

A first from DenizBank, Get your queue number without having to queue at the branch...

- **DenizBank provides its bank customers to get a queue number without queuing at the branch with iBeacon application which it actualized recently, based on the innovative approach they have in the finance sector.**
- **Customers who are in 50 meter distance of Beacon devices that work with Bluetooth technology at DenizBank branches can benefit from a service provided by this technology integrated to the banking sector for the first time in the world.**

Aiming to offer products to simplify lives with an innovative approach in the banking sector, [DenizBank](#) added another one to such services.

In this scope, DenizBank became the first bank to use iBeacon technology at branches*. Thanks to this technology, customers having DenizBank application and turned-on Bluetooth on their iPhones or phones with Android operating systems can get their queue number when they reach 50 meter distance to any DenizBank branch. Customers can get a queue number with a single click. After queue numbers are given according to R.T ID Numbers, they can be viewed on Passbook on telephones having iOS operating systems. DenizBank will be providing special messages and smart opportunities to customers besides the benefit of getting queue numbers in future, thanks to Beacon devices at branches and offices.

Giving a statement on the issue, **DenizBank Digital Generation Banking Group EVP Murat Çelik** said that they will continue to develop innovative practices that are unique in the sector and the world with the innovative perspective they have and with an understanding of maximum ease for users.

Çelik said "DenizBank is a bank that puts forward unique applications in the digital bank focusing on innovation and user satisfaction. We aim to define firsts in the mobile banking sector. With this application we proceeded towards with our business partner Blesh by using Beacon technology, we became the first bank to integrate this practice to finance sector. Thanks to these devices placed at merchants to get queue numbers without going to branches, merchants can share with customer the opportunities they provide with fastPay mobile wallet application. As a bank achieving world class success in creating innovative products and channels, we have proven our success with many awards we received in 2014. We will continue investing in these projects in 2015 without losing pace."

**Currently at 200 İstanbul branches, at all DenizBank branches soon...*

About iBeacon:

iBeacon device using Bluetooth Low Energy (BLE) technology, has a frequency similar to radio, Wi-Fi frequencies. The device that can communicate within 50 meter radius can talk to mobile applications on smart phones. Thanks to this technology, the device can send its own ID information, the distance to the mobile phone and battery information.

About DenizBank

DenizBank was established in 1938 as a state economic enterprise aimed at funding of the developing Turkish maritime sector. In the early 1997, DenizBank was acquired by the Zorlu Holding in the form of banking license from the Privatization Administration and in October 2006, a leading European financial group, Dexia incorporated it to its structure. For 6 years, DenizBank operated in Dexia's main shareholding and since 28 September 2012, continues providing services under the umbrella of Russia's largest and well-rooted bank, Sberbank. DenizBank has become one of the remarkable banks of Turkey in a short period of time. DenizBank Financial Services Group was established in 2003 in order to create a "financial supermarket" accumulating various financial services under one roof. There are totally 745 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad employing close to 15 thousand people. DenizBank Financial Services Group consists of DenizBank, seven domestic, three international financial subsidiaries, five domestic non-financial subsidiaries, and a branch in Bahrain. Deniz Investment Securities, Ekspres Securities, Deniz Real Estate Investment Trust, Deniz Portfolio Management, Deniz Leasing, Deniz Factoring, Destek Asset Management Company, Intertech, Deniz Kültür, Deniz Card Payment Systems, Açık Deniz Radio – TV and Bantaş are the group's domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries.

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About Sberbank

Sberbank of Russia is Russia's largest bank and a leading global financial institution. Sberbank holds almost one third of aggregate Russian banking sector assets, it is the key lender to the national economy and the biggest deposit taker in Russia. The Central Bank of the Russian Federation is the founder and principal shareholder of Sberbank owning 50% of the Bank's authorized capital plus one voting share and other shares are held by domestic and international investors. Sberbank has more than 110 million individual customers and 1 million corporate clients in 20 countries. Sberbank has the largest distribution network in Russia with more than 18,000 branches, and its international operations include UK, US, CIS, Central and Eastern Europe, Turkey and other countries. Sberbank holds the general banking license No.1481 issued by the Bank of Russia. www.sberbank.ru