

The first bank branch founded with a local partnership in Metaverse is coming with DenizBank and Atlas Space cooperation

NEOHUB and Atlas Space joined forces to open their first bank branch in Turkey which has come to life with a local partnership in the metaverse universe. The Metabranh which will open in the near future will serve as an informative point of contact for the customers at the initial stage and develop with the feedbacks overtime.

DenizBank Retail Banking Group Executive Vice president Ayşenur Hıçkırın commented that their reflexes to quickly adapt to the changes driven by the new generation technologies in customer needs are quite strong and added: "As Denizbank we know that the infrastructure to shape the economy of the future is metaverse and we are working on taking the customer experience in this world a step even further. We are now going through a milestone with the first Metabranh with a local partner in the Turkish banking history, under the umbrella of our subsidiary, NEOHUB. We are extremely pleased to set out on a journey with our strategic partner Atlas Space which will offer a secure experience with the support it provides us. We can think of it as an initial step. We are working on transforming this new contact point which we have created for our customers into a bank branch working at full capacity in line with their expectations again."

"We materialized our Metabranh ith our ecosystem approach"

In his evaluation on the matter, the General Manager of the new geeneration subsdiairy of DenizBank NEOHUB emphasized that DenizBank started earlier to work on to have presence in the metaverse universe and said: "We are working hard to create new environments which our bank will carry its customer experience to the future. We also know that no institution can survive alone in this comprehensive and web 3.0-based global trend called Metaverse. Ecosystem banking is the cornerstone of NEOHUB. Our founding purpose is to develop a culture of cooperation and to create innovative business models. Similar to our open banking collaborations and acceleration program, we say, "The lone wolf cannot succeed" in the metaverse world. In the first place, our goal is to inform our customers about their basic banking questions in the metaverse universe through a live agent. In line with the feedback we will receive over time, we aim to make our Metabranh as efficient and useful as a physical bank branch. With this vision, we will continue our work without slowing down."

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. The Bank was acquired by Dexia, one of the leading finance groups of Europe, in October 2006; and then its shares were sold to Russia's largest bank SberBank on September 28, 2012. As of July 31, 2019, the Bank was transferred to ENBD, again one of the largest institutions in its region.

Aiming to create a "financial supermarket" gathering various financial services under one roof, DenizBank Financial Services Group has 717 branches in total including the branches of subsidiaries and OVER14 thousand employees operating in 81 provinces of Turkey, SIX domestic and three international financial subsidiaries, six domestic non-financial subsidiaries and a branch in Bahrain. DenizYatırım, Deniz Real Estate Investment Trust, DenizPortfolio Management, DenizLeasing, DenizFactoring, fastPay, Intertech, DNEOHUB, 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.

