



A First in Turkey with Galatasaray and DenizBank partnership

## Ali Sami Yen Sports Complex is becoming a cash-free stadium through fastPay

**114 year-old Turkish sports giant Galatasaray Sports Club and DenizBank started an important cooperation which will lay the foundation of the cash-free payment period at Ali Sami Yen Sports Complex Türk Telekom Stadium for the first time in Turkey. Accordingly, the fans will be able to make payment through fastPay, the first digital wallet of Turkey, while shopping at the stadium, the stores and the snack bars around the stadium and at the GS Store, easily and safely without having to pay any cash.**

**Besides the ease of contactless payment without waiting in the line, payments through fastPay at the stadium will also offer a 10% refund advantage to the users. As for the payments made through the DenizBank GS Bonus Cards integrated with the fastPay application, an extra 10% refund will be charged to the credit cards. As a result, users of DenizBank GS Bonus Card that is defined in the fastPay application will benefit from a discount amounting up to 20% in total.**

Galatasaray Sports Club, which is among the leading sports clubs both in Turkey and Europe, and DenizBank, which shapes the sector with its technology and innovation knowledge, have concluded an important agreement which constitutes the basis for transforming the Ali Sami Yen Sports Complex into the first cash-free stadium of Turkey.

Accordingly, the fans will be able to do shopping from the contracted stores, snack bars and GS store at the Türk Telekom Stadium by paying through fastPay application installed on their phones, which can be used by anyone whether or not a DenizBank customer, without having to carry their wallets on them, to use cash or to wait in the line. Therefore, a great time saving will be achieved and many people will be able to receive service at the same time.

Within the scope of this cooperation, it is targeted to start the pilot application at the GS Store along with all the stores and snack bars in the second half of the current football season; and by the beginning of 2019-2020 season, the transition to the cash-free stadium concept is planned to have been completed to a large extent at the Ali Sami Yen Sports Complex. Additionally, for those who make payment through fastPay at the stadium, 10% refund will be defined in their fastPay accounts within a week; for those who make payment with their DenizBank GS Bonus Card through fastPay application, again 10% refund will be defined to the users to be reflected on their monthly statements. In this way, users will have the advantage of paying up to 20% less while having the convenience of making cashless and fast payments within the stadium. Details of the agreement were shared in the meeting which was realized with the participation of Mr. Mustafa Cengiz, President of Galatasaray Sports Club at Ali Sami Yen Sports Complex, and Mr. Hakan Ates, General Manager of DenizBank.

**Galatasaray Sports Club President Mustafa Cengiz has said the following about this application which fits perfectly to the future vision of Galatasaray.**

"Galatasaray Sports Club and Denizbank are taking a very important step with this extensive cash-free and contactless payment project in Turkey. With this application which will be a first in Turkey, our fans will be able to do shopping without requiring any cash and in a contactless way within Ali Sami Yen Sports Complex Türk Telekom Stadium.

In an era where technology is dominating the human life, we cannot deny the contribution of the correct approaches to the contemporary life. In this regard, we believe that the culture of watching a football game within the stadium is taking a new form, so we need to expand the comfort area here.

Today, it is possible to do digital shopping almost for every purchasing category. In this sense, this new project that we have undertaken in cooperation with DenizBank has a critical role. Our fans' being able to do shopping through fastPay all around the stadium without carrying any wallet will take us one more step closer to the future. In this context, I am inviting all our fans to join this action which fits perfectly to the vision of Galatasaray. Another point is that this is a first in our country. As we all know, in these lands, Galatasaray is known with the slogan "window to the West" and has based all its objectives on this vision. And today, Galatasaray is once again the first of its kind to meet the needs of the digital age by locating fastPay application in Türk Telekom Stadium.

Denizbank, which is one of the well-established institutions of our country, will undoubtedly maintain its national and international development in the coming period and strengthen its prestigious position in this context. Within this regard, as the Galatasaray Sports Club, which has determined its primary goal as defeating the non-Turkish teams since its establishment, I am very happy to follow the achievements of our extensive cooperation with Denizbank on behalf of both institutions. I believe that these efforts will continue in the future as well.

In the presence of Mr. Hakan Ateş, I would like to thank all of Denizbank's employees, board members and professionals for this innovative application".

