

# CORPORATE PRESENTATION

March 2023



### AGENDA

- 01 TURKISH ECONOMY & BANKING SECTOR
- O2 GARANTI BBVA CORPORATE PROFILE & FINANCIAL HIGHLIGHTS
- O3 CORPORATE GOVERNANCE & RISK MANAGEMENT



## 01

## TURKISH ECONOMY & BANKING SECTOR

### **TURKISH ECONOMY**

**ECONOMIC ACTIVITY** will be supported by **FISCAL EXPANSION** and **BETTER GLOBAL OUTLOOK** 

THE NET NEGATIVE IMPACT OF THE QUAKES on 2023 GDP is

OR code.

CURRENT ACCOUNT DEFICIT IS

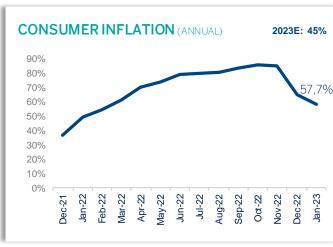
**SLOW-DOWN IN INFLATION** MIGHT BE LIMITED despite favorable base effects.

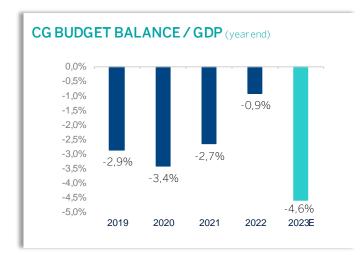




#### **TURKISH ECONOMY**







- Despite the negative impact from the latest quakes, expected fiscal expansion and better global growth outlook will support economic activity. Therefore, we maintain our 2023 GDP forecast at 3%.
- While direct impact on exports due to quakes might be limited, reconstruction efforts will put further pressure on the balance of payments. We expect the CAD to reach 3.6% of GDP (\$35bn) in 2023.
- Despite almost stable currency and favorable base effects, strong consumption and continuing cost push factors keep upside risks on the inflation outlook.

### TURKISH BANKING SECTOR

#### LIRAIZATION OF THE ECONOMY

 conducted through regulatory measures governing FX-Protected Deposit Scheme and weight of TL deposits

STRONG GROWTH IN LENDING ACTIVITY – above average inflation

REDUCTION IN FOREIGN CURRENCY LOAN EXPOSURE CONTINUES – since 2017

**SELECTIVE CREDIT EXPANSION**— directed by regulatory measures

Detailed information about regulatory measures set in 2022 can be found in below QR code.







#### TURKISH BANKING SECTOR (I/IV)

#### TOTAL ASSETS BREAKDOWN



■ Top 4 Private Banks ■ Other ■ State Banks

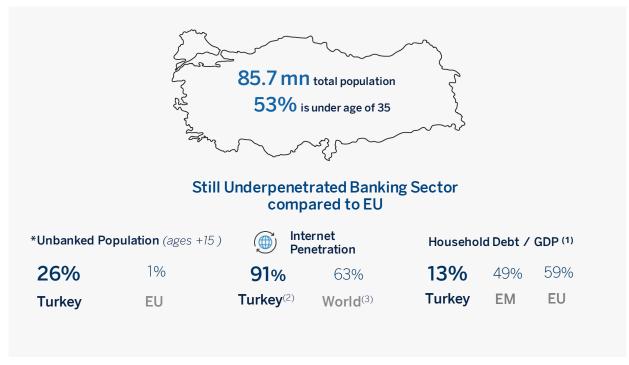
	# of Banks	Share in Assets	Share in Loans	Share in Deposits
Top 4 Private Commercial Banks	4	33%	33%	33%
State Banks	3	38%	39%	42%
Other Private Commercial Banks	25	15%	14%	15%
Development & Inv. Banks	16	6%	6%	-
Participation Banks	6	8%	8%	10%

Total: 54

#### Dominated by top 4 Private Banks & 3 State Banks

TOP 10 BANKS <sup>1</sup>	Assets Market Share	Foreign Ownership	Actual Free Float
<b>Žiraa</b> t Bankası	16.1%	-	-
VakıfBank	11.7%	-	8.6%
TÜRKİYE BANKASI	9.8%	-	33.5%
M HALKBANK	9.7%	-	12.3%
<b>%</b> Garanti BB∨∧	8.0%	BBVA(85.97%)	13.9%
<b>YapıKred</b> i	7.7%	-	32.0%
AKBANK	7.5%	-	50.8%
<b>QNB</b> FINANSBANK	4.2%	Qatar National Bank (99.88%)	0.12%
DenizBank 🅸	3.8%	Emirates NBD Bank PJSC (100%)	-
<del>₹</del> TEB	1.9%	BNP Paribas (72.5%)	-

