



The first digital bank of Türkiye

Hayat Finans starts a financial technology company

Hayat Finans, started in last September by Hayat Holding to be the first digital bank of Türkiye, starts Hayat Fintek Çözümleri A.Ş., a financial technology company.

Hayat Fintek is a wholly owned subsidiary of Hayat Finans.

Hayat Holding has 87 years of experience, employs more than 20,000 people, operates factories in 17 countries and sells its products under 49 different Türkiye brands to millions of consumers worldwide, and its digital bank startup Hayat Finans has now made an important investment to increase its impact in the financial technology industry. Hayat Finans announced that it has just established Hayat Fintek Çözümleri A.Ş. to do business in the financial technology industry, which is rapidly growing in the world through digitalization.

Aiming to develop innovative and creative financial products and services for its customers, Hayat Fintek was launched last September as Türkiye's first digital bank and a wholly owned subsidiary of Hayat Finans. Hayat Fintek aims to develop software and mobile applications for technology and customer services, as well as innovative products and business models for customer experience, marketing and analytics, digital advantage platforms, mobile payments, and financial technologies.

Galip Karagöz, CEO and Member of the Board of Hayat Finans, said that as the first digital bank of Türkiye, they will continue to make innovative investments aimed at acting as a game changer in the banking industry. **Doğan Tanrıseven**, General Manager of Hayat Fintek, said that innovative, fast and customer-centric fintech models are becoming increasingly important in terms of competitive advantage, and that they will develop special solutions for the digital banking, fintech and retail industry ecosystem.