

The 15.000 km agriculture journey of DenizBank with Tayfun Talipođlu is completed

- **The events which were organized in nearly 200 locations of Turkey under “Tayfun Talipođlu – DenizBank Agriculture Talks” within the 10th anniversary of the Producer Card, ended in DenizBank Head Office where the journey started.**
- **DenizBank CEO Hakan Ateş said “In the 10th anniversary of the Producer Card, DenizBank, which adopts as a principle to provide all kinds of support for the development of agricultural sector, completed its 15.000 km journey which covers Turkey as a whole. The bonds and communication of our bank with agriculture will continue in the future and we will continue to be beside and close to our producer.”**

Ranking number one among private banks in financing agriculture, **DenizBank** has completed its journey in Turkey organized within the framework of the 10th anniversary events of the **Producer Card** which is designed specially for the needs of agricultural sector and realized as a breakthrough in Turkey. The events organized under the name “Tayfun Talipođlu- DenizBank Agriculture Talks” ended in DenizBank Head Office where the journey started. The caravan which was specially designed for Agriculture Talks and events was welcomed in DenizBank Head Office. DenizBank CEO Hakan Ateş, DenizBank Agricultural Banking Group Executive Vice President Gökhan Sun, the famous documentary film maker Tayfun Talipođlu and DenizBank Head Office managers and employees attended the welcoming ceremony.

“We have reached nearly 1 million farmers by visiting approximately 200 locations.”

Speaking at the ceremony, DenizBank CEO Hakan Ateş, said “Since the day we were established, we have continued our financial activities within the scope of community development based business model. Our journey, which started in Agriculture Banking 10 years ago and to which we attach great importance, is strengthened today with sector leadership. On one hand, we are proud to continue our leading position among private banks in financing agriculture sector, on the other hand it gives us a big responsibility. With more than 260 branches providing agricultural banking services, we take the difference of Deniz throughout Turkey. We consider that being beside and close to our producers with new projects is part of our responsibility. “DenizBank Agriculture Talks with Tayfun Talipođlu” project is a new product of our efforts in this direction. Today we have completed our 15.000 km journey which lasted 3 months. With 10 Regional Directorates, 260 Branches, captains and thousands of sailors focused on agricultural banking, we have visited each village and town and listened to the concerns of the local people and our producers. We have reached 1 million farmers by visiting nearly 200 locations. I think that our journey covering Turkey as a whole has been efficient and I congratulate all the team, who contributed to the journey, specially Mr. Talipođlu. As DenizBank family, our bonds and communication with agriculture will continue with new projects in the future.”

In his comments in which he emphasized the warmth and interest of the citizens in his 2.5 million km journey throughout Anatolia, Tayfun Talipoğlu, an experienced journalist and documentary film maker, said "As a person who knows the hospitality of the people of Anatolia, I am very happy to have had the opportunity to come together with them. Our visits to villages and towns, which we realized within the scope of the 10th anniversary of the Producer Card, have shown me that the Producer Card has filled a very important gap in agriculture sector. I appreciate the works of DenizBank, who has always been besides the producer, and I thank all DenizBank family for the interest and support they have provided throughout all our journey."

15.000 km journey has been completed

Within the framework of "Tayfun Talipoğlu- DenizBank Agriculture Talks" events were organized in 200 points throughout Turkey for the 10th anniversary of the Producer Card. During the organization, which was supported by Petrol Ofisi, Tayfun Talipoğlu talked with farmers in his visits to village, merchant members, union and cooperatives.

Tümosan tractors were given as gifts to Producer Card user customers, who won in the draw of General Directorate of National Lottery. This year, within the scope of 10th anniversary of the Producer Card, DenizBank will give 10 Tümosan tractors as gifts to producers.

During the events, 35 cities, 71 towns, 86 villages, 52 agricultural union/cooperatives, 49 chamber of agriculture, 132 agricultural dealers and enterprises were visited. Nearly 3,000 of our staff in branches and regional directorates providing agricultural banking attended the visits with Tayfun Talipoğlu. Press conferences were held in 10 city/town centers.

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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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