



Full support to sports in the global arena from DenizBank!

DenizBank becomes the title sponsor to the CEV Volleyball Champions League!

- Operating under the roof of Sberbank and making important investments with the purpose of supporting the development of sports and contributing to its extension to more people in Turkey, DenizBank became the title sponsor to the "CEV Volleyball Champions League", which is the elite clubs championship of world volleyball.
- With the championship that will be entitled "CEV DenizBank Volleyball Champions League" for 3 years as from 2014 season, the Bank has taken a significant step for the global representation of Turkish volleyball and brand.
- DenizBank CEO Mr. Hakan Ateş said, "By uniting our powers CEV, which is the continental governing body of volleyball in Europe, we are now building our presence in sports on an even more solid ground and carrying the name of a Turkish bank onto the most prestigious volleyball championship of Europe".
- André Meyer, President of the European Volleyball Confederation said: "Volleyball has literally boomed in Turkey in recent times and the teams from this country have turned into a major force to be reckoned with. Turkey has also become a unique partner for Europe's Volleyball family by hosting an unprecedented series of major international competitions. The partnership with DenizBank testifies the unique appeal of our flagship competition for clubs as well as its marketability. With DenizBank now at our side I am convinced that we will raise the value and popularity of the CEV Volleyball Champions League to higher standards."

Having undertaken an important mission for developing Turkish sports and athletes and extending sports culture to more people, **DenizBank** became the title sponsor of "**CEV Volleyball Champions League**", which is the most prestigious clubs championship of world volleyball.



Within the scope of the agreement executed by DenizBank with **CEV (Confédération Européenne de Volleyball)**, the most prestigious organization of world volleyball at club level will be entitled “**CEV DenizBank Volleyball Champions League**” for 3 years as from the 2014 season. The excitement of the “CEV Volleyball Champions League” will be experienced with DenizBank for 3 years in 20 European countries.

With the said sponsorship, DenizBank hereby reinforces its support for different sports fields and presence by uniting its power with an international and prestigious organization. At the same time, the Bank undertakes an important mission for Turkish volleyball, which has written an outstanding success story in recent years, to become a global brand and for volleyball to be embraced by more people in Turkey.

Within the scope of “CEV DenizBank Volleyball Champions League” group matches will be played between the dates of 22 October 2013-18 December 2013, playoff games will be held between the dates of 14 January– 13 February 2014 and Final Four games, whereby the excitement will be in the air, will be played between the dates of 15-16 March in women’s league and 22-23 March 2014 in men’s league. Eczacıbaşı Vitra, Galatasaray Daikin and Vakıfbank are the teams participating in the women’s league while Arkas, Halkbank and Galatasaray are the teams participating in the men’s league from Turkey.

The publicity meeting for the collaboration between DenizBank and CEV was realized on Tuesday, October 22nd, 2013 at Istanbul Swissôtel. Among the participants to the meeting were DenizBank CEO **Mr. Hakan Ateş** and President of the Confédération Européenne de Volleyball (European Volleyball Federation) **Mr. André Meyer**.

“We are taking an important step for our volleyball to become a world brand”

During his speech at the meeting, DenizBank CEO **Mr. Hakan Ateş** stated that this collaboration already was among the projects which made him proud. Ateş said, “Today marks an extremely important milestone in our corporate history. This landmark collaboration that unites us with CEV takes our mission to support sports one step further and serves our appreciation for Turkish volleyball, which has marked great achievements in the international arena recently. On the other hand, there is another aspect that enhances the importance of volleyball for DenizBank. Looking into the history of Men’s European Volleyball Champions League, we see that Russia is the country that took home the highest number of trophies. In this respect, volleyball constitutes a great common ground for our main shareholder Sberbank’s country Russia and Turkey, which has swept championship cups in women’s European league in the recent years. I hope our collaboration agreement brings the best of luck to all parties and Turkish sports.”

“Thanks to our partnership with DenizBank, the CEV Volleyball Champions League will continue to make the headlines also in the years to come”

During his speech at the meeting, **André Meyer**, President of the European Volleyball Confederation said: “Right from the start of this success story called CEV Volleyball Champions



League the world's best Volleyball players have helped us create a product that stands apart also on the global arena. Last year we made another step forward by acknowledging the huge interest among clubs in Europe to join this unique family by extending the right of participation to 28 and 24 teams in the men's and women's competition respectively. As you all know, Turkey has achieved great success in women's Champions League in the last 3 years. As far as we have heard, this year Turkish clubs have set their eyes on seizing the trophy also in the men's division. I am convinced that the partnership with DenizBank – a partner that shares our vision of the sport including its social impact – the CEV Volleyball Champions League will continue to make the headlines also in the years to come."