## Favorable Demographics with a Digital-Savvy Population and Still Underpenetrated Banking Sector Compared to Europe



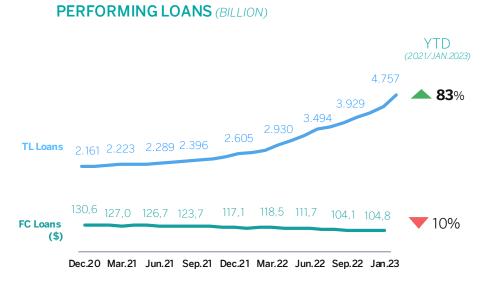
<sup>(1)</sup> Bank of International Settlements, as of September 2022

<sup>(2)</sup> Datareportal, Digital 2022 on Turkey, as of February 2022

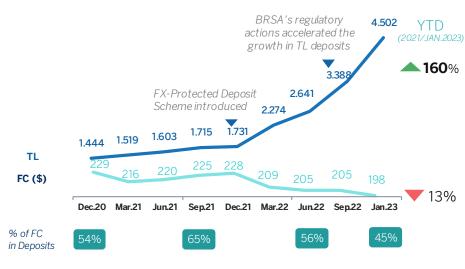
<sup>(3)</sup> Statista, as of April 2022

<sup>\*</sup>Based on having an account in a financial instution.

#### TURKISH BANKING SECTOR (III/IV)



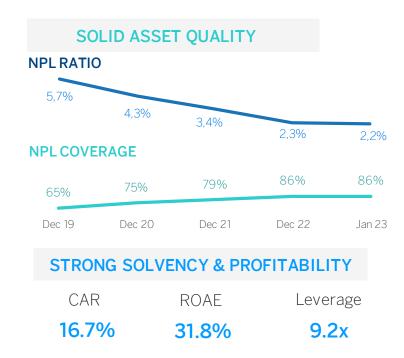
#### **CUSTOMER DEPOSITS (BILLION)**



#### Strictly Regulated and Monitored. Compliant with Basel III and IFRS 9

#### **COMFORTABLE LIQUIDITY**

- Customer Deposits fund65% of assets
- Low share of external funding of assets: 14%
- Sufficient buffers against potential external liquidity shock
- Banks' ST External dues<sup>1</sup>: US \$60bn Quick FC Liquidity<sup>2</sup>: US\$ 74bn

