



**DenizBank**

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**PRESS RELEASE**

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## **With “Claret and Blue, This is the Real Bonus”, both fans and Trabzonspor will win**

**DenizBank launched “Trabzonspor Bonus Card” for the fans of the claret and blue. With Trabzonspor Bonus which has all the features of Bonus Card, while fans benefit from many campaigns and discounts, they will also contribute to their club.**

Offering customized and innovative solutions for its customers’ needs with its understanding of a financial supermarket, **DenizBank** continues to strengthen its collaboration with sports clubs. With the **collaboration of Trabzonspor and DenizBank**, “Trabzonspor Bonus Card” has been launched special for the fans of the claret and blue. With the motto “Claret and Blue, This is the Real Bonus”, the publicity meeting of the card was held on Monday, October 25th at Zorlu Grand Hotel. Among the attendees to the meeting were **Mr. Hakan Ateş**, President and CEO of DenizBank and **Mr. Sadri Şener**, President of Trabzonspor Club. Trabzonspor Bonus is offered in 3 different cards which are Classic, Gold and Platinum.

**“The target is to provide revenue of 6 million for the club with 100 thousand cards in 5 years”**

In his speech at the publicity meeting, DenizBank President and CEO, Mr. Hakan Ateş expressed their happiness for their collaboration with Trabzonspor, one of the four leading clubs of Turkey. Hakan Ateş said, “We are honored by contributing to the development of sports in Turkey through prominent clubs. With Trabzonspor Bonus, both the revenues of the club will increase and fans will benefit from many privileges special for them. Trabzonspor fans will contribute to their clubs with each shopping. We estimate that the Trabzonspor Bonus will reach 100 thousand cards in 5 years and the project will provide revenues of approximately TL 6.000.000 to the Club in total”.

Trabzonspor President Mr Sabri Şener stressed that the importance of these projects for the club to have permanent and fixed revenues. Expressing their happiness for collaborating with DenizBank on this new occasion, Şener said, “From now on, what our fans should do is to contribute to our club with their shopping they make with TS Bonus Card and enjoy the privileges offered to them”.



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## **Privileges of Trabzonspor Bonus**

Trabzonspor Bonus Card holders will benefit from all opportunities of Bonus which has the largest merchant network in Turkey. Trabzonspor Bonus holders will have the opportunity to have installments, earn and spend bonus points, and benefit from all campaigns at merchants.

### **Fans that apply for the Trabzonspor Bonus Card in the first 3 months will not pay card fees for the first year and further they will earn TL 10 "Welcome Bonus"!**

- Fans that apply for the Trabzonspor Bonus Card in the first 3 months will not pay card fees for the first year and cards that are purchased in the first 3 months will be topped up with TL 10 "Welcome Bonus".
- For the first 3 months, every 5th person whose application is approved will receive Trabzonspor Uniform.
- Seasonal campaigns special for Trabzonspor fans will continue.
- With all shopping done, a contribution share will be transferred to the club at a specific rate. The card holders will contribute to their club with each shopping without paying any extra fees.
- Card holders will be entitled to purchase priority tickets for the 2 days when the Super League and Turkish Cup home games go for sale.
- Card holders will benefit from campaigns and discounts special for card holders at TS Clubsi club sponsor stores and merchants.
- Card holders will have the opportunity to attend events that Trabzonspor Professional Football Team will participate in.
- Card holders will be offered special privileges in TrabzonCell application as well.
- Trabzonspor Bonus Card will have the feature of contactless payment with Visa payWave infrastructure, and it will be possible to make payments under TL 35 rapidly and safely without carrying coins.
  - Card holder who brings his or her friend to have Trabzonspor Bonus will earn TL 5 Bonus.
  - Card holders who prefer e-statement will have TL 5 topped up on the cards.



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- As Trabzon wins, the card holder will win. Card holders that spend TL 500 per month with their Trabzonspor Bonus Card will earn additional bonus as much as the goals that their team scores.