

*“Farmers’ day” gift to all producers from DenizBank, the private bank having made the biggest investment in agricultural sector:*

## **“DENIZBANK AGRICULTURAL FEST” IS TAKING START!..**

DenizBank has focused on agricultural sector which has been neglected for long years and offers the most appropriate and efficient financial solutions tailored to the needs of producers. Thanks to the credit facilities it offers, DenizBank has become number one amongst the banks providing support to agricultural sector. DenizBank is now putting into place the nation-wide “Agricultural Fest” in order to extend its thanks to its farmer customers whose number exceeds **180 thousand**.

The Fest which will take place between May 15 and August 30, 2008 will be covering **65 provinces, 813 towns and about 86% of the 36.669 villages** in our country. In DenizBank Agriculture Fest, activities which will add value to farmers’ economic and social life such as social activities, concerts, educational seminars, conversational meetings on agriculture, lotteries for gifts and advantageous shopping campaigns will be organized.

DenizBank made a special cooperation with Turkish Education Association (TED) within the framework of Agricultural Fest and will put into service a social responsibility project for farmers. With this project, successful children of farmers who live in villages and do not dispose of sufficient economic resources will be awarded full scholarship under the cooperation between our bank and TED. Besides, computers will be donated to schools which are in need in the villages that will be visited.

DenizBank will visit the villages with on-site teams composed of 270 people and organize 111 meetings with 4.500 farmers. In these meetings, applied training will be given by expert trainers in the **farms, facilities or barns of the farmers themselves**. These trainings will cover the themes such as the techniques of tree truncation, utilization of fertilizers, animal health, green houses, irrigation, techniques of milking, fight against pests and **soil analysis**, etc. In this scope, **we are planning to make soil analysis for 1000 farmers and attach animal identification tags on 2000 animals**. With the **informational meetings**, we will be giving theoretical training to 6.500 farmers about **economy, drought, global warming, productivity and EU processes**. Again in the scope of our fest, **3500 farmers will receive health screening services** and we will try to make contributions in our farmers’ lives with **eye-scanning, tension measurement, cholesterol and blood-sugar measurements**.

Targeting to provide **YTL 300.000** financial support to 150 thousand farmers during the fest, DenizBank **will have reached** 3 million farmers through the visits, trainings, meeting and social activities.

Differentiating itself with its innovative approach in the sector, DenizBank will again break a new ground with Agricultural Fest, which **is a first in the world and Turkey**. During the fest, all farmers will be able to apply for Producer Card through SMS.

Famous singer, Seda Sayan will take stage in the Fest concerts to be held in 8 provinces and Savaş Karakaş will be the announcer. The concerts will take place in 8 provinces: Kırklareli/Lüleburgaz, Bursa, Konya, Kayseri, Manisa, Samsun, Adana and Şanlıurfa. Right before the concerts the suppliers and manufacturer companies serving in agricultural sector will open stands and present their products and services. During the fest, DenizBank's on-site teams will be visiting 650 market places, theater performances for children will be displayed, and our teams will come together with farmers. In the lotteries of "DenizBank Agricultural Fest", 333 gifts facilitating the life of farmers such as off-road vehicles, tractors, plasma TVs and fuel cheques will be distributed.

Hakan Ateş, CEO&President of Denizbank Financial Services Group made a speech in the publicity meeting of "DenizBank Agricultural Fest" project and said: "By coincidence, which I would call a happy coincidence, our meeting is dated May 14, which is the World Farmers' Day and I am proud to present DenizBank Agricultural Fest which is Turkey's first and most comprehensive project directed to agricultural sector. As DenizBank, we have made great investments in this sector which has recently been neglected and thanks to the investments and facilities we offer to our farmers, we have become the champion of agricultural loans among private banks. I would like to extend my thanks to thousands of farmers who trusted in us and have put DenizBank in this important position. Agricultural Fest, in deed, is a concrete expression of our gratitude."

Ateş added: "The number of our customers using agricultural loans from our bank was increased 120 times in the last 5 years and it is now over 180 thousand. The credit amount that we allocated to this sector also increased 111 times in the last 5 years and it is now over YTL 1 billion. Our target is to reach 330 thousand credit customers by the end of 2008 and allocate YTL 1,5 billion credit in total. For 2012, when we will be celebrating our 15<sup>th</sup> anniversary, our target is to make one out of every 4 farmers a DenizBank customer. I believe from the bottom of my heart that this Agricultural Fest project will be an important milestone for us to reach our targets. We envisage that this project will create significant dynamism for local economies and I hope that it will add value not only to economic life but also to our farmers' quality of life thanks to its social dimension. I wish that DenizBank Agricultural Fest will be to the benefit of our country and our farmers above all. "