

Oscar of Annual Reports Goes to Garanti...

Reflecting Garanti's proactive, transparent and consistent relationship with its stakeholders, **Garanti 2012 Annual Report** and **Interactive Annual Report Website** are once again recognized "**The Best**" on the international platforms. The Annual Report and the Interactive Website stood out with their creative designs in the **27th ARC Awards (Annual Report Competition)** which is known as the Oscars of annual reports, organized by MerComm, the American institution which sets the standards of excellence in the area of communication.

The outstanding performance in the clarity of the delivered message, simplicity of the narration and the visual design earned **Garanti 2012 Annual Report** the "**Gold Award**" in the category of "Non-Traditional Annual Reports" among 2,200 entries from 32 countries. Moreover, Garanti's **2012 Interactive Annual Report Website**, available at <http://rapor2012.garanti.com.tr/en/>, is recognized with the "**Gold Award**" in the category of "Interactive Annual Reports" for its exceptional way of communication, design as well as the excellent user experience it offers.

Commenting on the subject, **Garanti Bank's CEO Ergun Özen** stated that "Our dynamic and sustainable banking approach is reflected in our annual reports that we continuously improve each year and lead the sector. We are honored once again to see the international authorities recognize our 2012 Annual Report as the best, both for its visual design and its content."

MerComm's CEO Reni L. Witt also commented on the awards that achieved record participation this year and said "Winning a prestigious ARC Award provides proof that your creativity, hard work and talent adds extra value to how an annual report is perceived."