

DenizBank was selected “Bank of the Year” in Western Europe and Turkey

DenizBank was found worthy of the “Bank of the Year” Award in Turkey and Western Europe by *The Banker*, the prestigious finance and economy publication.

The Bank received the award thanks to its investments in new generation technologies, NEOHUB put into practice with an ecosystem approach, innovative ventures such as Deniz Aquarium, and actions that focused on sustainable growth during the pandemic.

DenizBank ranked first place among competitors from 16 countries including the England, Germany and Switzerland having deep-rooted banking traditions in Western Europe.

The jury assessment focused on the pioneering steps taken for the entrepreneurial ecosystem under the new generation subsidiary NEHUB along with applications that were innovative for the finance sector, primarily services rendered via API platform that offers the widest range of services for open banking in Turkey.

Determining factors of winning the award included innovations to offer banking to wide ranges of society, projects such as Nefes loans provided to SMEs and activities focusing on sustainable growth during the pandemic, and Kutup Yıldızı that enables 360-degree analysis customers.

“We continue to invest in technologies of the future”

Stating that they always prioritize technological investments as a Bank that carries innovation in its DNA, **DenizBank CEO Hakan Ateş** assessed the topic and said, “We had recently offered the Deniz Ventures Venture Capital Investment Fund and Deniz Aquarium Innovation and Ecosystem Center to connect with banking and non-banking industries. In 2021, we included our digital wallet fastPay under our new generation subsidiary NEOHUB focusing on exporter start-ups and entrepreneurs. In addition, the expertise of our subsidiary Intertech that is mostly comprised of engineers producing local software for the finance industry boosted our momentum and continues to do so. We merged the know-how of nearly 1350 employees in Intertech together with our comprehensive studies in open banking.”

Ateş stated that they would shortly offer the super app Mercan as a new generation digital shopping mall that offers access to all applications from a single point with a single password, where companies of all scales, start-ups and small artisans can exist. He continued, “In all these efforts, we join forces with different players in the ecosystem and aim to produce strategies of growth together. We know we can win together with collective wisdom rather than stand alone. We were very happy that our vision was appreciated by a prestigious publication such as *The Banker* which enabled us to receive two awards that made us proud.”