CEV & DenizBank partnership brought together the stars of world volleyball

The press conference held for CEV and DenizBank partnership which is very important for world volleyball was enlivened with legendary names of global volleyball such as **Tatyana Gracheva**, **Vladimir Grbic** and also the participation of the indispensable player of the Turkish National Volleyball Team, **Neslihan Demir**.

Having been honored with the "Lifetime Achievement" award by CEV in June 2013, Serbian volleyball player **Vladimir Grbic** currently serves as the vice president of the Serbian Volleyball Federation. Having won the gold medal in 2000 Summer Olympic Games and bronze medal in 1996 Atlanta Olympics with the Yugoslavian National Team, Grbic was declared the "Best Sportsman of the Year" in 1996 and 2000 by the Yugoslavian Olympic Committee and he also won the gold medal in 1999 and 2000 with the title "Best Athlete" in Yugoslavia.

As one of the most important representatives of Russian volleyball in the global arena, **Tatyana Gracheva** has won the silver medal in 2000 Sydney Olympic Games and gold medal in the European Championships in 1993, 1997 and 2001 with the women's national team of Russia. Gracheva also received the "Best Setter" award in 1994 World Championship and 2001 World Grand Champions Cup.

Having marked sports history as the captain of the national team that managed to compete in the Olympic Games in volleyball from Turkey, **Neslihan Demir** is known as the "Iron Lady of Turkish Volleyball". Being the only player to earn the title of "Best Scorer" for two years in a row at the World Championship at national team level, Demir also owns the "Best Scorer" awards in 2006 World Championship and 2010 World Championship with 225 and 251 points. Demir still actively plays for Eczacıbaşı VitrA and the Women's National Team of Turkey.

DenizBank is beside sports and athletes

DenizBank makes important investments in all sports areas, primarily football, within its mission to support the development of sports and extend sports culture to more people in Turkey. Being the only bank financing football clubs in Turkey, DenizBank unifies itself within the society which



it is in with the support it provides for sports and touches people's lives with a common platform and energy.

Besides the financial support DenizBank provides to Galatasaray, Fenerbahçe, Beşiktaş, Trabzonspor and Bursaspor, which are named as Top 5 Clubs, as well as the valuable teams of Anatolia, the bank holds a Fan Card portfolio and Manchester United Bonus Card, specially designed for Manchester United fans in Turkey. Within this scope, DenizBank enriches its sponsorship agreements and special financing opportunities towards clubs which it invests in through card advantages for fans and creates a holistic value.

On the other hand, the lounges in Galatasaray's Ali Sami Yen Sports Complex Turk Telekom Arena are named as "Deniz Club Lounge". The loan volume provided by DenizBank to sports clubs is over TL 592 Million as of September 2013. With Bonus Cards special to clubs, DenizBank gives fans the opportunity to shop with discounts, materially contribute to their clubs, win free jerseys and match tickets. The bank also sponsored Turkish Offshore Racing Club for long years. Having sponsored in 2010-2011 season the Fenerbahçe Athletics team members Nevin Yanıt and Burcu Ayhan who won European titles, the Bank also supports Galatasaray Wheelchair Basketball Team.

About CEV

Founded on September 9, 1973 in Scheveningen (NED) and counting 55 member countries, CEV (the European Volleyball Confederation) is the continental governing body for the sport of Volleyball and Beach Volleyball in Europe with headquarters located in Luxembourg City.

Sponsored by DenizBank, the "CEV DenizBank Volleyball Champions League" is the world's elite club competition in Volleyball. 52 clubs consisting of 28 men's and 24 women's teams from 17 different European countries and a good share of the world's best Volleyball players star in the 2014 CEV DenizBank Volleyball Champions League. More than 200 matches (106 for the men's and 94 for the women's competition respectively) are played from late October through mid-March. Other than in the European countries, both competitions are followed via TV broadcast by nearly 200 million people from regions including the Far East, South America and the Gulf countries. Halkbank ANKARA, Arkas IZMİR, and Galatasaray ISTANBUL (men) plus VakıfBank, Eczacıbaşı Vitra, and Galatasaray Daikin (women) are representing Turkey in the 2014 edition of the CEV DenizBank Volleyball Champions League.

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 685 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad employing nearly 14 thousand 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.

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About Sberbank

Sberbank of Russia is Russia's largest bank and a leading global financial institution. Sberbank holds almost one third of aggregate Russian banking sector assets, it is the key lender to the national economy and the biggest deposit taker in Russia. The Central Bank of the Russian Federation is the founder and principal shareholder of Sberbank owning 50% of the Bank's authorized capital plus one voting share, with the remaining shares held by domestic and international investors. Sberbank has more than 110 million individual customers and 1 million corporate clients in 20 countries. Sberbank has the largest distribution network in Russia with more than 18,000 branches, and its international operations include UK, US, CIS, Central and Eastern Europe, Turkey and other countries. The Bank holds the general banking license No.1481 issued by the Bank of Russia.

The official website is www.sberbank.ru.