

The 15.000 km journey of DenizBank Agriculture Talks starts with Tayfun Talipođlu

Within the 10th anniversary of Producer Card, the events to be organized at 50 different locations in Turkey with “Tayfun Talipođlu – DenizBank Agriculture Talks” started from DenizBank Head Office. DenizBank CEO Hakan Ateş said, “We are setting off a journey covering Turkey as a whole to hear farmers on the 10th anniversary of Producer Card. We are also proud to continue our leading position among private banks in the financing of agricultural sector to which we attach great importance”.

Ranking number one among private banks with the innovative products it offers to agricultural sector, **DenizBank** sets off a journey covering all parts of Turkey within the 10th year anniversary events of Producer Card, designed specially for the needs of agricultural sector and realized as a breakthrough in Turkey. The first event within “DenizBank Agriculture Talks with Tayfun Talipođlu” will be held in Edirne. The caravan specially designed for agricultural talks and events started its journey from DenizBank Head Office building. DenizBank CEO Hakan Ateş, DenizBank Agricultural Banking Group Executive Vice President Gökhan Sun, the famous documentary film maker Tayfun Talipođlu and DenizBank Head Office employees were among the ones to see off the caravan on April 18th, 2014.

“It is without a doubt that the most important area of the strategy of focusing on niche sectors is Agricultural Banking”

Speaking at the ceremony, DenizBank CEO Hakan Ateş said, “It is without a doubt that the most important area of the strategy of focusing on niche sectors is Agricultural Banking, which has a significant role in our bank’s success. It has been more than 10 years since we acquired Tarıřbank and we have attached importance to agriculture since then. We are also proud to continue our leading position among private banks in the financing of agricultural sector. Our target is to reach 500 thousand Producer Cards. This leadership makes us responsible to be beside producers anytime and anywhere, be close to them, take our service to them. Today, with more than 250 branches providing agricultural banking services, we take the difference of Deniz throughout Turkey. We try to do our best to maintain our relationship and communication with producers thanks to new projects. “DenizBank Agriculture Talks with Tayfun Talipođlu” project is a new product of our efforts. Our agriculture journey starts with Tayfun Talipođlu but we have been on this journey as a bank for more than 10 years. We are starting the journey with the beautiful city of Edirne in Thrace. During these events we will cover a distance of 15.000 km and stop by more than 50 locations and reach 1 million farmers. While Tayfun Talipođlu will visit one village, 1.000 agricultural banking employees will be beside our farmers in hundreds of villages. I hope our journey covering whole of Turkey will bring the best of luck.

More than 50 locations will be visited

Within "DenizBank Agriculture Talks with Tayfun Talipođlu", events will be held in more than 50 locations throughout Turkey for the 10th anniversary of Producer Card. During the organization supported by Petrol Ofisi, Tayfun Talipođlu will visit villages, merchants, agricultural unions and cooperatives and talk to farmers. DenizBank and Tayfun Talipođlu will visit 5 villages on average in more than 50 places and stop by some towns and villages on the route while travelling.

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 713 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad employing more than 14 thousand people. DenizBank Financial Services Group consists of DenizBank, six domestic, four domestic non-financial subsidiaries, three international financial subsidiaries and a branch in Bahrain. Deniz Investment Securities, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Deniz Asset Management Company, Intertech, Deniz Kltr, 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 and other shares are 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. Sberbank holds the general banking license No.1481 issued by the Bank of Russia. The official website is www.sberbank.ru