Payment Systems Cooperation Between İş Bankası and DenizBank: DenizBank Credit Cards Gain Maximum Features

Türkiye İş Bankası and DenizBank are joining forces in the field of payment systems during Maximum's 25th anniversary year. Through the cooperation between the two banks, DenizBank customers will be able to make installment purchases across Maximum's extensive merchant network, use the MaxiPoints they earn on their purchases, and benefit from the campaigns and advantages of the Maximum world.

Türkiye İş Bankası and DenizBank signed a cooperation agreement bringing together their experience, strengths, and widespread reach in payment systems.

Under the agreement signed by İş Bankası CEO H. Cahit Çınar and DenizBank CEO Recep Baştuğ, DenizBank credit cards will gain Maximum features and join the Maximum ecosystem as of December 6, 2026.

Within this framework, DenizBank credit card users will be able to make installment purchases across Maximum's broad merchant network of more than 500,000 merchants, earn MaxiPoints from their purchases and use their accumulated points on future purchases, and benefit from campaigns and advantages exclusive to Maximum.

As part of the cooperation, opening DenizBank merchants to Maximum Card holders will also allow İş Bankası customers to benefit from the advantages offered by their cards across a wider merchant network.

Highlighting that payment systems have now become an area shaped by artificial intelligence, biometric systems, and invisible experiences beyond a mere financial process, **Türkiye İş Bankası CEO H. Cahit Çınar** emphasized that Türkiye is among the trend-setting countries in this field, where banking transformation is driven and innovation and competition are most intense. Çınar stated, "Creating lasting value in payment systems lies not only in implementing technological innovations, but also in building ecosystems that benefit all stakeholders. We are reinforcing our strength in this field through our innovative solutions and strategic collaborations. Maximum, which we introduced to our customers a quarter of a century ago, has today gone beyond being a credit card brand to become an integral part of the daily lives of millions of customers." Stating that they are turning a new page with the agreement signed with DenizBank, Çınar said, "By bringing together the experience, technological infrastructure, and widespread reach of the two banks, we aim to create a larger scale and a broader sphere of impact in payment systems. We welcome all DenizBank customers to the world of Maximum."

Regarding the matter, **DenizBank CEO Recep Baştuğ** made the following remarks: "The transition of our credit cards to the infrastructure of Maximum, one of the well-established and strong brands in the sector, will mark the beginning of a new era in payment systems, which holds an important place in our Bank's growth strategy. Leveraging Maximum's extensive merchant network, robust ecosystem, and promotional partnerships, we will deliver a rich card experience that creates value across a wider range of touchpoints. Our goal is to expand our presence in our customers' financial lives, deepen their relationship with DenizBank, and establish DenizBank cards as their primary cards. We are thrilled to realize this cooperation with Maximum, which will both enhance the customer experience and advance our competitive position."