



Thanks to its strategic investments in digital transformation, Fibabanka effectively mobilized its organizational competency and well-qualified human resources during the coronavirus pandemic to deliver unconditional customer satisfaction.

**ÖMER MERT**

General Manager and Member of the Board of Directors

# MESSAGE FROM THE GENERAL MANAGER

At Fibabanka, we design our activities with the goal of building the banking of the future. In this context, we continue our journey by developing a multidimensional activity model with our stakeholders.

Esteemed Stakeholders,

The coronavirus pandemic caused fiscal year 2020 to be extraordinary in every sense, negatively impacting all aspects of everyday life around the globe. Through it all, Fibabanka introduced numerous innovative products and services to its customers in pursuit of its vision of becoming the "Most Loved Bank of Turkey." The Bank's sustainable success remained uninterrupted thanks to our digital transformation journey, which carried us through the extremely challenging environment of 2020. I am proud to say that Fibabanka maintained its financial profitability and operational efficiency without compromising on customer satisfaction during this difficult year, when we also celebrated the Bank's 10<sup>th</sup> anniversary in Fiba Group.

## Our Digital Transformation Investments Helped Minimize the Effects of the Coronavirus Pandemic

From day one, Fibabanka has conducted its business operations in light of its "big data" focused digital transformation journey. Thanks to our advanced technology and big data focused investments, the Bank broadened its customer base and provided even better customer service in 2020. Fibabanka reported total assets of TL 27,2 billion as of year-end 2020. We recorded solo net profit of TL 229,8 million and consolidated profit of TL 237,1 million. During the year, Fibabanka remained focused on providing ongoing support

to the real economy and customers in diverse segments. Fibabanka's total loan portfolio accounted for 69% of its total assets as of year's end. In 2020, we further expanded our customer base. Total customer deposits climbed to TL 16,7 billion. The outstanding balance of our Kiraz Account product, which played a major role in this increase, rose to TL 7,71 billion as of end-2020, jumping 33% year-on-year. Meanwhile, the number of Kiraz Accounts totaled 232 thousand, also up 64%. Fibabanka's investment funds, another key product group, reached a total fund size of TL 1,2 billion with an active customer base of 6 thousand as of year-end 2020. Backed by the sound capital structure of our main shareholder, Fiba Holding, our Bank achieved a capital adequacy ratio of 13,0% with a return on equity of 19,4% as of end-2020.

## The Good Health and Wellbeing of Our Employees and Customers Come First

Affecting the entire world since the beginning of 2020, the coronavirus pandemic was a critical test for Fibabanka in terms of demonstrating the extent to which it values its stakeholders. Thanks to the investments we have made in advanced technology over a long period, we were able to take quick action and adopt the remote working model for our headquarters employees. Branch personnel continued to serve the Bank's customers by working from home and from branch locations alternately. Fibabanka has taken various measures to ensure hygiene and social distance

in order to safeguard the health of Bank customers and employees. In addition, we conducted our business operations without compromising on service quality by adjusting our working hours and directing customers to digital channels, such as Fibabanka Mobile and Internet Banking channels. I would like to express my gratitude to all our employees who have shown great effort and commitment during this difficult but necessary adaptation process.

Since March 2020, Fibabanka has performed Net Promoter Score (NPS) measurements for its digital channel customers. This effort has allowed us to strengthen the bond between the Bank and our customers. Thanks to the simultaneous experience measurements, we quickly achieved results in terms of further boosting customer satisfaction.

## We Continue to Make a Difference with Innovative Products and Services

At Fibabanka, we shape our business activities with the goal of building banking of the future. We continue our journey to sustainable success by developing a multidimensional operating model in conjunction with our stakeholders. Fibabanka is a leading institution in terms of consumer finance by entering into collaborations with players in various sectors in line with its ecosystem banking approach. During the year, Fibabanka maintained its successful performance with Finberg, which was established to support entrepreneurship and fintechs.

Total  
Deposits  
TL 17,7 billion

We increased our total deposit size by 30,2% to TL 17,7 billion.

Despite the negative impact of the pandemic, Fibabanka recorded turnover of TL 2 billion with 600 thousand shopping loan customers while making collaborations with leading enterprises – such as ComPay, BizimHesap, Figopara, Getir – via Finberg. ComPay, a payment platform that provides remittance and consumer loan services, achieved nine-fold growth in turnover as of end-2020, bringing 20 products of 12 banks to 2.200 points of sale.

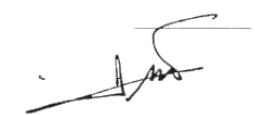
Fibabanka's investments in alternative distribution channels continued throughout 2020. We provided customers with new services in line with their evolving needs. Our Kiraz Plus product, a hybrid checking-deposit account, was embraced by many customers with high balances in a short time. FibaFX, our next-generation currency and precious metal trading service, was launched via our Mobile and Internet Banking channels. By offering advantageous currency rates and real-time prices, FibaFX quickly became one of the most popular services among our customers.

## We Are Committed to Ensuring "Happy Fibabanka Employees"

Fibabanka effectively managed the pressure of the coronavirus pandemic on its business operations without compromising on customer satisfaction. Our success is the direct result of the digital transformation we have successfully carried out in recent years. During this highly challenging period, Fibabanka maintained its focus on delivering customer satisfaction and achieving operational efficiency thanks to its dynamic organizational structure and corporate competencies. We are committed to ensuring "Happy Fibabanka Employees" by offering banking of the future.

In 2020, on the occasion of Fibabanka's 10<sup>th</sup> anniversary in Fiba Group, I would like to express my gratitude to all our stakeholders – especially our main stakeholder Fiba Holding – for their unconditional support on this journey to become the "Most Loved Bank of Turkey." With this ongoing support, we will stride into the future with confidence and determination.

Kind regards,



**ÖMER MERT**  
General Manager and Member of  
the Board of Directors