



PRESS RELEASE

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DenizBank invites you to meet Sir Alex Ferguson

Favorite bank of Turkish football lovers DenizBank has launched "Manchester United Bonus Card", special for Manchester United fans in Turkey. DenizBank offers dream prizes to Manchester United Bonus card holders. With the draws to be made, football fans will experience many unique moments from meeting Sir Alex Ferguson to training with Manchester United's stars from Wayne Rooney to Van Persie and watch unforgettable games at Old Trafford. With this step, DenizBank has achieved another breakthrough as the one and only bank cooperating with European clubs.

Differentiating itself with innovative products and services, **DenizBank** takes its collaborations in football one step ahead. **Manchester United Football Club** and DenizBank launched the **Manchester United Bonus Card** special for Manchester United fans in Turkey. The promotional meeting of the new product was made in Istanbul on Monday November 19th, 2012. Among the participants to the meeting were **Hakan Ateş**, CEO of DenizBank; **Gökhan Ertürk**, DenizBank Executive Vice President in charge of Retail Banking Group; **Berna Ülman**, Visa Europe Regional Manager; **Nick Humphreys**, Manchester United Marketing Director and the legendary goal keeper **Peter Schmeichel**.

Collaboration in sports will increase

DenizBank CEO **Hakan Ateş** stated in his speech at the promotional meeting that they were extremely happy to have developed a joint project with a world giant. Drawing attention to the fact that 86% of Turkish population supported a team, Ateş said, "The size of the football pie in our country is USD 1 Billion. 64% of this economy is created by the top 4 clubs. With our investments in football, we are the **one and only bank** that issues cards to **all champion clubs of our country**. In addition, our support and projects that we offer to Anatolian clubs continue. **We have logo cards special to 10 football clubs in total**. In 2013, we will increase this to **15**. We are taking our pioneering role in football to the next level with our collaboration with **Manchester United**. Besides their 659 million fans all around the world, millions also watch Manchester United's games in our country. We bring together DenizBank brand with Manchester United which has the highest number of followers among Turkish football lovers that watch the English Premier League and offer to Turkish football watchers. With this card, our customers will have the opportunity to win **dream prizes**. They will have the chance to meet **Sir Alex Ferguson**, train with **Wayne Rooney** and many world stars, watch Manchester United's games against **Aston Villa and Chelsea** live at Old Trafford."



Manchester United authorities commented on the partnership as follows: "This is the eleventh sponsorship to be announced by the Club so far this season, which demonstrates not only the strength of the Manchester United brand but also our desire to engage with our fans through our global network of likeminded businesses. DenizBank has over 11,250 employees and now has 610 branches across Turkey, opening 10 new branches within the first six months of this year. Much like Manchester United, DenizBank's rapid and continuous growth demonstrates its aspiration for success. The company shares many of United's core values and I am confident this will be a very successful partnership, bringing a fantastic product to our Turkish fans."

Visa Europe Senior Vice President and Regional Manager **Berna Ülman** said, "We are very happy that Manchester United will meet Turkish consumers with a Visa branded card. It is extremely valuable for us that many of DenizBank football cards are issued in the market with "Visa" logo. We congratulate their leadership and innovative studies and thank the whole DenizBank team primarily Mr. Hakan Ateş and Manchester United managers who presented this prestigious card to Turkey".

Privileges offered by Manchester United Bonus

Manchester United Bonus Card holders will have the opportunity to join once in a life time events with draws to be made. Many priceless prizes such as **watching a game at Old Trafford, joining training** with the team, **visiting the club museum** will be waiting for card holders. Moreover, stars of Manchester United will score for Manchester United Bonus Card holders from now on. **Card holders will earn bonuses as much as the number of goals scored by red devils** at the games won by Manchester United. Besides all, card holders will benefit from all campaigns in the Bonus world of opportunities.

Those who call DenizBank call center; text MANU, leave a space and write their ID numbers and send to 3280; apply via internet branch; apply via DenizBank branches; apply via DenizBank.com and bonusdenizbank.com page will own a Manchester United Bonus Card.

DenizBank customers who apply for Manchester United Bonus until February 22nd, 2013 will have a chance in the draw for the following:

- ❖ 4 people will have the chance to watch the team training at Carrington Training Complex on April 18th and see the Aston Villa game on April 20th.
- ❖ 2 couples will have the chance to be a part of the Red Day Experience covering stadium visit, welcoming at the café, and museum visit all day long on May 3rd, 2013 and see Chelsea game on May 4th.
- ❖ Hundreds of signed uniforms, flags and posters.



About Manchester United:

Manchester United has 659 million fans in the world. The club has 28.4 million followers on Facebook. Having won 60 trophies in their 134-year history, Manchester United's games were watched from 211 countries in 2010-2011 season. In 2011, over 5 million Manchester United branded licensed products were sold in 130 countries.

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 614 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad employing 11.382 people. DenizBank Financial Services Group consists of DenizBank, six domestic and three international financial subsidiaries, four domestic non-financial subsidiaries and a branch in Bahrain. Deniz Investment Securities, Express Investment Securities, DenizInvestment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Intertech, Deniz Kültür, Bantaş and Pupa are the group's domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries.

About Sberbank

Sberbank is the largest bank of Russia that holds about the third of total Russian banking assets. The Central Bank of the Russian Federation is the founder and major shareholder of Sberbank owning 50% plus one voting share. Other shares are held by more than 245,000 individuals and legal entities. The bank has the most extensive branch office network in Russia: about 19,000 branch offices and internal structural divisions. The foreign network of the Bank is comprised of subsidiaries, branch offices and representative offices in 20 countries, including CIS countries, Central and Eastern Europe, and Turkey. In September 2012, Sberbank closed the deal on acquiring DenizBank, which is ranked as the 6th among private banks in Turkey and the 9th among Turkish domestic banks by the amount of total consolidated assets. Sberbank has the General Banking License issued by the Bank of Russia – No. 1481. The bank's official website is www.sberbank.ru