



Press Release

15 June 2009

## IDO awarded for “Contactless Payment Acceptance in Transport”

**Visa Europe granted award to IDO, the first and only transport company that opened Istanbul up to the world by using payWave contactless card technology.**

At the press conference held at the Four Seasons Bosphorus Hotel on June 15, Monday, Visa Europe granted award to IDO for its pioneering role in acceptance of contactless payment in transport. **Berna Ülman, Regional General Manager of Visa Europe, Ahmet Paksoy, General Manager of IDO** and **Hakan Ates, President of DenizBank Financial Services Group**, attended to the conference and shared with the press the added value of Visa payWave contactless cards for banks, institutions and consumers.

**Berna Ülman, Regional General Manager of Visa Europe**, congratulated IDO for enabling contactless card usage at the tollgates and for its broad vision, and emphasized that this application should be an exemplary model for other institutions. Ms. Ülman stated that “**IDO has been the first and only transport company which opened the transport in Turkey up to the world by enabling the usage of Visa payWave contactless cards at the tollgates. Thanks to this application, all domestic and foreign visitors of Istanbul holding a Visa contactless card can travel rapidly by just showing their cards without buying a token. We congratulate IDO for its pioneering vision. We express our gratitude once more for DenizBank for implementing this vision in Turkey together with us**”.

Offering a swift and practical alternative to cash and change, contactless card technology offers consumers saving time up to days around a year at the payment points. **DenizBank Sea&Miles Visa payWave** Credit Card, implemented in 2007 with the cooperation of Visa, DenizBank and IDO, is being used worldwide thanks to the broad usage network offered by Visa and global operability.

Receiving the “Most Creative Solution in Sea Transport” of Visa Europe, **Ahmet Paksoy, General Manager of IDO**, stated that it was an honorary award, and they were integrating innovative approaches to their business processes bearing the responsibility of being the largest passenger transportation company of the world. He underlined that they adopted this integration as a basic value that would increase the success of IDO.

**Mr. Paksoy: “Holiday starts with IDO...”**

Mr. Paksoy explained that IDO became a brand with the infrastructure investments exceeding USD 400 million, especially new ferries, within four years, and offered a broad range of transport options for Istanbul residents through new solutions. Mr. Paksoy emphasized that IDO offered numerous transport options for holiday spots with its new tariff developed under the concept of “Holiday Starts with IDO” during the summer, and people

would enjoy going on a holiday especially to Aegean and Mediterranean regions without losing time thanks to the practical solutions offered by DenizBank Sea& Miles Visa payWave.

**Hakan Ates, President of DenizBank Financial Services Group**, delivered a speech and indicated that the differentiated Sea&Miles contactless card brings together DenizBank, VISA and IDO in the “sea”, the common platform, and, with this nature, the card had a special position among other banking products.

***Mr. Ates: ‘Each day ten families holding Sea&Miles card will win free transport opportunity’***

Hakan Ates affirmed that they would equip Sea&Miles with brand new advantages in 2009, and that they would present a free ferryboat ticket to the first ten people and their family applying and getting a DenizBank Sea&Miles Visa payWave Credit Card between June 15 and July 15. The tickets will be optional and can be used in the line of Yenikapi-Bandırma or Yenikapi-Bursa.

Mr. Ates added that: “We come up with innovative products with the slogan ‘The Sea is everywhere’, and offer tailor-made solutions to our customers within the Financial Services Group. We became a pioneer thanks to the Sea&Miles Credit Card launched with the cooperation of DenizBank, IDO and VISA in May, 2006, and offered the opportunity of earning miles in sea transport. Sea&Miles Visa payWave credit card is still the only card which offers miles in sea transport. Now, we are boosting the advantages of Sea&Miles and offer a free holiday travel to ten families each day for one month within the scope of our new campaign. We are planning to introduce new surprises to card holders in the following period”.

Mr. Ates underlined that they targeted to reach 100 thousand people in the Sea&Miles credit card until the end of the year and reminded that the successful cooperation of Visa, DenizBank and IDO constituted an exemplary model in innovative product development.

#### **About Visa Europe Turkey**

Conducting its activities under the umbrella of Visa Europe, Visa Turkey constitutes the second largest market of Europe. Leading the sector through new developed technologies and contactless card application in the payment systems, Visa Turkey operates with 23 member banks. It has 60 million Visa cards, 25 million of which are credit cards while 35 million are debit cards, in Turkey as of the end of April and 1 million 633 thousand sale terminals. Its share in consumer expenditures stands at 13.4% in Turkey and the total value of shopping and cash withdrawal through the Visa card is TL 194 billion. Being one of the favourite payment card brands in Turkey, Visa conducts activities in Turkey through the Istanbul Contact Office established in 1994 by Visa Europe. For further information: <http://www.visa.com.tr>

#### **Advantages of DenizBank Sea&Miles Visa payWave Credit Card**

- Sea&Miles is the first and only Mile Program Credit Card in sea transport. It was launched in May 2006 with the partnership of IDO (Istanbul Seabuses and Fast Ferries Inc.). Card holders win miles as they travel with the IDO intercity sea buses and fast ferries. Moreover, miles can be earned from the purchases made using the DenizBank Sea&Miles Credit Card. Earned miles are accumulated in the Sea&Miles Mile pool, and the card holder gets the opportunity to travel for free with the accumulated miles.
- Sea&Miles Card holders get a free intercity ticket for every 6 intercity ferry tickets they purchase.
- Sea&Miles Credit Card is a contactless credit card. Using this feature, card holders can check in at IDO terminals in Kadıköy, Bakırköy, Yenikapi, Bostancı, Kabatas, Avcılar without waiting in line for buying a ticket, by just having their card read on the turnstile. Check-ins with Sea&Miles card will be on reduced price tariff, equal to the Akbil smart card.

- Moreover, thanks to its contactless feature Sea&Miles Card holders will realize their transactions without wasting time in their purchases below TL 35 in all payment points bearing Visa Pay Wave logo
- Sea& Miles Credit Card earns 1 Mile for every 1 TL they spend. There is no time restriction for the use of earned miles. A Welcome Present of 500 miles is given when the card is used for the first time.
- Sea& Miles Card Holders can use the parking lot at the Yenikapi Ferry Terminal for free up to 48 hours, and the parking lots in Bandirma Güzelyali Ferry Terminals with 30% discount without any time limitations.
- Sea& Miles gives you the opportunity of priority reservation, buying ticket at special pay desks, and additional luggage privilege at IDO travels.
- Sea&Miles Gold card holders automatically get an individual accident insurance with a limit of USD 5000
- Sea& Miles Card holders can benefit from the Valet Parking service at Ataturk Airport with 50% discount, in addition to the VIP Shuttle service for the trips to/ from Istanbul, Ankara, İzmir airports with 30% discount.
- There is no annual card fee in the first year, whereas it is 35 TL for Classic Cards and 40 TL for Gold Cards as of the second year.