



PRESS RELEASE

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Wind of Volleyball this time in Ankara with DenizBank

Final Four Time in CEV DenizBank Volleyball Men's Champions League!

Final Four excitement was on within CEV DenizBank Volleyball Men's Champions League in Ankara with the participation of Halkbank among the teams on March 22nd and 23rd.

DenizBank CEO Mr. Hakan Ateş said, "As the first year in CEV DenizBank Volleyball Champions League ends, we have been more than happy to witness great excitement in Ankara in Final Four matches after Baku. With this collaboration through which we carried the name of a Turkish bank onto the most prestigious championship of European volleyball, we have crowned our investment in sports which is very important in terms of our social responsibility approach. From now on, we will continue our activities to contribute to the development of Turkish sports and sportsmen."

President of European Volleyball Confederation (CEV) Mr. André Meyer said, "Our three-year long partnership with DenizBank was announced right on the day the League Round got started and some months later we can proudly state that via their support the value and appeal of our flagship competition were additionally increased"

"CEV Volleyball Men's Champions League", to which DenizBank became the title sponsor to in October 2013 after taking an important step to represent Turkish volleyball in Europe, came to an end with the Final Four matches played in Ankara on March 22nd and 23rd.

Following the play-offs between January 14th – February 13th, 2014 excitement was in the air in the Final Fours. Besides Halkbank, Poland's Jastrzebski Wegiel and Russia's Belogorie Belgorod and Zenit Kazan were among the teams that were in the final four.

DenizBank became the title sponsor to CEV Volleyball Champions League for 3 years, both in men's and women's, as from the 2014 season after joining forces with the Confédération Européenne de Volleyball (**European Volleyball Confederation**), the most prestigious organization in European volleyball.



“It is a great honor for us to be the title sponsor for 3 years to the most prestigious tournament of European volleyball”

DenizBank CEO Mr. Hakan Ateş expressed that they carried the bank’s support vision in sports to a European scale, beyond Turkey thanks to their collaboration with CEV. Ateş said, “As DenizBank, we have attached great importance to our social responsibilities as much as our financial activities since the day of our establishment and we have undertaken it as a mission to contribute to the development of our country in line with the social requirements. Opening up individual and social development with the common language and team spirit it brings along, sports also is among the areas of social responsibility which we focus on. It is a great honor for us to be the title sponsor to CEV European Volleyball Champions League for 3 years as volleyball becomes the shining star of Turkish sports. We have thus carried the name of a Turkish bank onto the most prestigious championship of European volleyball. Beyond that, we are providing strong support to the representation of Turkish volleyball in the international platform.”

Stressing that Turkey will start to be remembered as a country of sports as other institutions like DenizBank contribute more to sports, Ateş said, “As the first year ends in “CEV DenizBank Volleyball Champions League”, the fact that Halkbank, a Turkish team, is in the Final Four heralds the many more success stories which Turkey will write in the future. As DenizBank, we will continue our support for the development of volleyball and all other fields of sports in our country as well as their global representation.”

“We are confident that with the help of DenizBank Volleyball will continue to flourish here in Turkey”

Speaking at the meeting, President of European Volleyball Confederation (CEV) Mr. André Meyer said “Today we are drawing the line at the end of a very successful season in terms of attendance, TV coverage and quality of the matches. Volleyball has literally boomed in Turkey in recent years and therefore this partnership testifies that our Confederation also continues to evolve with the times. We follow the trends of international markets and we are confident that with the help of DenizBank Volleyball will continue to flourish here in Turkey.”

Expressing that he is looking forward to the start of the next season, the CEV President said, “Actions will get started already on June 27 with the Drawing of Lots that once again will be combined with the annual European Volleyball Gala we co-host together with the Austrian Volleyball Federation in Vienna. The Board of Administration has also worked on some changes in the competition format that are most likely to be implemented with the start of the 2016 season. We hope to extend the men’s competition to 32 teams already in 2015 as we know that many more teams are eager to join the CEV DenizBank Volleyball Champions League. At the same time we will keep our focus on quality making sure that the competition lives up to the high expectations of our title sponsor, partners, fans and media alike.”



DenizBank is beside sports and sportsmen

DenizBank sees the development of all sports fields in Turkey and the expansion of sports culture to more people as an important part of its social responsibility vision. Within this framework, the Bank supports nearly 15 sports clubs, primarily the Top 5 clubs which are Galatasaray, Fenerbahçe, Beşiktaş, Trabzonspor and Bursaspor. It contributes to the strengthening of development of amateur sports teams and thus existence of Turkey in sports via these investments.

Positioned as the Bank providing the highest financing to football clubs in Turkey, DenizBank continues to lead among private banks with 155 thousand fan cards. It has provided TL 641 Million loan volume to sports clubs in total as of end of December 2013. DenizBank also has a Fan Card portfolio and Manchester United Bonus Card, specially designed for Manchester United fans in Turkey.

On the other hand, lounges in Galatasaray Ali Sami Yen Sports Complex Türk Telekom Arena are named as "Deniz Club Lounge". 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 IZMIR, 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 713 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad



employing over 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, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Deniz 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.

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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.