

Strategic Partnership Between DenizLeasing and Blueit Focused on Water Efficiency in Blue Finance

DenizLeasing has signed a strategic partnership with Blueit, a provider of technology solutions in smart water management, to finance corporate investments aimed at water efficiency.

Within this scope, the objective is to provide businesses easier access to technologies that allow them to measure, monitor, and efficiently manage their water consumption through leasing financing.

Technologies and equipment such as software, sensors, data collection devices, and meters used in Blueit's solutions for measuring, monitoring, analyzing, and efficiently managing water consumption can now be financed through DenizLeasing. Thanks to this model, businesses will be able to track their water consumption using a data-driven approach, optimizing resource usage and enhancing water efficiency.

"We support investments in water efficiency through blue finance"

DenizLeasing General Manager Burak Koçak stated on the matter as follows: "Efficient management of water resources is of vital importance both for environmental sustainability and the future of businesses during this period when the impacts of climate change are increasingly felt. Water is one of the key focal points of our company's sustainable finance strategy. The 810-million-dollar blue syndicated loan provided by our Bank, which is the first of its kind in Türkiye, is a strong demonstration of our approach to this matter. As DenizLeasing, we support this approach through concrete investments in the real sector; we place great value not only on financing investments, but also on being a solution partner alongside our customers during their sustainable transformation journeys. Through our partnership with Blueit, which digitizes water management end-to-end and develops technologies for real-time monitoring and optimization of consumption, we aim to contribute to helping businesses manage their water consumption more effectively and increase their efficiency. In the upcoming period, we will continue to support the broader implementation of innovative practices that accelerate transformation in water management."

Regarding the partnership, **Blueit Co-Founder and CEO Hülya Tomak** commented: "The protection and efficient use of water resources is only possible when technology, finance, and strong partnerships come together. As Blueit, by digitizing water management end-to-end, we aim to create a structure in which businesses can measure, monitor, improve, and make accurate data-driven decisions regarding their water performance. Through our partnership with DenizLeasing, we are pleased to help more businesses implement water efficiency solutions with the right financing options and to support sustainable transformation."