

**PRESS RELEASE****13 May 2017**

## **Deniz Offers Exclusive Advantages for Farmers Day throughout May Full support to farmers from DenizBank for the development of agriculture**

- **With a leading position in the agricultural sector with a 39% market share among the private banks, DenizBank continues to support producers in every area. The Bank organizes innovative campaigns exclusively for farmers to celebrate the May 14th World Farmers Day.**
- **The producers will be able to benefit from exclusive services from branches and all DenizBank channels on May 14th World Farmers Day. As part of the campaigns to last throughout May, in addition to the advantages to be offered in agricultural loan and insurance products, the farmers to use the Producer Card for the first time in May will also be able to enjoy the exclusive opportunities and discounts. The producers will be able to enjoy privileged services from the branches and all DenizBank channels on May 14th World Farmers Day. As part of the campaigns that will last throughout May, in addition to the advantages to be offered for agricultural loan and insurance products, the farmers who will use their Producer Card for the first time will also enjoy exclusive opportunities and discounts. The Bank will also organize festivals for the future farmers across many villages and towns with 5 thousand kites and 50 thousand balloons in the 2nd year of "Kite Festival" on this special occasion.**
- **Making remarks on the occasion of Farmers Day, DenizBank Agricultural Banking Group Executive Vice President Burak Koçak said "Providing a service through an approach truly dedicated to agriculture, our Bank continues its pioneer and innovative works led by the vision to be the bank that is the closest to our farmer and that understands their needs the best. As the leading private bank in the agriculture sector, we do not only pay attention to the financing aspect, but also to the social aspect of the agriculture, performing our best to make our producers happy. I would like to celebrate our farmers who have carried us to this important position today on the special occasion of the World Farmers Day".**

Attributing a great deal of value to the strategic importance of this area in our country that has one of the largest agriculture economies in the world, **DenizBank** continues its works underlined by its "Let's Make Our Farmers Happy" approach.

While the Bank makes the farmers happy through the privileged campaigns it has launched on the occasion of the World Farmers Day, it also keeps on contributing to the agriculture which a majority of our population rely on for a living. As part of the campaigns to last throughout May, the producers will

be able to enjoy special interest rates and discounts in agricultural loan and insurance products. Along with this, the card holding farmers who will use their Producer Cards for the first time in May will be awarded with exclusive opportunity and discounts on their agricultural input shopping. The producers will also receive privileged services from all branches and DenizBank channels throughout all May.

## **Support for the social lives of farmers with value generating projects**

Considering the agriculture sector one of the most valuable areas to be claimed for the future of Turkey, and its connection with agriculture a social responsibility, a national duty, DenizBank keeps launching projects that will please the farmers. The Bank will hold the annual "Kite Festivals" for the second time, organizing festivals across a number of towns and villages with 5 thousand kites and 50 thousand balloons in total.

The bank will share the enthusiasm of the Farmers Day through wide scale activities across the country with the participation of agriculture chambers, unions and cooperatives, also organizing breakfasts in its branches in many provinces and districts for this special day.

## **"Seeing farmers happy with DenizBank is our biggest dream"**

**DenizBank Agriculture Banking Group Executive Vice President Burak Koçak** commented on the topic; "As the leading bank that supports the agriculture sector the most, our 15 year-old relation with the producers keep on growing and we are doing our best to lend them our support at every step of the way. At the current point we have reached, we continue to be the leader in the sector with our over 9 Billion TL worth of agricultural loan, more than 1 million farmer customers and 39% of market share among the private banks. The vision we have is making it inevitable for agriculture to be not only addressed as a livelihood alternative for our producers but also a large economic area of activity and a strategic sector. We have aimed to add value to the lives of our farmers since the first day with the awareness that support for agriculture is an investment in the future of our country. On this special occasion, I would like to celebrate all of our producers on this special occasion of the World Farmers Day with my best wishes."

### **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 733 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, 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** 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 244,000 individuals and legal entities. The bank has the most extensive branch office network in Russia: about 17,000 branch offices. Its international operations include CIS consisting of Kazakhstan, Ukraine and Belarus, eight countries in Central and Eastern Europe through Sberbank Europe AG, and Turkey through Denizbank. It has representative offices in Germany and China, a branch in India and carries out activities in Switzerland through Sberbank (Switzerland) AG. Through Sberbank CIB, it offers services in investment banking, financial consultancy and global markets. Sberbank has the General Banking License issued by the Bank of Russia – No. 1481. The bank's official website is [www.sberbank.ru](http://www.sberbank.ru) , [www.sberbank.com](http://www.sberbank.com).

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