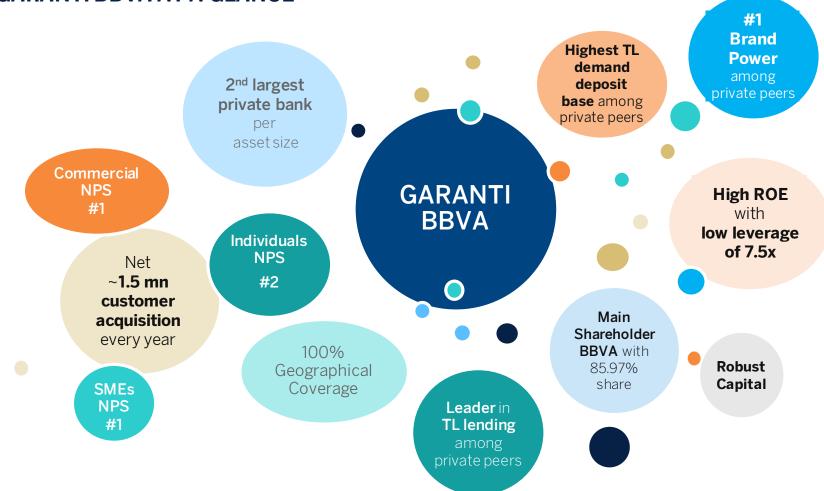




## 02

# GARANTI BBVA CORPORATE PROFILE & FINANCIAL HIGHLIGHTS

#### **GARANTI BBVA AT A GLANCE**



LIVEDID MODIZING

#### GARANTI BBVA'S UNIQUE VALUE PROPOSITION (I/IV)

PRACTICES FOR EMPLOYEE SATISFACTION AND WORK-LIFE BALANCE	STRONG PERFORMANCE IN EMPLOYEE LOYALTY  4.3/5 poll results	BLOOMBERG GENDER EQUALITY INDEX The only Turkish company that has been in place for  7 consecutive years	HYBRID WORKING MODEL  40%/60% at office / home
UNIQUE CUSTOMER EXPERIENCE CREATED BY OUR SUPERIOR DIGITAL EXPERIENCE	HIGHEST DIGITAL AND MOBILE CUSTOMER BASE 13 million	DIGITAL'S SHARE IN TOTAL SALES 86%	OUR MOBILE TRANSACTION MARKET SHARE 20%
ACTIONS IN LINE WITH RESPONSIBLE BANKING PRINCIPLES	CARBON NEUTRAL BANK since 2020	OUR COMMITMENT TO SUSTAINABLE FINANCE >40 billion TL (2018-2022	FINANCING TO COMMUNITY INVESTMENT PROGRAMS  71.7 million TL

#### GARANTI BBVA'S UNIQUE VALUE PROPOSITION (II/IV)

#### **COMMITMENT IN PORTFOLIO ALIGNMENT**

2030 decarbonization goals set in selected carbon-intensive industries				
REDUCTION IN 203	0			
Energy	<b>-72%</b> kgCO <sub>2</sub> e/MWh			
Automotive	<b>-40%</b> gCO <sub>2</sub> e/Km			
O Iron & Steel	-10% kgCO <sub>2</sub> e/T <sub>iron&amp;steel</sub>			
<b>24</b> Cement	-20% kgCO2e/T <sub>cement</sub>			
4 Coal	First Turkish bank that announced <b>phase-out plan</b> <sup>1</sup>			

CARBON NEUTRAL BANK: as of 2020 (Scope 1&2)

#### **CONTRIBUTION TO SUSTAINABLE FINANCE (BN TL)**



100% of new electricity generation investments allocated to **RENEWABLE ENERGY** since 2014

<sup>1</sup> by 2040



#### GARANTI BBVA'S UNIQUE VALUE PROPOSITION (III/IV)

#### OUR COMMITMENT TO ESG IS RECOGNIZED BY VARIOUS AGENCIES



The EM & 5th

Highest Score In

Global Banking Sector















in the Index for 7

**Consecutive Years** 

Indices	DJSI	CDP CLIMATE CHANGE	CDP WATER SECURITY	MSCI	VIGEO EIRIS	FTSE4GOOD	SUSTAINALYTICS ESG RISK	BLOOMBERG GENDER EQUALITY INDEX
Scoring Range	0-100	A/D-	A/D-	AAA/CCC	0-100	0-5	0-40+	0-100
Score	83	Α	Α-	BBB	45	3.8	23.7	89.06
	Only Company From Türkiye In	<b>Highest Score</b> Among the Bar	Included int			Included in the	<b>325th</b> of 1.005 Global Banks	Only Company from Türkiye to be Included

SUSTAINABLE GOALS

Reporting From

Türkiye

We contribute to all of the United Nations Sustainable **Development goals**, and we explain how we make this contribution in detail with examples and page directions.



#### GARANTI BBVA'S UNIQUE VALUE PROPOSITION (IV/IV)

We create value with our community investment programs in focuses of action within the scope of our strategic priorities.



Turkey's Life: Fire Management Grant Program:-Co-launched with WWF-Türkiye to mitigate the risk of forest fires.



ÖRAV: Established by Garanti BBVA in 2008 to support professional and personal development of teachers

Number of teachers reached>280,000 (since founded)



#### Focuses of action:

- Reducing inequalities
- Education for all
- Frontier knowledge and accessible culture



Combating climate change



Since September 2021, **109 tonnes of solid waste sent to recycling** 



You can watch the impact of our cooperation with our stakeholders from the videos featured in the QR code.







Women Entrepreneur Program: launched by Garanti BBVA in 2006.

The amount of **TL loans provided** to female entrepreneurial customers **exceeded 14 billion TL** in all segments (as of 2022 year-end).



#### **GARANTI BBVA'S KEY FINANCIAL STRENGTHS**

CUSTOMER-DRIVEN ASSET MIX, TL LENDING GROWTH IN LINE WITH MACRO-PRUDENTIAL POLICIES

HIGHESTTLLENDING

10.5% MARKET SHARE

HIGHLY LIQUID &
ACTIVELY MANAGED FUNDING
PORTFOLIO

ZERO-COST DEMAND DEPOSIT BASE

49% customer demand deposits share in total

SUSTAINED INCREASE IN COVERAGES DESPITE AN IMPROVING NPL RATIO

TOTAL COVERAGERATIO

5.1% vs. NPL Ratio of 2.6%

ACCELERATED PACE IN **HIGH QUALITY REVENUE GENERATION** 

COST/INCOMERATIO (Cumulative)

