyaz added: “Besides being only



a brand face who presents DenizBank products and services in these communication projects, I'll welcome Turkish audience with a really warm, familiar and cheerful typecasting that will be completely in accordance with the brand itself".

ABOUT DENIZBANK'S NEW PROMOTION CAMPAING:

- TV ads that form the first stage of promotion projects, the brand faces of which are Beyaz and Erdal Özyağcılar, will be broadcasted in mid-March.
- TV ads, which are planned in the form TV series, will be shot abroad within February.
- In the framework of the campaign prepared by Fine Arts Saatchi&Saatchi advertisement agency, TV ads will be directed by the famous Director Ömer Faruk Sorak.
- In these TV series to be broadcasted during the advertising campaign, some other celebrities, who will be "surprises" for audience, will take place together with Beyaz and Erdal Özyağcılar.