**"With the first mobile wallet application of Turkey, we are starting the cash-free payment period at Ali Sami Yen Stadium"**

Underlining the fact that they have seen supporting the football, as the main financing power of the Turkish sports, and all its sub-branches as one of their main social responsibilities for the last 20 years, **DenizBank General Manager Mr. Hakan Ateş** has emphasized that they will be

undertaking this first cash-free stadium concept project together with the world brand Galatasaray, this time by including their knowledge and know-how in the digital technology and innovation fields.

Ateş continues as follows; "DenizBank is a company which has set itself the mission of building a bridge between technology and people since its foundation by placing the customer at the heart of its activities. At every point we touch upon human life, we focus on producing innovative models in which we can offer our customers time-saving experiences in terms of banking and payment in order to facilitate the lives of the masses we touch. In this context, we are happy to combine our forces with one of the leading sports clubs in our country, Galatasaray, to provide a smart, fast and high quality shopping experience at the Ali Sami Yen Sports Complex".

Stating that only last year 697 thousand 858 Galatasaray fans came to Aslantepeler during the season to watch the Super League games and that this number will even increase this year considering the European League games, Ateş continues as follows: "With this cooperation, the waiting time in the lines will be reduced for the fans, besides, they will be able to do their shopping just in minutes, without using any cash. With fastPay, we have created a platform which is open for the use of all bank customers for the first time in Turkey. Over time, we have supported this innovation with many collaborations which will provide benefits to our people. Now, we are having the excitement of making the football game experience more enjoyable for the fans as we are setting the first stones of the road that will transform the Türk Telekom Stadium, which is among the best in Europe, into a cashless stadium. We are hoping to build the digital ecosystem in football altogether with the participation of also the other sports clubs in the upcoming periods in our cashless stadium concept which we started with the pilot scheme deployed at GSStore and all other stores and kiosks. I wish our agreement would serve well the Turkish football."

### **How will be the payment system in Cash-free Stadium Concept?**

Within the scope of the project, pilot scheme of which will be applied during the 2018-2019 football season, at the first stage, it is targeted to use the data matrix feature in the fastPay mobile application for the payments to be made in all stores within the stadium including the snack bars, Simit Sarayı, Divan Pastanesi, Backhouse, Gelik Restaurant, Galatasaray Store and Galatasaray Museum.

Upon downloading fastPay on their mobiles free of charge, the users will be able to use the application right after defining any credit cards of theirs or loading money in their fastPay credit. In order to make a payment in stores, users just need to open the fastPay application and turn their phone aside and show it to the store staff.

### **Innovative payment application: fastPay**

fastPay, which serves as a public platform open to anyone whether it is a DenizBank customer or not, makes it easy for users to upload credits to their Istanbulkart travel cards and pay their bills and residential maintenance fees anytime and anywhere without paying any additional costs by just integrating their credit cards from all banks. FastPay also facilitates life in contracted merchant and e-commerce payments; it also offers 24/7 free money transfer from mobile to mobile and money withdrawal from ATMs with no card.

fastPay, the pioneer of many firsts in the sector, previously led the way globally for innovations such as first hands-free payment (bluetooth), voice money-withdrawal and voice money-transfer. fastpay can be downloaded free of charge from the App Store and Google Play Store. For detailed information, please visit [www.fastpay.com.tr](http://www.fastpay.com.tr)

### **About DenizBank**

*DenizBank started its journey when it was acquired by Zorlu Holding in 1997 in the form of banking license from the Privatization Administration. 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, has continued to provide services under the umbrella of Russia's largest and well-rooted bank, Sberbank. As of 1 July 2013, DenizBank took over the Retail Banking Business Line of Citi in Turkey, with over 600 thousand customers and nearly 1,400 employees.*

*DenizBank Financial Services Group was established in 2003 in order to create a "financial supermarket" accumulating various financial services under one roof. Including subsidiaries, there are totally 721 branches within DenizBank Financial Services Group operating in 81 provinces of Turkey and abroad, employing nearly 14 thousand people. DenizBank Financial Services Group consists of DenizBank, five domestic, three international financial subsidiaries, six domestic non-financial subsidiaries and a branch in Bahrain. DenizYatırım, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, Intertech, DenizKültür, Ekspres Bilgi İşlem ve Ticaret, 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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