

**PRESS RELEASE****13 APRIL 2010****"PASO World" introduces advantages for the young!**

## **DenizBank presents "PASO" to the Young**

**Introducing the "Paso World" special for the young, DenizBank presents many advantages being PASO Bonus at first place to the young between 18 and 26 ages. President of DenizBank Financial Services Group Mr. Hakan Ateş stated that on the grounds of their new Project they aim at becoming the first banking choice for especially the young.**

Offering innovative and special solutions to customers' needs in the framework of its financial supermarket approach, under "Paso DenizBank" brand DenizBank launched the Youth Banking Project specially designed for banking transactions to be realized by the young. To introduce the PASO World that presents various opportunities like 10% discount in all restaurants in Turkey via Paso Bonus application, advantageous education loans and privileged banking services; an introductory meeting was held on April 13<sup>th</sup> 2010 in İstanbul in Bahçeşehir University Beşiktaş Campus with the participation of President of DenizBank Financial Services Group Mr. Hakan Ateş, Deputy Dean of Bahçeşehir University Mr. Yıldırım Üçtuğ, DenizBank Executive Vice President in charge of Retail Banking Mr. Gökhan Ertürk and DenizBank's brand face Mr. Beyazıt Öztürk. Besides, DenizBank held an opening ceremony for its special-concept branch in Bahçeşehir University Beşiktaş Campus.

**"Our target: 1 out of every 10 university students will be a DenizBank customer in 5 years"**

In the speech he gave on the occasion of the introductory meeting held for PASO World of the Young, President of DenizBank Financial Services Group Mr. Hakan Ateş underlined that the weight of young population in Turkey promises a great potential, of which the country should make the best use. Mr. Ateş said "26% of Turkish population is consisted of teenagers. Young population aged between 15 and 29 years in Turkey is 2 times higher compared to Sweden and 4 times higher compared to Norway. Recent projections indicate that Turkey will maintain this young population advantage for the next 40 years. Both adults and institutions should put all their resources into the use of the young. If Turkey is to be among world's top 10 biggest economies in the future, this will be thanks to the young".

Mr. Ateş stated that as DenizBank they always attach great importance to the young and they underlined this importance further with their new projects and he added "With Youth Banking products we target at becoming the first banking choice for especially university students. I believe that we will attain our target in a short while thanks to the services we introduced. We will reach 50 thousand young customers in 2010 and 300 thousand within 5 years".

Besides, Mr. Ateş also underlined that young customers' banking product usage breakdown is similar to the breakdown of general population, 50% of the young are credit card users already and nearly 30% own a deposit account and he added "the young who never met banking yet will say their first hello to banking transactions in PASO World".

**15 students to be selected within the scope of university visits that will continue in Anatolia will be granted education scholarships and given recruitment guarantee by DenizBank...**

DenizBank's promotion of the PASO World special to the young will continue in 14 universities in Anatolia with the participation of Mr. Hakan Ateş and Mr. Beyazıt Öztürk. In the first period of the youth banking activities, Samsun 19 Mayıs University will be visited on the 14<sup>th</sup> of April; Adana Çukurova University will be visited on the 21<sup>st</sup> of April, Mersin University will be visited on the 22<sup>nd</sup> of April, Eskişehir Anadolu University will be visited on the 12<sup>th</sup> of May and Bursa Uludağ University will be visited on the 17<sup>th</sup> of May. Within the scope of the promotion program 15 students will be granted education scholarships and given recruitment guarantee by DenizBank...

## **Informative Document on PASO World**

### **What is there in the PASO World?**

PASO World harbors many differentiating services within; via the PASO **Bonus Card** which is the most advantageous product of Paso World, the young obtain 10% discount in all restaurant expenditures in Turkey until the end of year and benefits from all the advantages of Bonus Card.

The young who earn bonus points in all expenditures with PASO Bonus both domestically and abroad, are able to shop free of charge from Bonus Program partners with their accumulated bonuses. PASO Bonus is also a debit card. Via this card, **besides shopping**, demand deposit accounts can be monitored through DenizBank ATM's and all kinds of transactions realized through ATM's can be carried out.

The Money in the account of the young is valued via investment products in Young Captain Account in PASO World. The young who have PASO make their undergraduate, graduate and doctorate education payments advantageously by using low interest higher education loan. Parents who transfer pocket money to their teenage children in the Paso World do not pay transfer fee. DenizBank who also consider holiday expenditures of the young, offers special discounts and various holiday alternatives with PASO. Another advantage DenizBank offers with the new project is the benefit of executing transactions below 35 TL without passwords or signatures, with one movement fast, safe and easily by the PayWave feature of PASO Bonus Visa card.

Young holders of PASO can also board on sea buses and ferry boats without losing time by showing their credit cards while passing through İDO turnstiles by the PayWave feature of PASO Bonus Visa card.

For further information on DenizBank PASO World you can visit [www.pasodeniz.com](http://www.pasodeniz.com), DenizBank branches or telephone 444 0 804.