



DenizBank

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PRESS RELEASE

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After Istanbul, tradesmen of Izmir will use the Smart Card, the best solution for SMEs

Friend of the tradesmen, DenizBank continues with its Smart Card Project by the collaboration with IESOB

With the collaboration between IESOB and DenizBank, which differentiates itself with innovative products and services, the Smart Card Project of DenizBank special for tradesmen offered via "SME Card" is at the service of entrepreneurs

Offering innovative and customized solutions special for its customers' needs with its understanding of a financial supermarket, DenizBank acknowledges the contribution of the tradesmen to the country's economy and continues to support them. DenizBank signed a collaboration protocol with IESOB (Union of Izmir Chambers of Tradesmen and Artisans) which uninterruptedly continues its efforts to provide financing for its members under favorable conditions. With the protocol, the "**Smart Card**" project which is a new application for SMEs in Turkey was also realized. The protocol signing ceremony was held on Friday, October 22nd, 2010 at Marmaris Elegance Hotel with the participation of **Mr. Cenk Berk**, DenizBank Aegean Regional Manager; **Mr. Zekeriya Mutlu**, IESOB Chairman of the Board of Directors and **Mr. Haluk Özcan**, DenizBank SME Banking Senior Vice President.

Innovations added by the Smart Card Project to DenizBank SME Card

With DenizBank's Smart Card Project that is special for the tradesmen, entrepreneurs with SME Cards will be able to solve their urgent cash problems with Rescue Account even if there is no money in their accounts. Tradesmen will also use commercial credits with installments from the branch or ATMs, and benefit from repayment options suitable for their cash flow and favorable maturity alternatives. With its feature of a company credit card, SME owner and employees will be able to benefit from the SME Card for all expenses they make in the country or abroad in the name of their companies. Moreover, they will be able to purchase fuel, lubricants and autogas without interest and with 3 month maturity from contracted Petrol Ofisi stations throughout



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Turkey. With the collaborations made, the SME Card that enables advantageous shopping options will ensure our tradesmen win while spending.

“Tradesmen are vital for the economy of the country”

DenizBank Aegean Regional Manager Mr. Cenk Berk, touched upon the fact that tradesmen and artisans had great importance in the economy of Izmir in the speech he gave at the signing ceremony. Stating that artisans are vital for the economy of the country, Berk said, “As DenizBank, we always provide new opportunities to tradesmen and artisans. After Istanbul, tradesmen of Izmir will also benefit from the Smart Card project which is a new application that we developed for SMEs in Turkey.” Berk stated that their support was not limited to Istanbul and Izmir and that they were always by the side of tradesmen and artisans with the SME Card all over Turkey. Expressing that the number of enterprises benefiting from DenizBank SME Banking products and services reached 500 thousand as of today, Mr. Cenk Berk said, “Our aim is to make sure that tradesmen benefit from services of DenizBank in SME Banking to the utmost extent”.