

*“Tourism season started with “Deniz” in Antalya”*

## **TOURISM SECTOR WILL BE REJOICED WITH DENIZ IN ALL SEASONS!**

Supporting tourism sector with its specific products and services, DenizBank is now offering the opportunity of easy access to all banking product and services within the framework of the “financial supermarket” understanding.

Taking tourism sector as one of its niche sectors since 2003 and continuing its investments in this field, DenizBank introduced its new products and services tailored to tourism sector in a meeting held in Antalya. Hakan Ateş, President and CEO of DenizBank Financial Services Group and Saruhan Özel, DenizBank’s Chief Economist got together with the representatives of tourism sector in the meeting held in Antalya Hillside Su Hotel and evaluated the developments in banking and tourism sector.

Hakan Ateş delivered a speech in the meeting and touched upon the situation of banking and tourism sector, he also mentioned DenizBank’s approach and targets in tourism sector. “About 15% of the world’s trade income comes from tourism. It is foreseen that Turkey’s share in world tourism will have been 3.1% by 2007. On the other hand, the target is to reach 22 million tourists and an income over 20 billion dollars. Tourism, which still has a great potential, is a sector to which we attach a lot of importance and in which we will continue our intensified works.” said Hakan Ateş. “We are aiming at providing YTL 1 billion to tourism sector from the side of corporate and commercial banking and YTL 100 million to SMEs from the side of SME baking. We are also targeting to provide service to the main actors in tourism field as well as the enterprises gaining income through tourism. Briefly, tourism sector will be backed by DenizBank in 4 seasons.”

The goal is to serve to all enterprises...

Acting for the mission of serving to tourism sector in 4 seasons, DenizBank will offer advantageous solutions to the need of tourism sector through its specially designed “Tourism Package”, financing support, banking services, ready fleet service and its agreements with local suppliers. While financing the tourism as a sector in 4 seasons, DenizBank offers loans for preparation to season, reparation, investment, supply and yacht maintenance as well as seasonal payment options. Complying with the dynamics in the sector, tourism sector will also benefit from DenizBank’s vehicle leasing service through “Ready Fleet”. Besides, within the framework of financial supermarket understanding, DenizBank will share all its banking services (cheque book, pos services, FX transactions, insurance products, leasing services, Western Union) with tourism sector.

*DenizBank will focus on the growth areas of the sector in 2008 ...*

- DenizBank will meet 1200 SMEs in Mediterranean and Aegean Region,
- Potential investments in Antalya, Alanya and Izmir in 2008 will be closely followed up and DenizBank will take part in the financing of the investments to be realized.
- DenizBank will participate as a financier in the investments of city hotel business and congress tourism which are intended to be put in the agenda of Izmir in 2008,
- Çeşme, Dalaman, Didim, Northern Antalya and Manavgat are taken into consideration under the “tourism cities” project of the Ministry of Culture and Tourism. A new investment in accommodation facilities with 272.000 beds will be made in these regions in 2 years,
- “The heart of gold: Antalya”, a project launched with the support of World Gold Council is ready to make Antalya the gold center of the world. With this 10 year project, the aim is to sell jewellerys of USD 4 billion to 20 million tourists.