
DenizBank won a Golden Effie with the difference in local communication within agricultural sector

Breaking new grounds in the sector thanks to the support given to agriculture, DenizBank has won a Golden Effie in the category of "differentiating locally" within the 2015 Effie Turkey Advertisement Event Contest known as the Oscars of advertising.

Attaching great importance towards the strategic importance of agriculture for the society and future generations in Turkey, DenizBank continues to win prestigious awards with successful communication studies besides the innovative products and services it serves.

DenizBank has won a **Golden Effie** in the category of "differentiating locally" thanks to the communication studies including "A smile on every farmer's face" campaign in 2015 Effie Turkey Advertisement Event Contest.

It has facilitated the lives of the farmers by visiting them

The services that DenizBank provides in the local market and its sincere approach to the farmers are of great importance in making Denizbank the institution with the biggest market share among private banks with its more than 1 million producer customers and agricultural loans up to 5 trillion TL.

DenizBank provides new products and products tailored to the sector all around Turkey and aims to facilitate the lives of its customers. The motives for its being bestowed with this award include its providing qualified service to the farmers by visiting them and not waiting for them to visit the branches, its approach showing that it shares common purpose and values with the producers and its Producer Card which is the leading product in the sector and provides many advantages in purchases of agricultural inputs in thousands of member merchants.

Denizbank provides services in approximately 300 branches in Turkey with an agricultural banking team consisting of more than 500 employees. It provides support to the sector with its team members who are specialized in agricultural engineering, and thus are familiar with the sector and producers and products and services specific to the needs of the farmers and member merchants.

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.

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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 50% held by domestic and international investors. Sberbank has more than 110 million individual customers and 1 million corporate clients in 22 countries. Sberbank has the largest distribution network in Russia with more than 17,000 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.