



DenizBank

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PRESS RELEASE

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Artisans from Istanbul will be the first to use Smart Card which is the best solution for Enterprises

Friend of Artisans, DenizBank actualizes Smart Card project with the collaboration of İSTESOB

With the protocol signed between DenizBank differentiating with innovative product and services and İSTESOB, the new Smart Card project special to Artisans will be provided for the service of entrepreneurs over "SME Card".

Providing innovative and special solutions appropriate with the necessities of customers with its financial supermarket understanding, DenizBank knows the contribution of artisans to the country economy and continues to support artisans. DenizBank has signed a collaboration protocol with Istanbul Union Chamber of Merchants and Craftsmen (İSTESOB) which continues to work uninterruptedly to ensure financing to its members with favorable conditions. With this project, the "Smart Card" project which is the newest implementation in Turkey for entrepreneurs has been carried out. The signing ceremony of the protocol held on September 1, 2010 at the DenizBank Head Office building took place with the participation of Mr. **Hakan Ateş**, CEO of DenizBank Financial Services Group, Mr. **Faik Yılmaz** Chairman of the Board of Directors of İSTESOB and Mr. **Gökhan Sun** SME and Agricultural Banking Group Executive Vice President.

New features Smart Card project will bring to DenizBank SME Card

SME Card holder entrepreneurs will be able solve their urgent cash problems by Rescue Account even if they don't have any cash in their account with the Smart Card project of DenizBank special to artisans. Artisans will be able to use commercial loans with installments from both branches and ATMs, and benefit from repayment options suitable with their cash flow and favorable maturities. Owners and employees of enterprises can benefit from Smart Card in all expenses made on behalf of their enterprises both within the country and abroad with the credit card feature of the card. By this collaboration, SME Card will ensure our artisans earn while spending with advantageous shopping opportunities.



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“Artisans are vital for the economy of the country”

CEO of DenizBank Financial Services Group Mr. Hakan Ateş touched upon the fact that artisans and craftsmen had great importance in the economy of Istanbul in the speech he gave at the signing ceremony. Stating that artisans are vital for the economy of the country Mr. Ateş stated “There are approximately 700 thousand artisans with 235 thousand of them registered in Istanbul. We are always bringing new opportunities for them as DenizBank. Artisans in Istanbul will be the first to benefit from Smart Card project that is the new implementation we developed for enterprises in Turkey. Mr. Ateş emphasized that the support is not limited to Istanbul and they are always beside the artisans and craftsmen all around Turkey with SME Card. Stating that number of enterprises benefiting from DenizBank SME Banking products and services as of today has reached 500 thousand, Hakan Ateş stated “Our aim is to make sure that artisans benefit from services of DenizBank in SME Banking to the utmost extent and with this project we aim to increase the credit resource we provide for Istanbul from TL 220 million to TL 300 million by YE 2010.”