

## DenizBank Employees Sailing towards Discoveries with Deniz Academy...

- Being one of the fastest growing banks in the sector, DenizBank restructured its Training Department under the new title of “Deniz Academy” in order to support and advance both professional and personal development of its gradually expanding human resources.
- Deniz Academy aims at positioning itself as a model in the sector also as a living and cultural center rather than a pure training center.

Being one of the fastest growing banks in Turkey with almost 8.000 employees, DenizBank launched a brand new investment for professional and personal development of its human resources that it defines as “the most precious capital”.

Starting to serve in its new premise with the motto “Let’s Sail towards Discoveries”, Deniz Academy aims at enriching lives of DenizBank employees while giving trainings.

Deniz Academy started its training programs in its new “campus” consisting of 1 cafeteria, 2 lobbies, 1 conference hall, 1 library, 1 terrace/garden, 3 meeting rooms, 1 study room, 15 classrooms in total including 1 computerized, 1 simulation room, 1 “Discovery Workshop” designed for different trainings, and 1 “Brainstorming Classroom” and coffee lounge, and can provide trainings for 500 people per day. Besides, it can serve 800 people in 30 training rooms together with its other centers.

Supporting training quality with advanced technological infrastructure, Deniz Academy also introduced a portal where employees can efficiently track learning platforms. This portal enables tracking all personal training details, access to training catalogue and contents, application to and assessment of training programs, follow-up of training maps and access to e-learning practices.

Deniz Academy offers training programs at 4 main approaches; “Basic Development”, “Career Development”, “Management Development” and “Optional Training”, and organizes trainings for new employees and all managers.

Supporting professional and personal development of DenizBank employees while spreading corporate culture over the entity by internalizing, **Deniz Academy was launched by a meeting where DFSG President Hakan Ates made a speech.** Mr. Ates said "The sector entered into a rapidly growing period. Our banks will create new employment opportunities for tens of thousands of people in 2008. This year, DenizBank is targeting to open 80 branches and provide employment opportunities for 2500 people. Within the scope of our business plan up to 2010, we plan to recruit people nearly in the same number as that of our current employees; and to double the number of our management staff (Captains) which is about 700 currently. In parallel with this rapid growth, a great role is put on the shoulders of Deniz Academy which we are launching today. Deniz Academy will work both for rapid training our colleagues who just join us as Sailors and for bringing up more Captains from among us."

## **Deniz Academy will be a model in the sector**

Mr. Ates also said " **Deniz Academy will be a model not only as a training center but also a living and cultural center** thanks to its new premise, advanced technological infrastructure, training programs supporting both professional and personal development, quality of trainers and the social opportunities it offers. In Deniz Academy, free way of thinking, collective wisdom, and creativity will be supported and our Sailors will be encouraged to **set sails towards new discoveries. I am proud of Deniz Academy** which is a concretized example of the great value DenizBank attaches to human resources and the investments it makes in future, and believe that Academy will add an important value to our Group and the sector."

During his speech in the launching meeting, **DenizBank Executive Vice President for Human Resources Mr. Tanju Kaya** said "While Deniz Academy, which we launched as "investment to future" for our most precious asset human resources, supports careers of our new colleagues starting in banking sector through enriched vocational and personal training programs, we aim at strengthening the corporate culture of our rapidly growing Group and ensuring that employees at all levels of our Group internalize our corporate culture. Our target is to provide our employees with wealth of life rather than pure vocational input. Within this framework, we plan to organize meetings as open discussions with prominent names in business world, book signing days of literature masters, cinema, theaters and different performances while hosting activities participated by many distinguished names in business world as well as culture and art milieu."

**DenizBank Chairman of the Board of Directors Dirk Bruneel** stated that besides corporate culture and values, human resources philosophy in Dexia and DenizBank overlaps each other as well and emphasized that Dexia, which is present in more



than 30 countries worldwide and have more than 35.000 employees, is aware of the importance of constantly increasing professional and personal knowledge accumulation of employees in order to carry out the corporate culture properly and to ensure sustainability of factors that leads the Group to success.

Mr. Bruneel also mentioned that the synergy to be created between Deniz Academy and Dexia Corporate University, which offers trainings to all Dexia employees worldwide, will open door to the employees in Turkey for new career opportunities in international platform.