

## Orange Support from DenizBank to Ordu SMEs

**Differentiating itself with innovative products and services offered in SME Banking, DenizBank invites all small and medium sized enterprises in Ordu to its Ordu Branch.**

Concentrating on small and medium sized enterprises that it considers as heart of the national economy, DenizBank consolidated its services provided to this vast customer segment under the title "SME Banking" almost three years ago.

Signing special protocols with Chambers of Commerce and Industry and Chambers Union of Tradesmen and Craftsmen throughout the country and granting cash and non-cash credits at optimum conditions to enterprise owners who are members of these chambers, DenizBank SME Banking signed a protocol with both Ordu Chamber of Commerce and Industry and Ordu Chambers Union of Tradesmen and Craftsmen on Friday, 08.02.2008.

Ordu Chamber of Commerce and Industry Chairman Ömer Aydın, DenizBank SME Banking Senior Vice President Oğuzhan Özark, SME Banking Northern Anatolia Region Sales Manager Mehmet Öncel and Ordu Branch Manager Arif Kemalöglü attended the signing ceremony held in Ordu Chamber of Commerce and Industry.

Ordu Chambers Union of Tradesmen and Craftsmen Chairman Mustafa Aslan and DenizBank authorities attended the signing ceremony held in Ordu Chambers Union of Tradesmen and Craftsmen.

In both ceremonies, the message addressed to all Ordu SMEs was "We provide you the wind to go forward".

Within the scope of these protocols, Ordu Chamber of Commerce and Industry and Ordu Chambers Union of Tradesmen and Craftsmen member SMEs will have the opportunity to use 'Monthly Installment Standby Credit', 'Letter of Guarantee', 'Revolving' and 'Spot Credit' with maturities varying from 3 to 36 months and special interest rates. SMEs that are willing to use these credits can apply to their Chamber, Chambers Union or DenizBank Ordu Branch.

Considering that one of the biggest challenges of SMEs is not having the opportunity to benefit from financial intermediaries to a full extent, DenizBank takes steps for meeting this gap through SME Banking products and services, and gives access to all products and services in its portfolio with financial supermarket approach. Thus, it aims at facilitating everyday business of enterprise owners while creating solutions for financial requirements of SMEs.

In DenizBank branches located throughout the country, more than 550 Portfolio Managers launched as "Orange Team" who are trained and specialized in their own subjects offer cash credit, equal installment credit, letter of guarantee, pension, POS services and many other products and services in line with the requirements of SMEs.



Launching Turkey's first credit assessment model customized for SME customers, DenizBank SME Banking concludes all types of credit requests latest within 72 hours. The new model includes commercial prominence criteria into assessment system rather than pure financial data; thus DenizBank SME Banking increased the approval ratio for SME credit requests above 80%.

Being the only privately owned bank serving to agricultural production sector, DenizBank has been providing credit support for production of cotton, grape, fig, olive and other crops since 2003. Aiming at supporting forestry, fishery, farming and husbandry fields within the scope of agricultural production, DenizBank offers services under the umbrella of "Agricultural Banking" in line with this approach.