

PRIVATE & PRESTIGE BANKING

THE FIBABANKA PRIVATE & PRESTIGE BANKING SEGMENT OPERATES WITH THE AIM TO OFFER TAILOR-MADE ALTERNATIVES.

The Fibabanka Private & Prestige Banking segment serves through 105 Private & Prestige Banking Customer Representatives in 35 branches, 15 of which are in Istanbul.

The segment operates with many products thanks to the support of the Deposit and Investment Products Management, Treasury Department and Fiba Portfolio Management, in addition to the cooperation with OYAK Investment.

In 2021, the Fibabanka Private & Prestige Banking segment continued its operations with the aim to offer tailor-made alternatives in line with the customer's risk profile and ROI expectations. The Bank serves through 105 Private & Prestige Banking Customer Representatives in 35 branches, 15 of which are in Istanbul.

Sustainable Growth Strategy

The Fibabanka Private & Prestige Banking segment operates with many products thanks to the support of the Deposit and Investment Products Management, Treasury Department and Fiba Portfolio Management, in addition to the cooperation with OYAK Investment. While customers can invest in products such as time deposits, treasury notes, government bonds, private sector bills/bonds, investment funds and stocks, they can also trade in derivatives, FX and precious metals quickly and easily in over-the-counter markets.

The Fibabanka Private & Prestige Banking segment increased its number of active customers by 60% from 14,009 customers to 23,279 customers in 2021. In the same period, the size of assets under management rose by 77%, reaching TL 23 billion.

In addition to the services it provides through customer representatives, the Fibabanka Private & Prestige Banking segment also offers its customers the opportunity to trade FX and stocks at live prices via FibaFX and FibaBorsa.

Adopting a sustainable growth strategy, the Fibabanka Private & Prestige Banking segment aims to continue providing banking services that simplify customers' lives, administered by professional, experienced customer representatives, and driven by values such as mutual trust, long-term customer relations and customer privacy in 2022 as well.

Fibabanka Private & Prestige Banking Active Customer Growth

60%