

The success of DenizBank Call Center was crowned at Call Center Week Awards in Las Vegas

“Greatest Job Creating a Culture that Inspires World-Class Excellence” Award to DenizBank from the USA

At the 2013 Call Center Week Awards held in the USA, DenizBank Call Center received the “Greatest Job Creating a Culture that Inspires World-Class Excellence Award” with its dynamic, innovative, customer-oriented business culture and the contribution of this culture to its success.

Differentiating itself with innovative products and services, **DenizBank** has won another new award in the international arena. With the business culture it has created and the contribution of this culture to its success, DenizBank Call Center received the **“Greatest Job Creating a Culture that Inspires World-Class Excellence Award”** at the 2013 Call Center Week Awards that is held in the USA and that honors the most successful and high quality call center solutions of institutions throughout the world.

At the Call Center Week, the doyens of call center sector gather together every year and determine the best performing companies of the year in various categories. At the conference, which was held for the 14th time this year with the theme “business culture”, candidates were assessed according to formation of loyal, creative, customer oriented, open-to-development business culture and the tangible contributions of that culture to business achievements. Call Center Senior Vice President **Emre Demir** accepted DenizBank’s award at the ceremony held in Las Vegas.

Strategic value creation target

Commenting on the occasion, DenizBank Executive Vice President in charge of Information Technologies and Support Operations Group **Dilek Duman** stressed that they pioneered the sector with their employees aiming to be dynamic, innovative and “always one step ahead” and created strategic value by using technology at the maximum level to enhance customer experience and ensure high efficiency. Duman said, “With the business culture it has created and the contribution of this culture to its success, DenizBank Call Center ran with American and European candidates and was among those receiving the “Greatest Job Creating a Culture that Inspires World-Class Excellence Award”. We are proud to be pioneers in our sector with our organization structure, management strategy, technology infrastructure and the innovations we realize in our processes. With each step we take, we shape our activities to actualize the motto “Life is beautiful at Deniz”, rapidly adapt the

most innovative applications and we mobilize all means in all channels from branches to call centers in order to facilitate the lives of our customers and provide the best and highest quality service. In this context, despite the increase we experience in our calls compared to the previous year, we have taken our service level at the top in the sector and the number of our inbound sales reached 20 thousand and above while being 2 thousand the year before. We will continue to put customer satisfaction in the core of our activities and create difference in the sector”.

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 close to 14.000 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