

DenizBank offers full support to the producers for the development of regional tourism

As the leader among the private banks with 32% of market share in agriculture sector, DenizBank continues to support the producers in every field. Providing support to Kuyucak Village in Isparta, which produces 93% of the lavender in our country and which is supported under the program "Future is in Tourism" carried out by the Turkish Ministry of Culture and Tourism and United Nations Development Program (UNDP), DenizBank continues to add value to the social life of the community in the region.

The bank has established a bike park and given bicycles as gifts to support the production of lavender production and revival of tourism and facilitate the tours of the local and foreign tourists in the fields of lavender.

Having the largest market share among private banks in agriculture sector by the innovative products it offers, DenizBank continues to be besides the producers. While the bank satisfies the needs of the farmers with the innovative projects it realizes, it continues to support the agriculture sector in which the majority of the population earns its living.

DenizBank contributes to the development of rural tourism by supporting Kuyucak Village in Isparta which is supported under "Future is in Tourism" programme realized between the Turkish Ministry of Culture and Tourism and UNDP and which produces 93% of the lavender in our country.

Kuyucak Village which is located in Keçiborlu district of Isparta, one of the primary locations of regional tourism in Turkey is referred to as "Lavender Scented Village". Local and foreign tourists visit the lavender fields in the village. 17 women in the village have established "Lavender Scented Village Women Entrepreneurs Cooperative and organize trainings related to diction, hostel services, guiding in the fields, lavender production, entrepreneurship, promotion and marketing, tourism management and work for making the village a rural tourism centre.

DenizBank has established a bike park and given bicycles as gifts to support lavender production and revival of tourism in the region, and facilitate the tour of local and foreign tourists in lavender fields.

Deniz supports the social lives of the producer

DenizBank Agricultural Banking Group Senior Vice President Esra Diker stated that "As a leader private bank supporting the agriculture sector with which we have bonds, we have aimed to



establish our relation with the producers beyond the bank- customer relation for many years. We continue to work devotedly for our more than 1 million customers, and we have granted agricultural loans exceeding 7 billion TL and we possess 32% of market share among private banks. Our bank is a bank that is not only interested in the finance part of agriculture but also in its social side, and it is a bank that stands always beside the farmers. Our objective has always been to add value to the lives of the farmers. We are very happy to add value to Kuyucak Village and contribute to the development of regional tourism by supporting the promotion of lavender. We will continue to work.”