

International Excellence Award to DenizBank HR Management!

- **DenizBank received the first prize at HR Excellence Awards 2014, the prestigious organization of the United Kingdom at Best HR Strategy form Overseas category, for which companies throughout the world had been nominated.**
- **With the projects realized in the last three months, DenizBank received the award which was presented at the ceremony held in London on July 1st, 2014.**

HR Excellence Awards judges stated that they chose DenizBank for actualizing the transformation suitable to recruitment planning above the sector made by the Human Resources Department, parallel to the 4-year strategic plan initiated by the company in 2010.

Besides current recruitments, considering the personnel to be newly recruited due to growth, DenizBank has realized recruitment of 7500 people between 2011 – 2013. With the projects that led them to the award, DenizBank Human Resources offered unique solutions for new manager needs to be raised internally or externally parallel to the growing branch network.

Having detected that first Human Resources unit must renew its own processes to reach the growth target; DenizBank rendered its business processes innovative, efficient and effective with new methods.

With the impact of changing business needs and challenging business targets, DenizBank Human Resources Team initiated a fast strategy setting and planning study and proceeded by receiving the opinions of many stakeholders in the meantime.

The HR team determined 5 strategic priorities to support DenizBank business targets in this direction and drew their roadmap accordingly. DenizBank HR's 5 indispensable promises were: "With social HR, we are where our candidates are; we select our staff members ourselves; we raise bankers and captains for the sector; we facilitate our job through effective, efficient and innovative processes; we listen to our staff members, and we are always accessible for them".

Judges stated that efficient use of social media had a role in DenizBank HR receiving this award. In the explanation, it was stated that it was DenizBank that first had a Banking **LinkedIn** career page and HR **Twitter** page in the sector and such practices had a great contribution in the efficient management of the process. Besides that, the judges shared that the internship program "**Pearls of Deniz**" that attracts approximately 7.500 applications every year, the fact

that 74% of managers were promoted from within and periodical interviews held with the employees had a major role in granting that award.

Stating that it was a great source of pride to return with an award from HR Excellence Awards 2014, DenizBank Executive Vice President in charge of Human Resources and Deniz Academy Yavuz Elkin stated that DenizBank was the sector's fastest growing bank in terms of human resource in the last 3 years. Elkin said, "As DenizBank HR team, one of the major reasons why we changed our strategy was to access qualified human resource. It is not easy for an HR team to recruit 7.500 people in 3 years and to make such recruitment dispersed through all provinces in our country. It is even more difficult to do this with limited resources. I cordially congratulate all my colleagues who had great contributions in making DenizBank the fastest growing bank and who overcame such a difficult process."

Expressing that listening to employees continuously and improving processes with employees' comments are major success factors in a fast growth environment, Yavuz Elkin said, "For this purpose, we adopted an HR approach that is closer to the employees and develops its processes with feedbacks. With the impact of the new HR practices, DenizBank became the fastest growing bank of the sector in a short time and also got a place among banks with the lowest turnover ratio and highest employee engagement scores. With the 'right person for the right job' motto, we placed inexperienced candidates to suitable positions and ensured their development in the Bank. We are proud to promote 74% of managers internally. At the same time, we shared the world of DenizBank's employees by creating our social media pages. Number of applications increased as we strengthened our employer brand with such applications."

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 close to 15 thousand people. DenizBank Financial Services Group consists of DenizBank, six domestic, three 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 Kültür and Bantaş are the group's domestic subsidiaries while Eurodeniz, DenizBank AG and DenizBank Moscow are its international subsidiaries.

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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