



PRESS RELEASE

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DenizEmeklilik

by

Deniz, the new actor of pension business

DenizBank Financial Services Group made a very ambitious entry to pension market with DenizEmeklilik company, which aims at reaching a pension fund volume of 44 million TL this year and ranking among the top five in terms of new sales within three years

Responding to all financial needs of its customers with its financial supermarket approach, DenizBank will serve customers wishing to be part of pension system via DenizEmeklilik. DenizEmeklilik company was presented to public through the press conference held in Istanbul on 14 January 2010. The press conference was attended also by Hakan Ateş, President of DenizBank Financial Services Group and Deniz Yurtseven, general Manager of DenizEmeklilik.

Information about products and targets of DenizEmeklilik in addition to overview of pension sector were exchanged during the conference. It was stated that DenizEmeklilik aims at reaching a pension fund volume of 44 million TL this year and ranking among the top five in terms of new sales within three years.

Ateş: "We will be among the top 5 sellers within three years"

Delivering a speech in the launching meeting of DenizEmeklilik, Hakan Ateş, President of DFSG said they have been getting prepared nearly for 2 years to be able to extend success of the Group in life insurance market to pension market. Ateş explained "During this period of preparation, we created a very good technical and functional infrastructure to reflect our customer-focused approach to our products and services in the best way. We will thus be able to make a big difference in the sector in terms of service offer and we will make our customers feel this difference". Setting the targets for 2013 as "being among the top 5 sellers of new pension schemes and having a market share of 5% in life and individual accident insurance market", Ateş explained the number of people participating in pension system reached two million in 2009 and they forecast it to go up to four million within five years. Stating that the company wants to

underwrite 30.800 pension policies and reach a fund volume of 44 million TL this year, Ateş said the aim is to have 72.500 pension policies and 170 million TL of fund volume by 2012.

Hakan Ateş specified that DenizEmeklilik made a swift entry into life insurance market in 2007 and became one of the most progressing insurance companies besides carrying the “Deniz” brand to insurance sector with success. He continued “According to 2009 results, DenizEmeklilik obtained remarkable achievements in life insurance market in terms of growth in technical profit, net profit and shareholder’s equity. Based on 2009 Q3 balance sheet data, share of insurance and pension profit in total profit of our Group reached 6.1%”. Expressing that the Group will reinforce its success in bancassurance obtained through the whole branch network with pension plans to be sold under Deniz brand, and obtain an important place in pension sector, Ateş said “With the synergy to be created by DFSG, our profit in pension business will have a snowball growth and will contribute a sizeable added value to our group”. Ateş emphasized pension is a field of activity the Group must absolutely be in considering the current business potential.

Yurtseven: “We will make difference through our special services in pension business”

Deniz Yurtseven, General Manager of Deniz Emeklilik ve Hayat A.Ş. said they achieved a fast and stable growth. Underlying that they are very ambitious in pension market, Yurtseven added “DenizEmeklilik produced 55.8 million TL of premium in 2009. Total number of policies reached 661 thousand. This performance gives us clues about our prospective success in pension business.”

Welcome campaign by DenizEmeklilik!

New player in pension business, DenizEmeklilik attracts attention with its products and different service. Thanks to the “welcome campaign”, if people buying Damla (*drop*) or Deniz (*sea*) Plans pension from DenizEmeklilik pay their pension contributions with their DenizBonus credit card, they will obtain bonus points equal to amount of their first contribution. People who buy Deniz Plan will also be covered by unemployment insurance for free.

DenizEmeklilik will be selling three pension plans, namely Damla Plan, Deniz Plan and Group Pension Plan. People having pension plan with DenizEmeklilik will be able to invest their savings in a total of five funds including Liquid Fund, Bond Fund, Foreign Exchange Fund, Flexible Fund and Stock Exchange Fund and 2 group funds that are Group Bond and Group Flexible Fund. DenizEmeklilik will be providing service through its direct sales and telemarketing teams in addition to highly-qualified 801 licensed pension brokers.