

DenizBank and TFF extend National Football Teams Main Sponsorship for 3 years

Supporting development of sports in all fields with a social responsibility vision, DenizBank extended the National Football Teams main sponsorship for 3 more years, continuing the collaboration with Turkish Football Federation (TFF) which was initiated in 2020.

In addition to Men's and Women's A National football teams, main sponsorship rights of e-National Football team were also included in the agreement in the new term of the collaboration, with the aim to support the aspiring e-football industry.

TFF President Büyükekşi said, "We continue to take the steps to carry our football to the future on the 100th anniversary of our Republic and Federation".

The renewed sponsorship agreement was signed at the ceremony held at DenizBank Head Office. Speaking at the signing ceremony, Turkish Football Federation President Mehmet Büyükekşi emphasised their efforts as the Federation to carry Turkish football to permanent and sustainable achievements and enhance its brand value and highlighted the importance of the right and strong collaborations to attain such targets. Büyükekşi said, "We continue to take the steps to carry our football to the future on the 100th anniversary of our glorious Republic and Federation. In this respect, we are further strengthening our collaboration by renewing our sponsorship agreement for 3 years with DenizBank – the bank that has always been there to support the Turkish football with their valuable support and companionship. With this new agreement we will sign today, DenizBank becomes the main sponsor of our e-National Team besides Men's and Women's A National football teams."

"This new collaboration with Denizbank will add strength and value to Turkish football"

Stating that DenizBank has been equipped with a pioneering vision in the banking and finance industry with their investments in innovation, technology and R&D since day one, Büyükekşi said, "Our federation's vision to take Türkiye among the elite countries of the world football, from clubs to National Teams, youth teams to referees, is very much parallel



to DenizBank's pioneering spirit in its sector. The collaboration between DenizBank and us has contributed greatly to Turkish football so far. We are sure that we will create even greater value with this extended collaboration."

Thanking DenizBank CEO Hakan Ateş and his colleagues for the sponsorship agreement, TFF President Büyükekşi stated, "This companionship with DenizBank will be the driving force for our Men's A National Team to qualify out of its group in the 2024 European Championship Europe Qualifying Rounds and earn a spot in the finals in Germany, and for our Women's A National Team to continue their achievements after they became the team winning the most points in the world ranking and jumped by 3 ranks with their results since October. Furthermore, we believe that our e-National Teams are valuable to take e-football, which is advancing in the world and becoming popular in our country, even further. With the support of DenizBank, I hope that we will get the results to make our country proud in the qualifying rounds of the World Cup, organised by FIFA and in which our e-National Team participates."

DenizBank CEO Ateş: "We consider supporting football a mission for the development of our society"

DenizBank CEO Hakan Ateş stressed that they own it as a national duty to ensure that sports advance and reach many more people and they continue their support for the entire football industry, primarily the top four clubs – the engine of Turkish sports with their great history. Ateş said, "We are delighted that our collaboration with the Turkish Football Federation, which we started three years ago for our Men's and Women's National Teams, is expanding with our support towards e-Football – the future of sports in the digitizing world."

Ateş said, "As DenizBank, we consider it our duty to shoulder the responsibility in every field that can take our country, our economy further and contribute to the development of future generations. We believe that societies, which disregard the universal values of sports reinforcing unity, solidarity, combating challenges, not giving up as well as its billion-dollar economic power, will lag behind in development. Therefore, we attach importance to intermediate the raising of successful athletes of the future and allocation of funds to olympic sports fields through our investments in football in particular. We believe that we are taking an important initiative by supporting football at national team level, given its contribution to the feeling of unity and solidarity. In 2020, we had joined forces with the Turkish Football Federation for National Teams, the epitome of Turkish football. Today, we are expanding the scope of our collaboration with our e-Football National Team. Now all eyes are on 2024 European Championship and 2026 World Cup. As we try to heal with shared emotions these days, I believe that we will be strengthened by the uniting spirit of football and wish every success to our National Teams."



TFF Sponsorships and Marketing Vice President Kalkavan: "The synergy created as two great brands join forces will have great contribution to our football"

Speaking at the ceremony, TFF Sponsorships and Marketing Vice President Alkın Kalkavan stated that collaborations with strong brands in the great industry of football prove to be a huge power on the journey to success and said, "DenizBank is one of the greatest brands in its sector. The synergy created as DenizBank brand and Turkish National Team brand join forces will have great contribution to our football. This agreement will contribute to our National Teams and our football in the path to reach the targeted achievements. I hope that the agreement brings the best of luck to our football."