

# The First Facebook Bank Branch of the World from DenizBank!

**DenizBank has initiated a brand new trend with the banking services it started offering on Facebook, the most widespread social networking website! Customers who have a Facebook account can transfer Money 24/7 and manage their daily agenda by monitoring their credit card, deposit and credit accounts. DenizBank customers who use Facebook also have the opportunity to ensure continuous communication with the bank by means of "Customers First" application available on the website.**

DenizBank, once again undersigning a new application in the Turkish banking sector has made it possible for its customers to realize their banking transactions through Facebook, the world's biggest social media platform. DenizBank held a press conference in Istanbul on 24 January 2012, on "Facebook Banking "services. In the press conference held, DenizBank President and CEO **Hakan Ateş**, DenizBank Executive Vice President in charge of Retail Banking Group **Gökhan Ertürk**, DenizBank Executive Vice President in charge of Information Technologies and Support Operations Group **Dilek Duman** gave speeches. Brand faces of Denizbank **Erdal Özyağcılar**, **Beyazıt Öztürk** and **Sedef Avcı** also attended the meeting as guests of honor.

## **"The pioneering role of DenizBank will always go on"**

DenizBank CEO and President Hakan Ateş in the speech he gave in the meeting stated that as DenizBank they shall continue presenting Turkey with brand new applications on internet and in social media. Ateş, regarding the "DenizBank Branch" opened on Facebook, stated: "As DenizBank, we follow technology closely and continue breaking ground with our innovative applications in the sector. Our Bank undersigned significant investments in digital platforms. While carrying into effect our website where we offer rapid and easy product application processes, we also integrated these processes to social media platforms. While the world population is approaching 7 billion, the number of Facebook users went beyond 785 million. Turkey, with its 31 million Facebook users, is among the countries which seem to enjoy Facebook the most. We are proud to have carried into effect the banking concept in a field we embraced as such for the first time in the world. We believe that this new application of ours will attract a great deal of attention since it is the first platform enabling our customers who use Facebook to realize their daily banking transactions without having to leave the platform they enjoy spending time in."

DenizBank Executive Vice President in charge of Retail Banking Gökhan Ertürk stressed that this new banking platform offered users the opportunity to see information from deposits to credit cards. Ertürk said, "This service where you can make Money Transfer from Facebook is only offered by DenizBank in the world. Carrying on our "Banking" concept of which we are experts onto Facebook which encompasses a remarkable audience was an idea that we always attached importance to. We ensure that our products and campaigns are easily followed up in our specially designed page for Facebook. Our followers can make product applications from fast application fields by using our calculation tools,

they can manage their daily tasks through "Agenda" application and with "Create a Fan" application they can dress up the pictures of their family, beloved ones with the colors of the football teams they support and share them in Facebook. DenizBank services will not remain limited to these, shortly users will be able to make transactions such as bill payment, credit card payment, FX and fund buy/sell by using this platform. With "Customers First" application, Facebook provides us with the opportunity to express ourselves to our followers who volunteer to follow our bank, share their ideas, suggestions and complaints and enables us to listen to them."

### **"Money transfer can be made at all times and to everyone"**

Stating that as DenizBank, innovations are not limited to these, Ertürk said, "We have integrated social media platforms into mobile applications which have become an integral part of our lives and we eliminated the limitations of being a customer of the bank, time and place in money transfers. Our customers can send money 24/7 to the mobile phones of the persons they choose, be they our customers or not, through their Facebook accounts and the recipients can withdraw the amount from DenizBank ATMs of their choice or make money transfers via mobile phones without any limitations. This is offered completely free of charge. In order to benefit from this opportunity, one only needs to have a smart phone and download "Cep Param" (Mobile Money) application. Within the scope of Mobile Banking applications, with NFC technology, we ensure credit card transactions are made through mobile phones."

### **"Our customers can use this with no hesitation"**

DenizBank Executive Vice President in charge of Information Technologies and Support Operations Group Dilek Duman stated during her speech at the meeting that they were fully ready regarding any security issues. Duman said, "Security on the internet is among the primary concerns that all users care about. DenizBank, with its experience and the technologies it developed provides customers with maximum security levels. Furthermore, when logging in to our branch at Facebook, there is the OTP (One-time Password) application. Even if the Facebook information of the user is acquired, log in is not possible without the OTP. All our customers can use the Facebook application with no hesitation."

### **To use DenizBank branch at Facebook...**

In order for a customer to use DenizBank's new service, first s/he must log in to internet banking via [www.denizbank.com](http://www.denizbank.com) and make a short definition for once and activate use. The user is able to log in to their Facebook account with their Facebook password and access DenizBank branch. Each time the customer wishes to log in the system, an SMS password is sent to their mobile phones defined in the bank system and the user logs in with this SMS password.