

PRESS RELEASE**16 June 2011****DenizBank AçıkDeniz Internet Banking has been renewed!**

DenizBank internet branch with Cuma is now customized...

- **DenizBank's AçıkDeniz Internet Banking broke ground in Turkey and renewed its menu structure by considering the usage habits of customers and frequently made transactions.**
- **DenizBank CEO Hakan Ateş said, "We will continue to adapt the recent developments in technology to our services and facilitate our customers' lives."**
- **The character "Cuma", performed by Beyazıt Öztürk, is on the internet branch via live video.**
- **In the survey, 9 people out of 10 liked AçıkDeniz with Cuma.**

Offering innovative and customized solutions for customers' needs with its financial portal approach, DenizBank continues to develop in technology. After its website, DenizBank also renewed AçıkDeniz Internet Banking and took an important step in technology. AçıkDeniz Internet Banking began to serve customers with its renewed face as from 3 May 2011. The most important feature of the renewed AçıkDeniz Internet Banking is the menu structure that has been re-arranged by considering the usage habits of users and the frequently made transactions... With its new application, DenizBank breaks another ground for the finance sector: the character "Cuma" which is performed by Beyazıt Öztürk in the Bank's commercials is on the internet branch via live video.

"DenizBank will continue its innovative efforts"

Commenting on the renewed services, DenizBank CEO Hakan Ateş said: "The renewed AçıkDeniz Internet Banking offers many innovations. With the feature to change the background image, our users now have the opportunity to create their own AçıkDeniz. With the widespread use of mobile and digital devices in today's world, these platforms and devices create brand new channels and opportunities for us. Always being beside its customers, always doing its best to create the same perception by offering the same service via each channel, DenizBank will continue its innovative



projects to offer innovative services that will be the first of its kind in the market through mobile and digital platforms.”

New applications are very much appreciated

DenizBank’s innovations at AçıkDeniz drew attention among internet banking users. In the survey at AçıkDeniz, it was observed that 9 out of 10 customers were content with the system by rating page setup, menu structure, visual design features and the extent to which the variety of the transactions offered met the needs.

Innovations and firsts in Açıkdeniz

In the renewed Açıkdeniz, users are provided the opportunity of determining the background by choosing visuals they prefer and like in customized Internet Banking website. DenizBank is the first bank to make this customization by changing the background with this innovative transparent design. Also it was ensured that customers find whatever they search for without losing time with the quick search function. By integrating Beyazıt Öztürk character into Açıkdeniz, it was aimed to eliminate the cold relationship between customers and computers and imitate the kind of relationship between a teller and a customer with the same service and attention by using one of the commercial characters. So DenizBank became the one and only bank to have a video with a commercial character in the Internet Branch.

While carrying out a transfer transaction in the renewed Açıkdeniz, instead of having to know the recipient account number it is enough just to know the cell phone number and the result of the transaction is sent to the recipient via SMS. DenizBank is now the only and first bank to transact transfers without account numbers. DenizBank also attracts attentions by being the first bank to integrate financial data with special dates and important reminders of the customers. Another innovation of Açıkdeniz is that it can act as custody with e-safe (electronic safe) application by keeping valuable digital documents, photographs and papers...