

PRESS RELEASE**November 25, 2010****Privileges await individuals and also their families**

DenizBank will carry out “Affluent Banking”

DenizBank, providing Affluent Banking Program for upper segment customers and their families, ensures a world full of privileges with a brand new banking approach covering many unique items in the sector such as receiving cash money from customer’s homes free of charge. DenizBank CEO Mr. Hakan Ateş stated that Affluent Banking will be an important milestone in the fast growth of the bank.

Providing suitable and innovative solutions exceeding expectations of customers with its financial supermarket understanding, DenizBank has initiated the “Affluent Banking” project designed for a privileged banking service for upper segment customers and their families. The publicity meeting of the project was realized on November 25, 2010 in Istanbul.

DenizBank CEO Mr. **Hakan Ateş**, DenizBank Executive Vice President in charge of Retail Banking Mr. **Gökhan Ertürk** and DenizBank brand faces Mr. **Beyazıt Öztürk** and Ms. **Helin Avcı** participated in the publicity meeting of Affluent Banking which includes a wide variety of opportunities from very special life style services in city life for families and also personal customer representatives and privileges in all service channels will be provided.

“We provide a world full of privileges for affluent customers and their families”

DenizBank Financial Services Group CEO Mr. Hakan Ateş gave a speech at the publicity meeting and stated that their new banking approach aims to provide services exceeding the expectations of upper segment customers and their families by their new banking approach and said “Our new banking approach enables our customers and their families to feel privileged in a wide range of services”.

“Turkey’s mortgage credit with longest maturities special for affluent banking...”

Ateş emphasized that quality, unique, privileged pioneering and sole banking understanding for customers and their families lies in DenizBank. In his speech he stated “**Personal consultancy services**, priority in transactions at the branch, privileged pricing in investment, credit, deposit and insurance products, **credit opportunities with longest maturities up to 25 years in mortgage credits special to Affluent Banking**”



customers, special interest rates in investment products and free of charge or discounted banking transactions shall be provided for Affluent Banking customers.”

Ateş also stated that there will be an **Affluent Bonus Platinum** credit card product for Affluent Banking and this card will have privileges in **higher bonus earnings** and **cash withdrawal limits**.

Turkey’s most comprehensive airport car park discount program

Also stating that life style services will be provided adding value to customers lives in scope of Affluent Banking Ateş stated “We will provide the **most comprehensive airport car park discount program with 50% in Turkey**, Affluent Airport transfers free of charge, discounts up to 50% in restaurants, investment and savings products special for children for Affluent Banking customers”.

Cash Money of “Affluent” customers will be received from them at their homes

As a pioneering service in Turkey, money of Affluent customers will be received from that at their homes or their offices and be deposited to their account. This service will be free of charge and the only thing the customers have to do will be to phone the personal customer representatives.

About Affluent Banking...

Affluent Products

- Savings with more appreciation by products of Affluent Savings Management
- Advantageous Pricing for Deposits
- Continuous interest discount and 50% file handling fee discount with Affluent Credit Opportunities
- Hobby credits with special maturity and pricing– *Photo Credits*
- Best quality services in credit cards by Affluent Credit Card Privileges
- Continuous 5% discount in Affluent Insurance Products
- An Affluent life in future by Affluent Pension Plans
- Higher bonus earning and higher cash advance limit and more with Affluent Bonus special to Affluent customers...
- Maturities up to 25 years in mortgage credits for Affluent customers

Affluent Advantages

- Consultancy services special to individuals
- Depositing money free of charge from home / office by private security
- Handling transactions in branches fast and easily with privileges in Q-matic ranking
- Privileges in all credit processes
- Safe deposit service and more trust free of charge for valuable documents and goods
- Easier cash in your hands 24/7 with higher ATM limits
- Privileged card delivery and uninterrupted service in event of stolen- lost cards
- Individual Accident Insurance for Platinum card owners
- Discounted account handling fee

Affluent Lifestyle

- Notifying customers of the cultural activities in city life
- Your Affluent dinner from
- 50% discount in Affluent restaurants of Ay
- 25% discount in Su Ada Club and Reina % 25 and pool activities free of charge in Su Ada Club
- 30% discount in Sunday joys for families all around Turkey

Affluent trips

- **50% discount in Istanbul, Ankara, Izmir airports, car parks and valet fees - Turkey's most comprehensive airport car park discount program**
- **Affluent trips by free of charge Affluent airport transfers**

Affluent family privileges

- **Children's lives are more secure with Affluent Education Credits with maturities up to 66 months**
- **Savings account and opportunity to save with funds for children**
- **Affluent Education Insurance gift for families making their school payments from DenizBank**

For further information on Affluent Banking call Affluent Call Center from 0 212 340 21 21 or visit www.afilideniz.com