



Press Release

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M. Murat Ertem, Managing Director of Hayat Finans:

HAYAT FİNANS, THE FIRST DIGITAL BANK OF TÜRKİYE NOW OPENS

Hayat Finans is the first bank started in digital format in Türkiye, so that it starts the licensed digital banking system in this country.

Having the honor of being the first digital bank in Turkey, Hayat Finans now opens. Hayat Finans provides mobile and online banking services and call center services through digital channels only. Having started Hayat Finans with its 85-year business experience, Hayat Holding runs factories equipped with the latest technology in several parts of the world, contributes to the Turkish economy, and creates employment. Having an asset volume of US\$ 7 billion and manufacturing 49 different Turkish brands in 17 countries, Hayat Holding sells to millions of consumers, owns 67 companies and employs over 17,000 people.

HAYAT FİNANS IS NOW AVAILABLE IN APP STORE

As from today, customers can access Hayat Finans at App Store. It will be available very soon at other application stores.

STRIKING FINDINGS FROM THE RESEARCH ENTITLED 'A VIEW TO DIGITAL BANKING'

A research company conducted a research entitled 'A View to Digital Banking' for Hayat Finans, providing concrete facts about individuals' view of banking, relations with banks and digital banking in Türkiye. According to the research, 57% of the consumers are open to innovations making their lives easy, but they believe that the existing banks are not sufficiently responsive to their need for such innovation. 92% of consumers say digital banking speeds up their lives and makes banking easier.

BANK STARTED IN DIGITAL FORMAT

Hayat Finans provides banking services only in digital channels and runs no branch, so that it offers a business model easy to access and being used at a lower cost. This model aims to provide quick and convenient financing to both individuals and businesses contributing to the Turkish economy. Furthermore, Hayat Finans unites the advantages of a digital bank with the contribution banking principles and paves the way for the stakeholder economy thanks to its sustainable structure encouraging 'win together, share together'.

"WE WILL BE A GLOBAL DIGITAL BANK STARTING INTELLECTUAL TRANSFORMATION IN TÜRKİYE"

M. Murat Ertem, Managing Director of Hayat Finans, said that they are thrilled to meet customers as the first digital bank licensed by the Banking Regulation and Supervision

Agency (BDDK) in Türkiye, adding: “92% of consumers in Türkiye are willing to use digital banking applications. Digital literacy is very good in this country. However, approximately half of consumers think they are not understood, no solutions are developed to meet their special needs. They know that services given to them are not custom made or tailor made. The first digital bank in Türkiye is here to provide faultless banking services through fully digitalized processes, just like in the rest of the world. We would like to lead the intellectual transformation we need in this country. We will ensure digital transformation of both real person and legal person customers. We will share the advantages of a digital bank with all our customers by winning together and sharing together. Thanks to our vast team of experienced specialists, we aim to act as the driving force of this industry in this country and o be a global digital bank in the future.”

M. Murat Ertem added “Thanks to the strong brands of Hayat Holding, the ecosystem of mothers, women, youngsters, small business owners, small- and medium-sized businesses, producers, retail sector and e-business startups contains strong organizations and stakeholders with whom we have been cooperating for years. We serve a very wide ecosystem. In this age where digitalization triggers inter-sectorial transition, the banking regulations support the worlds of finance and technology to integrate and innovative structures and business models to emerge. Hayat Holding owns subsidiaries leading the fast moving consumer product industry, now it has started Hayat Finans to use this transition as an opportunity. With the energy provided by this vision we will digitalize leading businesses’ relations with their ecosystems.”

“UNDERSTANDING CUSTOMERS ON WHICH DIGITAL ECONOMY FOCUSES”

Underlining that it is very important to understand customers’ requirements, **M. Murat Ertem** said “Customers do not have any question with the range of the transactions provided by the banks, but they want new horizons to open for financial matters. It is very important to ensure right specialists to provide these services. There is a considerable gap here and it can be filled with the right financial guidance. We will center around information to understand what the customers want. We will achieve this with our team experienced and specialized in both banking and financial technologies.” **Ertem** added that they will employ human resource specialized especially in advanced technology to improve their innovation skills and allocate a considerable fund to R&D.

DIGITALIZING SMBs AND SMALL BUSINESS OWNERS

M. Murat Ertem, Managing Director of Hayat Finans, emphasized that they aim to act in every field of the banking sector, adding “As a digital bank we will apply the principle ‘win together, share together’ for sustainable growth of production and the real sector. We will focus on financing of commerce, industry and export. Small- and medium-sized businesses (SMBs) are the locomotive of the Turkish economy, but 69% i.e. majority of them do not have any digitalization strategy. Supporting the SMBS on their journey to digitalization and acting as their life line will be one of our main axes in legal person banking. Hayat Finans will ensure digitalization of processes by the small business owners and help them to exist in both a digital platform and a huge digital ecosystem.”

About Hayat Finans:

Hayat Finans was incorporated by Hayat Holding, obtained a digital banking license in 2023 and began to serve as the first digital bank in Turkey. Hayat Finans Katılım Bankası A.Ş. is owned by Hayat Kimya A.Ş. and Kastamonu Entegre A.Ş. at 50% and 50% respectively. Hayat Kimya A.Ş. is the fourth largest manufacturer of branded diapers in the world and the largest manufacturer of cleaning tissues in the Middle East, Eastern Europe and Africa, manufacturing products under the brands Bingo, Molfix, Molped, Papia, Familia and Evony for millions of consumers in the worldwide. The other partner of Hayat Finans is Kastamonu Entegre A.Ş. which is the largest manufacturer of wood-based panels, MDF and chipboard in Türkiye, third in Europe, and fourth in the world.