

*fastPay added another one to its success stories in international arena*

## **fastPay won 'Mobile Payment' award at Merchant Payment Ecosystem Awards**

**DenizBank's innovative payment system application fastPay won the "Mobile Payment" award at Merchant Payment Ecosystem Awards.**

FastPay which is the payment system of DenizBank that was selected "the Most Innovative Bank of the Year" at BAI Banking Innovation awards 2014 was awarded first price in "Mobile Payment" category of MPE (Merchant Payment Ecosystem Awards) following the other awards won at international arena in 2014 and started off 2015 quite fast.

Making a difference in the sector, DenizBank's fastPay application thus added another one to the awards it has won in international arena based on its technological infrastructure and ease of use and service quality.

In the contest where many pioneering financial institutions from all around the world participated, fastPay won the grand award and exceeded rivals in Turkey and the world.

ECAF (European Card Acquiring Forum) awards that are prestigious awards of Europe have been rewarding companies and individuals that carry the industry forward by their roles in payment ecosystem. ECAF changed the scope of awards by adapting to changes in market in 2010 and changed its name to MPE - Merchant Payment Ecosystem Awards. Thus, new players joined the scope besides mobile and online payment companies in payment acceptance platform, mobile POS suppliers, payment methods, young and promising companies, industry companies and innovators that are already successful.

Giving a statement on the subject, **DenizBank Digital Generation Banking Group EVP Murat Çelik** said that they were very happy that fastPay which was developed for innovation and maximum ease of use won the award and DenizBank will continue its innovative practices.

Çelik said "DenizBank is a bank that pioneers in the digital world with an approach based on innovation and focusing on user satisfaction. In this sense, we aim for pioneering in mobile payment field. fastPay that was designed to bring comfort and speed to lives of users with remote payment option is an application that drew attraction in the country and abroad. fastPay offers many advantages to users whether or not they have a DenizBank account. Smart phone users can send money 24/ from phone to phone, draw money out from ATMs without card or with voice, link the card they wish from any bank, pay at more than 100 thousand merchants and shop securely

online. Prestigious awards besides what we offer with fastPay make us proud. We will continue our path without slowing down”.

fastPay drew a lot of attention with the grand award it won at EFMA Accenture Distribution and Marketing Innovation Awards in category of “Best customer experience”, at PayBefore Awards in category of “Market Leading Practice” and at Stevie Awards in category of “Best financial service” and “best e-commerce solution” bronze awards.

### **Differentiating practice in innovative payment systems: fastPay**

DenizBank’s fastPay system offers an open platform for non-DenizBank customers. fastPay users can link all bank cards and pay with mobile phones at merchants.

fastPay eases life in physical and e-commerce payments and offers options of sending money 24/7 from phone to phone, drawing money out from ATMs without card or with voice.

fastPay aims to receive many other awards in future and can be installed from App Store, Google play and Windows Phone Store.

### **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 758 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](http://www.denizbank.com), [www.facebook.com/DenizBank](https://www.facebook.com/DenizBank), [twitter.com/DenizBank](https://twitter.com/DenizBank)

### **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](http://www.sberbank.ru)*