

American Express cards are now accepted in DenizBank POS terminals

Through its cooperation with Garanti Bank, Denizbank has started accepting American Express cards in its POS terminals. With this step taken, Denizbank has become the second bank in the market accepting all 4 big brands.

DenizBank, differentiating from others with its innovative products and services, has commenced an important service in terms of POS. Through its cooperation with Garanti Bank, Denizbank has started accepting American Express cards in its POS terminals. With American Express (AMEX) cards now being accepted in addition to Visa, Mastercard and JCB cards, DenizBank has become the second bank in the market accepting all 4 big brands.

“We are aiming at growing our market share in Tourism sector”

DenizBank Executive Vice President in charge of SME and Agricultural Banking Group **Gökhan Sun**, regarding the newly commenced service, stated: “While credit cards market grew by 25% in 2011, Denizbank achieved to grow by 51% to reach a market share of 4.07% in POS volumes and 5.58% in number of POS. Accepting American Express cards among others, we are aiming at growing our market share, particularly in tourism sector. With this agreement, all American Express branded cards within Turkey or abroad will become valid at 100.000 merchants of DenizBank.”

Cardholders of American Express which stands as the most prestigious credit card brand of the world, attract attention with their high purchasing power. Since 1996, American Express has been acting with the strategy of introducing its client network and card portfolio to 3rd party issuers all around the world. American Express cooperates with 129 partners in 129 markets of the world reaching 97.4 million cardholders.