24% vs 33% IN Dec'21

ROAE (Cumulative)
51% IN 2022

CET1

STRONG CAPITAL POSITION AND STRENGTHENED CAPITAL BUFFER (w/oBRSA's forbearance)

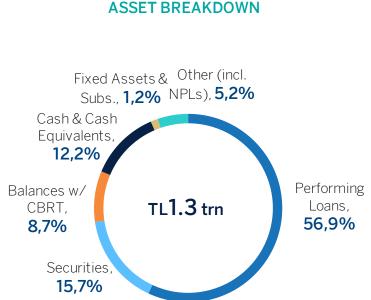
14.5%

EXCESS CAPITAL

(w/oBRSA's forbearance, per consolidated financials)

-8<sub>BNTL</sub>

## CUSTOMER-DRIVEN ASSET MIX, TL LENDING GROWTH IN LINE WITH MACRO-PRUDENTIAL POLICIES





**PERFORMING LOANS** (TL, US \$ billion)

<u>YoY</u>

56%

(10%)

79%

#### **MARKET SHARES**

**Credit Cards** 

2021

(among private comm'l banks)

	2021	2022
TLloans	19.2%	19.7%
TLBusiness	17.5%	18.4%
SME loans	17.7%	19.8%
Consumer (excl. CCs)	21.0%	19.9%
Consumer GPL	18.5%	18.7%

21.6%

22.9%

9M22

2022

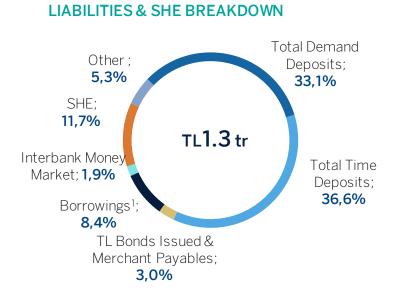
#1\*

in TL loans, Consumer loans and Acquiring & issuing volumes among private banks

Market share gain in Consumer GPL and SME loans

<sup>1</sup> As of November, per BRSA defined SME loans \*as of September 2022.

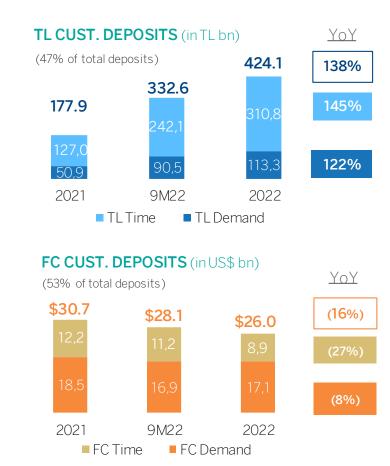
#### HIGHLY LIQUID & ACTIVELY MANAGED FUNDING PORTFOLIO





## **HIGH FC LIQUIDITY BUFFER**<sup>2</sup> \$10.0 BILLION

vs. total external debt of \$5.0 billion



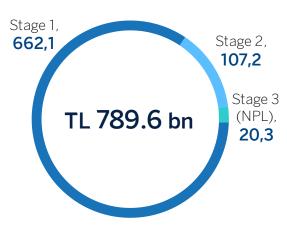
<sup>1</sup> Includes funds borrowed, sub-debt & FC securities issued

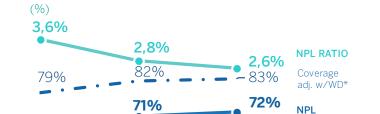
<sup>2</sup> FC Liquidity Buffer includes FC reserves under ROM, swaps, money market placements, CBRT eligible unencumbered securities

