

DenizBank made Turkey proud with “Grand Stevie” in Stevie Awards

- **With its sales and customer satisfaction oriented approaches in the banking sector, DenizBank was granted 6 gold, 6 silver and 7 bronze awards in “Awards for Sales and Customer Service” in which more than 2.000 corporations from 65 countries competed and which was held by Stevie Awards, one of the most prestigious global award organizations.**
- **With the high scores it obtained in the evaluation of the jury, DenizBank won “Grand Stevie” award granted only to the most valuable companies and was granted 20 awards in total. The bank was also the only institution that won the most gold awards among all participants with its activities in one country.**

DenizBank, which was bestowed with “The Most Innovative Bank of the Year” award in 2014 by the US based Bank Administration Institute (BAI) and American Bankers Association (ABA), which are the most prestigious institutions in terms of banking administration sphere of financial services industry worldwide, continues to crown its performance in the international platform with prestigious awards in 2015.

Denizbank was granted 20 awards in “Awards for Sales and Customer Service” in the field of sales and customer services by Stevie Awards, one of the most prestigious global award organizations in business world, and achieved a new success with its innovative approach.

DenizBank reached an important accomplishment by being granted 6 gold, 6 silver and 7 bronze awards with its Contact Center, CRM and Customer Satisfaction Group, Product and Portfolio Management, Direct Sales and Telesales in the competition, in which more than 2.000 institutions from 65 countries competed with more than 9.000 products and projects.

DenizBank won 20 awards by also being granted Grand Stevie Award, which is given only to the most valuable companies, with the highest scores given by the jury. With 6 gold medals, the bank was also the institution that won the most gold awards among all participants with its activities in one country.

The institutions that won awards in the competition were chosen after the jury, which consisted of 139 professionals from different countries, evaluated all applications in detail in two stages for three months.

Hiçkiran: "We have reached an outstanding achievement"

Ayşenur Hiçkiran, Executive Vice President for DenizBank Payment Systems and Non-Branch Channels Group, stated that "We have confirmed our sales and customer satisfaction oriented approach in the international arena as well with these outstanding awards".

Hiçkiran, continued by saying that "As Denizbank, we continue to add value to the lives of consumers. In this scope, making a difference with our innovative products and practices, and representing "firsts" in the sector in the field of customer satisfaction and sales are among our prioritized targets. Being granted 20 awards, 6 of which are gold, with this approach, in Stevie Awards, an organization which is crucial for the global business world, is an outstanding success which made us very happy and also proud for the Turkish banking sector. As DenizBank we will continue our innovative practices with the motivation and appetite given by the awards granted to facilitate the lives of our customers and to provide services in the speed and quality they wish, and expect."

The awards that DenizBank won in Stevie Awards for Sales and Customer Service 2015 are listed below by the units:

Gold Stevie Awards:

Contact Center

- *Customer Service Department of the Year*
- *Award for Innovation in Customer Service*
- *Inbound Marketing Program of the Year*

CRM and Customer Satisfaction Group:

- *Business Intelligence Solution*
- *Customer Service Complaints Team of the Year*
- *E-Commerce Customer Service Award*

Silver Stevie Awards:

Contact Center

- *Contact Center of the Year (Over 100 seats)*
- *Best Use of Technology in Customer Service*
- *Relationship Management Solution*

Telesales

- *Sales Department of the Year*

CRM Group

- **Relationship Management Solution**
- **Best Use of Technology in Sales**

Bronze Stevie Awards:

Telesales

- **Telesales Team of the Year**
- **Sales Growth Achievement of the Year**

Direct Sales

- **National Sales Team of the Year**
- **Field Sales Team of the Year**
- **Award for Innovation in Sales**

Product and Portfolio Management

- **Collaboration Solution**
- **Business Development Achievement of the Year**

About Stevie Awards

Stevie Awards is one of the most prestigious organizations of America in which thousands of projects from more than 60 countries are evaluated since 2002. Globally famous and successful professionals evaluate the projects in the competition in which there are different jury members each year. www.stevieawards.com

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 745 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, seven domestic, three international financial subsidiaries, five domestic non-financial subsidiaries, and a branch in Bahrain. Deniz Investment Securities, Ekspres Securities, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Destek Asset Management Company, Intertech, Deniz Kültür, Deniz Card Payment Systems, Açık Deniz Radio – TV and Bantaş 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 is the largest bank of Russia that holds about the third of total Russian banking assets. The Central Bank of the Russian Federation is the founder and major shareholder of Sberbank owning 50% plus one voting share. Other shares are held by more than 245,000 individuals and legal entities. The bank has the most extensive branch office network in Russia: about 19,000 branch offices and internal structural divisions. The foreign network of the Bank is comprised of subsidiaries, branch offices and



representative offices in 20 countries, including CIS countries, Central and Eastern Europe, and Turkey. In September 2012, Sberbank closed the deal on acquiring DenizBank, which is ranked as the 5th among private banks in Turkey and the 8th among Turkish domestic banks by the amount of total consolidated assets. Sberbank has the General Banking License issued by the Bank of Russia – No. 1481. The bank's official website is www.sberbank.ru, www.sberbank.com.