

**ALBARAKA TURK HAS OPENED ITS NEW BRANCH IN TAKSIM**

**The opening of Taksim Branch, representing the first Private Banking service offering, of Albaraka Turk, the first participation bank of Turkey, is carried out with the attendance of Savaş Ünlü, the District Governor of Beyoğlu and many guests.**

**Speaking at the opening, Melikşah Utku, the General Manager of Albaraka Turk, has emphasized that Taksim Branch is structured in accordance with a customer-oriented approach and in compliance with new branch design.**

Albaraka Türk, the first representative of participation banking in Turkey, has opened a new branch in Taksim, a district which is a beaten track not only for people in significant regions of Istanbul and Turkey but also for people from different countries of the World, in compliance with the concept of 'small-scale effective branch'. At **Taksim Branch**, the 222<sup>nd</sup> branch throughout Turkey and the 90<sup>th</sup> branch in Istanbul of Albaraka, all banking services shall be offered to customers in individual, micro, SME and commercial segments along with corporate-scale customers. Taksim Branch where the first examples of digital banking services shall also be offered shall break a new ground also by "Private Banking" service.

**The first examples of digital banking are at Taksim Branch**

Speaking at the opening performed with the attendance of Savaş Ünlü, the District Governor of Beyoğlu and many guests, Melikşah Utku, the General Manager of Albaraka Turk, has stated that they shall also offer the first examples of digital banking at Taksim Branch which shall be the first branch where private banking concept of Albaraka Turk shall be applied. Utku has continued his speech; "Taksim is not only a meeting point of Istanbul but maybe one of the most important meeting points of the World. Dynamism and liveliness here is incomparable with many megacities of the World. It really has a great dynamism in terms of business, life, shopping, food & beverage and tourist areas. We, as Albaraka Turk, were intending for a long time to open a branch in Taksim. We have wished it to be a branch in compliance with the spirit, mean and importance of there. Accordingly, we have made a very meticulous study and opened the first Private Banking Service offering branch of Albaraka in Taksim. We shall also offer the most updated and the newest applications of digital banking at Taksim Branch where we shall present all banking services from

A to Z. As a bank which has taken innovation and digitalization in the heart of business model, while offering our customers the warmest and the sincerest examples of traditional banking, we shall also allow them to experience digital applications, each more interesting than the other, under the same umbrella. By combining two different channels of banking with a customer-oriented approach, we'll ensure our customers and guests to leave our Branch in Taksim satisfied and happy.

**“We’re contributing in country economy and growth”**

Stating that Albaraka Turk has made contributions in the country economy and growth since its establishment, Melikşah Utku said; “We’re providing finance to production, in other words to real sector which is the essential engine power of growth. We’re supporting investments, we’re providing support for trade. This means direct contribution in country economy. We’re happy and proud of this. But we are not contented with this, we continue with the same speed and determination.”

Indicating that they have located digitalization and innovation in the center of the strategic road map, Melikşah Utku said, “With customer loyalty and customized customer experience vision we’ll continue to add developments in financial technologies field in our corporate structure. We consider our sustainable digital banking program which was carried into effect in 2017 as a never-ending journey. We’re intending to comply banking infrastructure, processes, distribution channels and products fully with digital ecosystem.”