



PRESS RELEASE

April 3, 2012

DenizBank, Marmara University and Multinet have developed a brand new solution for students

Marmara University Campus Card!

With the collaboration of Denizbank, Marmara University and Multinet, "Marmara University Campus Card" project has been actualized. In scope of the project, 67.000 students and 5000 academic and administrative personnel shall be card holders. DenizBank CEO Hakan Ateş said "We are simplifying the education lives of our students with this card. We aim to extend the project to other educational institutions." Rector of Marmara University, Prof. Dr. M. Zafer Gül said "Investments we make in the field of technology both ensure us to make saving on work force, money and time and also simplifies lives of our students."

Differentiating itself with innovative products and services, **DenizBank** has collaborated with **Marmara University** and **Multinet** which closely follow technology and enhance their quality every day and has broken another ground in the banking sector. The publicity meeting of Marmara University Campus Card which has been realized by the collaboration of the three institutions has been held on April 3rd 2012, Tuesday at Marmara University Sultanahmet Campus. **Prof. Dr. M. Zafer Gül**, Rector of Marmara University; **Mr. Hakan Ateş**, DenizBank President and CEO; **Mr. Uğur Yıldırım**, Multinet Chairman of the Executive Board and **Mr. Gökhan Ertürk**, DenizBank Executive Vice President in charge of Retail Banking attended the publicity meeting.

With this new product, DenizBank aims to introduce students in the campus with banking solutions and be the first choice of young people in their banking needs. Besides its debit card feature, Marmara University Campus Card can be used in entering and exiting the university, spending at the refectory and as Multinet Card at cafés and restaurants and has 4 different functions. Within the scope of the project, 67.000 students and 5.000 academics and administrative staff will own the card.

"A single card is enough for everything"

In his speech at the publicity meeting, Prof. Dr. M. Zafer Gül, Rector of Marmara University said, "As Marmara University, our efforts to combine quality and technology in the 21st century is rapidly continuing. ID cards used at our University have been renewed by Campus Card and it is now possible to make multiple transactions with one card. The Campus Card has made the personnel ID card open to multi-purpose service offering and enabled it to bear technological innovations and has an important part in the studies and investments realized by our university in technology."



“Cards can be topped up using Facebook Banking”

In the speech he gave, DenizBank CEO Hakan Ateş said, “In scope of the importance and value we attach to teenagers as DenizBank, we have initiated a new service in collaboration with Marmara University and Multinet. With Campus Card, students of Marmara University shall be able to cover many of their needs over a single card. This card does not have a fee. Accounting handling fee is not charged from accounts to be opened for the card and families do not pay commission for EFT and transactions to be made to student accounts. In addition to all these features, students shall be able to top up their cards using Facebook Banking which is a “first” in Turkey and the World. I believe that this card which simplifies the education life of our students shall set an example for other implementations. We aim to extend the project to other educational institutions.”

“Campus Cards also carry the feature of Multinet”

Chairman of the Executive Board of Multinet Mr. Uğur Yıldırım said, “We are very happy to have an institution as valuable as Marmara University amongst other colleges and universities we provide services to in scope of Multinet Okulnet project. Besides 500.000 corporate card holders of Multinet, there are also 150.000 Okulnet card holders between the ages of 12-25. Also, we think that teenagers who own our future are the most important source of innovation in guiding us and shape our products by using our products and services. This is why it was important for us to participate in an identity card project with Marmara University Campus Card carrying 4 different functions and breaking new grounds.”



Marmara Üniversitesi Kampüs Kart Bilgi Dokümanı

- *Marmara Üniversitesi öğrencileri, akademik ve idari personeli için özel tasarlanmış Marmara Üniversitesi Kampüs Kart, 4 farklı fonksiyona sahip.*
- *Üniversite kimlik kartı, DenizBank Banka Kartı, Multinet kartı ve yemekhane/otopark/kütüphane kartı özellikleri aynı üründe.*
- *Karta tüm AçıkDeniz ATM'lerinden, AçıkDeniz İnternet Bankacılığı'ndan ve üniversite içerisindeki kiosk'lardan para yüklenebiliyor.*
- *DenizBank'ın Türkiye'de ve Dünya'da bir 'ilk' olan Facebook Bankacılığı'nı kullanarak öğrenciler kartlarına para yükleyebiliyor.*
- *Kart banka kartı olarak kullanabiliyor, MasterCard logosu görülen tüm noktalarda alışveriş yapılabilir ve karttan nakit çekilebiliyor.*
- *Marmara Üniversitesi Kampüs Kart için kart ücreti alınmıyor.*
- *Öğrenciler, öğretim üyeleri ve personel adına kart nedeni ile açılacak hesaplardan hesap işletim ücreti alınmıyor.*
- *Kart ile vadesiz mevduat hesabına para yatırılabilir.*
- *Kartla 2.000'den fazla DenizBank ve PTT ATM'inden ücretsiz para çekilebilir, AçıkDeniz İnternet Bankacılığı'ndan ve 600'e yakın Denizbank Şube'sinden tüm bankacılık işlemleri gerçekleştirilebilir.*
- *Kart Türkiye genelindeki 22.000'i aşkın Multinet üyesi restoran, kafe ve markette yiyecek ve içecek alışverişlerinde kullanabilir.*