

## Special Credit Card from DenizBank To Fans of Fenerbahçe Sports Club

**In cooperation with Fenerbahçe Sports Club, DenizBank developed Fenerbahçe Bonus Card, offering special advantages to fans of Fenerbahçe**

Being the biggest financial solution partner of Fenerbahçe Sports Club, DenizBank introduced Fenerbahçe Bonus Card developed specifically for fans of Fenerbahçe in cooperation with the club. Introductory meeting hosted by Hakan Ateş, President of DenizBank Financial Services Group was held on Saturday, 28 February in Fenerbahçe Şükrü Saracoğlu Stadium with the participation of Aziz Yıldırım, President of Fenerbahçe Sports Club.

### **The first contactless credit card for fans by DenizBank**

The meeting was attended by managers from DenizBank, Fenerbahçe and Visa. Thanks to this card, which is the first contactless credit card for fans, some part of the total revenues created on Fenerbahçe card's annual fees and spending amount will be transferred to Fenerbahçe Sports Club in the form of grant. In other words, Fenerbahçe fans will enjoy shopping at discounted prices, earn BONUS points, and also ensure that money is granted to their favorite club by Denizbank.

### **"We aim at reaching 50 thousand Fenerbahçe fans"**

Giving the opening address, Hakan Ateş, President of DenizBank Financial Services Group said as DenizBank, he was happy to support sports and to be the biggest financial solutions partner of Fenerbahçe Sports Club. Ateş continued: "Our cooperation with Fenerbahçe is based on very solid background. IPO of Fenerbahçe Sports Club was realized with the intermediation of DenizInvest Securities Company. Within the framework of our cooperation, thanks to **DenizBank Fenerbahçe Bonus Card** that we have provided recently, we will replace use of cash in the stadium, and introduce the comfort of using this card to 50 thousand Fenerbahçe fans by the end of the year. With this project, our Bank will access 50 thousand Fenerbahçe fans and aims at making your club world leader in terms of number of "registered fans".

### **"This card will provide revenues for the club"**

Specifying that DenizBank Fenerbahçe Bonus Card has three options, namely Classic, Gold and Platinum, Ateş added: "Fenerbahçe fans will have the opportunity to benefit from price discounts and prioritized service in a number of areas from buying their tickets to shopping with their cards; and some part of the total revenues created on Fenerbahçe card's annual subscription fees and spending amount will be transferred to Fenerbahçe Sports Club in the form of donation. I would like to extend my heartfelt gratitude to President Aziz Yıldırım, representative of the innovative face of Fenerbahçe who personally contributed to our cooperation during the whole process, and wish that Denizbank Fenerbahçe Bonus Card will create values that will pave the way to bigger achievements in our world of finance and sports."

**"With this project, our Club will be world leader in its number of 'registered fans'..."**

Aziz Yıldırım, President of Fenerbahçe Sports Club evaluated the cooperation with DenizBank in the following comments:

“As Fenerbahçe Sports Club, we are breaking new grounds in every field and develop projects accordingly. The very first project developed as ‘Fan Card’ evolved into a credit card with all the functionalities thanks to the cooperation we made, and now our cooperation with DenizBank added the functions of chip card and money card functions to this card, which enables us to provide new services to our fans. Our fans will be able to use DenizBank Fenerbahçe Bonus Card as bonus credit card. In addition, they will be able to use their card to pay their shopping of even 1 TL, and with every spending they make with this card they will contribute to their club. Thanks especially to the money card functionality of this Card, our fans will be able to pay their tiny shopping such as tea, coffee etc. without the need to use coins within the stadium. I have no doubt this application will be extremely successful, providing ease for our fans, and a new source of revenue for our club.”

DenizBank Fenerbahçe Bonus Card makes users earn miles at every use, and will create revenues and a remarkable benefit for the club through some part of annual card fees and credit card spending amount.

#### ABOUT DENİZBANK FENERBAHÇE BONUS CARD ...

Being the first contactless credit card issued for football fans in Turkey, DenizBank Fenerbahçe Bonus Card takes the advantage of Visa PAYWAVE technology. Fenerbahçe fans will be able to use this special credit card, which collects bonus points in any kind of shopping, contactlessly for any transaction amounted less than TL 35. DenizBank Fenerbahçe Bonus Card presents 3 different card options; which are Classic, Gold and Platinum. Credit card subscription fees to be paid by football fans will be transmitted to Fenerbahçe Sports Club as donation. (Subscription fees are: TL 35 for Classic Card, TL 100 for Gold Card and TL 350 for Platinum Card)

This Card, which will have financial contributions to Fenerbahçe Sports Club in accordance with shopping amounts, not only provides you with discounts in Fenerium Shops but also with the same facilities Bonus Card presents.

DenizBank Fenerbahçe Bonus Card;

- Collects bonus points in any kind of shopping (1 bonus point = TL 1).
- Collects extra bonus points in shoppings with installments/single payments made in Bonus Program merchants.
- Provides you with the opportunity of using accumulated bonus points to shop in Bonus Program merchants.

In addition to above-mentioned facilities, Fenerbahçe Bonus Card has all the facilities presented by fan card. These facilities are explained below on the basis of card types:

#### **FENERBAHÇE CARD PLATINUM**

- Opportunity to buy 5 privileged tickets for all Fenerbahçe matches to be played in Fenerbahçe Şükrü Saracoğlu Stadium (\*\*\*)
- %5 discount opportunity in Fenerium Shops
- Discount of 10 % in membership for the fitness center and swimming pool of Faruk Ilgaz Social Club

- Opportunity to travel (domestic and abroad) with Football Team A
- Entrance opportunity to Faruk Ilgaz Social Club (Upon reservation)

#### **FENERBAHÇE CARD GOLD**

- Opportunity to buy 3 privileged tickets for all Fenerbahçe matches to be played in Şükrü Saracoğlu Stadium. (\*\*\*)
- %5 discount opportunity in Fenerium Shops
- Domestic travel and accommodation chance together with the Football Team A.
- Entrance opportunity to Faruk Ilgaz Social Club (Upon reservation)

#### **FENERBAHÇE CARD CLASSIC**

- Opportunity to buy 3 privileged tickets for all Fenerbahçe matches to be played in Şükrü Saracoğlu Stadium. (\*\*\*)

#### **OTHER FEATURES PECULIAR TO ALL CARDS**

- Opportunity to win free tickets and watch the trainings of Football Team A and other branches
- Opportunity to watch away games of Fenerbahçe in Fenerbahçe Şükrü Saracoğlu Stadium Lodge 2. Floor (Reservation is obligatory, and Fenerbahçe Sports Club has the right to change, postpone or cancel this implementation. Opportunity to have an e-mail with “Fenerbahce.com.tr” extension for free.
- Discount opportunity in merchants
- Privileged entitlement to special campaigns

\*\*\* Right to buy privileged tickets applies for Turkey Turkcell Super League and Turkish Cup matches to be played in Fenerbahçe Şükrü Saracoğlu Stadium. Fenerbahçe Sports Club reserves the right to change the number of privileged tickets, and the privileged tickets will be available for purchase 48 hours before the general sale. Ticket sale dates can be learned from FB TV, official websites and Biletix.