

PRESS RELEASE**05 June 2014**

Golden Compass Special Award for Deniz TV

- **Deniz TV, the training and internal communication platform of DenizBank to reach 700 branches and 15.000 cities in 81 cities much faster and easier with cheaper costs was awarded the Golden Compass Special Award.**
- **Deniz TV Chief Editor Meral Erbil said "We are very happy that the effort we put forward under the roof of DenizBank that differentiates itself with unique applications was found worthy for this award".**

Public Relations Association of Turkey (TÜHİD) gave out awards at the 13th Golden Compass Public Relations Awards at the ceremony held on June 3rd, 2014, Tuesday. Prominent with its different and effective identity, Deniz TV received the Golden Compass Special Awards where many private sector, public institution and NGO's took place.

Speaking at the awards ceremony where business people showed great interest, Deniz TV Chief Editor Meral Erbil said they were very happy for this special award which carved their name in success story of DenizBank and stated "Under the roof of an innovative institution like DenizBank, we continue working with the vision on differentiating ourselves. With my team members who are perfect examples of a Sailor, it inspires us to further increase the bar as we are now found worthy of the most prestigious PR award of Turkey. We will keep on working to provide our works for sailors and captains through Deniz TV, Deniz Radio and DenizTube. I would like to thank my colleagues who enabled this and our CEO Mr. Hakan Ateş who trusted us and paved the way for us to do real TV business in a closed circuit."

About DenizTv;

DenizTv is a training and internal communication platform independent from time and space where all sailors can access through their PCs. In Deniz TV broadcasts where important days and events of the bank are broadcast to all personnel at the same time, we also provide occupational and personal development programs, new product and campaign notifications, top management meeting and trainings and events held at Deniz Academy. Deniz TV establishes a visual archive for the bank as it films every kind of activity. Deniz TV was chosen as a best practice by our shareholder Sberbank and Russian colleagues are analyzing us to establish a similar structure at Sberbank.

DenizTv Team : Meral Erbil, Özgür Kamburoğlu, Ayşegül Hırka, Savaş Yalçın, Hasan Pulant, Oktay Kalenderoğlu, Fatih Şark, Utku Cansever, Koray Mansuroğlu and Orhun Şemin.

About Altın Pusula PR Awards

"Golden Compass PR awards" have been given since 1999 by TÜHİD in order to award and encourage successful PR works. "Golden Compass PR awards" is the one and only program of PR sector in Turkey. <http://www.altinpusula.org/indeks.php>

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 725 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad employing nearly 15 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, Destek Asset Management Company, Intertech, Deniz Kültür, Bantaş and Pupa are the group's domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries. www.denizbank.com, www.facebook.com/DenizBank, twitter.com/DenizBank

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