

There are miles of reasons for flying with Deniz...

A gigantic cooperation from DenizBank and Miles & More: *Miles & More Visa Card*

Having elevated its successful trend in banking continuously, **DenizBank** starts a great cooperation with **Lufthansa's Frequent Flyer Program Miles & More** Through the partnership of DenizBank and – **Miles & More International**, a credit card is launched, which enables to collect “award miles” that can be redeemed for flight awards with extraordinary comfort of Lufthansa German Airlines and its worldwide airline partners: **Miles & More Visa Card**.

By creating significant achievement with its credit facilities, initiated at private banking level for various professional groups, DenizBank started this new application with a view of enhancing the diligent service it offers to its customers. Use of the Miles & More Visa Card, return to customers in form of “award miles”, that can be redeemed for flight awards, upgrades or merchandise awards.

DenizBank also attends to add comfort to the lives of its private customers through the products and services it provides. Thanks to the Miles & More Visa Card developed within this framework, the worldwide network of foreign partners, participating in the program, flying with the comfort of Lufthansa are presented to customers of DenizBank.

This cooperation will be of great advantage not only for DenizBank but also for Lufthansa. Among the most remarkable ones is the fact that both organizations shall have the opportunity to increase their customers' loyalty through gaining new customers and by providing added value for their existing ones.

In his statement about the Miles & More Visa Card, **DenizBank General Manager Hakan Ateş** specified that as the bank, they developed their products and services for increasing the quality of life for their customers. General Manager Ateş underlined that they have enlarged the scope of their products and services by creating niche markets. Hakan Ateş said “We aim to raise our share at the credit cards market through the Miles & More Visa Card.”

Rendering a speech at the press conference **Director of Miles & More International, Dr. Andreas Betzer** said: “With Miles & More Visa Card by DenizBank, two strong brands came together. We are convinced that this cooperation shall be equally and certainly beneficial for both corporations. We have demonstrated once again with this product our faith into business in Turkey, as an important market for Lufthansa Miles & More ”.