



PRESS RELEASE

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Both Fans and the Club will win with Orduspor Bonus

DenizBank carried into effect the exclusive "Orduspor Bonus Card" for Orduspor fans who set their hearts to the purple and white colors of their team. With Orduspor Bonus having all features of Bonus Card, fans can take advantage of many campaigns and discounts while contributing to the income of their club.

DenizBank continues to enhance its collaboration with sports clubs. "Orduspor Bonus Card", exclusive for fans who set their hearts to the purple and white colors of their team, has been carried into effect with collaboration of **Orduspor** and **DenizBank**. The publicity meeting of the product being the first exclusive card for Orduspor was held on Wednesday, January 4th, 2012 in Padya Hotel. DenizBank CEO and President **Hakan Ateş**, Orduspor President **Dr. Nedim Türkmen** and DenizBank Executive Vice President in charge of Retail Banking Group **Gökhan Ertürk** attended the publicity meeting.

We are the biggest sponsor of our Sports Clubs

In the speech he made in the meeting, DenizBank CEO and President Hakan Ateş expressed his appreciation in being in collaboration with Orduspor. Ateş, highlighting that Orduspor is a major representative of the Black Sea region in Turkish football, stated: "It is an honor for us to contribute to the development of sports in Turkey through the agency of our prestigious sports clubs. With Orduspor Bonus both the income of the clubs will increase and the fans will make a contribution to their club in every transaction they will make with their card while taking advantage of many exclusive privileges. We estimate that Orduspor Bonus will reach a card number of 40 thousand in 2 years with this massive fan population. Up until today, we have raised an income of TL 4 million in total for all our clubs with the fan cards. As DenizBank, we are the biggest sponsor of our sports clubs. Within this framework, the credit limit we defined to football clubs have reached USD 206 million and our risk of USD 169 million is still persisting."

Orduspor President Dr. Nedim Türkmen in the publicity meeting, stated: "We are consolidating the foundation laid with DenizBank advertising sponsorship with Orduspor Bonus Card works. Within the scope of the project, the contribution of all fans, particularly that of fans in Ordu shall make us very happy. With small budgets, we made our club become a Süper Lig (Turkish Premier League) club. At this point reached, we are aiming at sharing the biggest support with distinguished fans of Orduspor and at improving our projects. As an Ordu resident and an Orduspor fan, I believe that our city will become a



brand with Orduspor Bonus Card project. We are in great expectations for card sales in high numbers and for creation of new sources of income for our club. I invite all those who set their hearts on Orduspor to obtain a Orduspor Bonus Card.”

“We are happy to have made an agreement with Orduspor”

In the speech he made in the publicity meeting, DenizBank Executive Vice President in charge of Retail Banking Group Gökhan Ertürk, expressed his joy in being in collaboration with Orduspor, one of the important football teams of Turkey. Ertürk stated, “Moving forth with the niche market approach we focus on, our practices regarding fans for sports clubs which is one of our top priority sectors, are continuing. As you all know, we are the only bank which has a card program with the top 4 teams. We are glad to have signed a contract with Orduspor after Eskişehirspor, Çaykur Rizespor and Mersin Idman Yurdu. Both parties will win with this collaboration. I invite all Orduspor fans to apply for the card.”

Privileges offered by Orduspor Bonus

- Special for the launch, a total of TL 35 bonus will be given until the end of March 2012, TL 20 being for approved applications for Orduspor Bonus Card and TL 15 being for the first spending of TL 50 made by the card.
- Orduspor Bonus Card holders will benefit from all opportunities offered by Bonus which has the largest merchant network in Turkey.
- Card holders will be able to pay in installments, earn and spend bonus points and benefit from all campaigns at merchants.
- Card holders will enjoy advantages at stores of the club and when purchasing game tickets.
- Periodical campaigns will be organized for fans.
- As Orduspor wins, card holders will also win.
- A particular contribution amount will be transferred to the club from the shopping made. Card holders will contribute to their teams with every purchase they make without paying anything extra.
- With Orduspor Bonus Card which has contactless payment features thanks to Visa PayWave infrastructure, payments of TL 35 and below will be made quickly and securely without carrying coins.

One can apply for Orduspor Bonus Card from all DenizBank branches, AçıkDeniz Telephone Banking at 444 0 800, AçıkDeniz Internet Banking or www.denizbank.com.