COVERAGE

#### SUSTAINED INCREASE IN COVERAGES DESPITE AND IMPROVING NPL RATIO

## LOAN PORTFOLIO BREAKDOWN (TL Billion)







66%

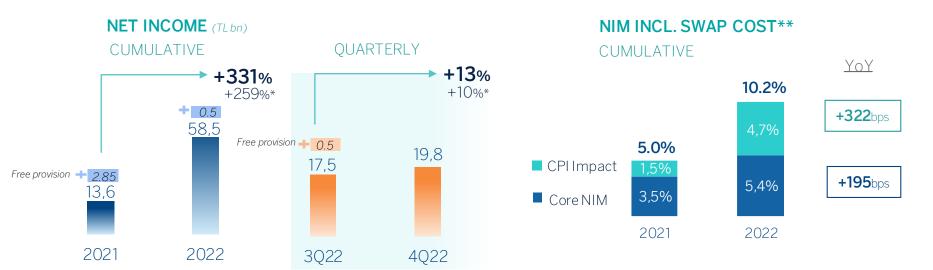
**NPL & COVERAGE RATIOS** 

#### **NET CoR TREND excl. CURRENCY**



Adjusted with write-downs since 2019

#### **ACCELERATED PACE IN HIGH QUALITY REVENUE GENERATION**



#### EARNINGS QUALITY BACKED BY CORE REVENUE GROWTH



#### VS. WELL-MANAGED COST GROWTH



<sup>\*</sup>adj. w/free provision

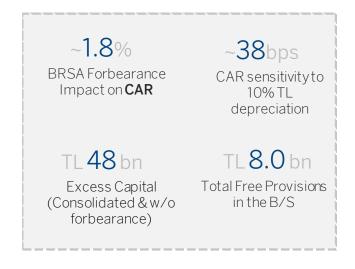
 $<sup>{\</sup>rm **Calculated}$  based on bank only MIS data, using daily averages

#### SUPERIOR CAPITAL POSITION AND STRENGTHENED CAPITAL BUFFER

#### **SOLVENCY RATIOS**

without BRSA's forbearance





#### **2023 OPERATING PLAN GUIDANCE**

	2023 OP
TL Loan Growth (YoY)	~avg. CPI
FC Loan Growth (in US\$, YoY)	Flattish
Net Cost of Risk*	~100bps
Core NIM (NIM Incl. Swap excl. CPI)	~185bps contraction
Fee Growth (YoY)	>avg. CPI
OPEX Growth (YoY)	~100%
ROAE	>28%

 $<sup>^{\</sup>ast}$  Net CoR excludes currency effect, as it is 100% hedged and have no bottom line impact



## 03

# CORPORATE GOVERNANCE & RISK MANAGEMENT

#### **GARANTI BBVA**

#### **OUR PURPOSE**

To bring the age of opportunity to everyone

#### **OUR STRATEGIC PRIORITIES**

WHAT WE STAND FOR?

DRIVERS OF SUPERIOR PERFORMANCE ACCELERATORS TO DELIVER OUR STRATEGY

Financial Health

Reaching More Customers

Best & Most Engaged Team

Sustainability

Operational Excellence

Data & Technology

#### **OUR VALUES**





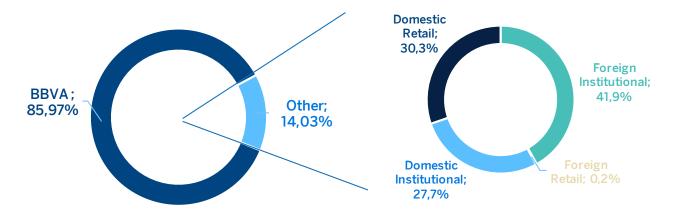


#### **SHAREHOLDING STRUCTURE**

#### SHAREHOLDER STRUCTURE

As of 31 December 2022

Name	Number of Shares	Nominal (TL)	Share(%)
BBVA (BANCO BILBAO VIZCAYA ARGENTARIA, S.A.)	361,089,589,019	3,610,895,890.19	85.97
OTHERS	58,910,410,981	589,104,109.81	14.03
GRAND TOTAL	420,000,000,000	4,200,000,000.00	100.00



#### **BOARD OF DIRECTORS**

Name and Surname		Appointment Date	Education	Experience in Banking and Business Administration
Süleyman Sözen	Non-executive	29.05.1997	Undergraduate	42 years
Jorge Saenz Azcunaga Carranza	Non-executive / Independent	24.03.2016	Undergraduate	28 years
Recep Baştuğ	Executive	06.09.2019	Undergraduate	33 years
Sait Ergun Özen	Non-executive	14.05.2003	Undergraduate	36 years
Dr. Muammer Cüneyt Sezgin	Non-executive	30.06.2004	PhD	35 years
Jaime Saenz de Tajeda Pulido	Non-executive	02.10.2014	Undergraduate	31 years
Pablo Alfonso Pastor Muñoz	Non-executive	31.03.2021	Masters	33 years
Rafael Salinas Martinez de Lecca	Non-executive	08.05.2017	Masters	32 years
Belkıs Sema Yudum	Non-executive /Independent	30.04.2013	Undergraduate	32 years
Avni Aydın Düren	Non-executive /Independent	17.06.2020	Masters	31 years
M. Canan Özsoy	Non-executive /Independent	04.04.2019	Masters	34 years

#### **EXPERIENCE COMPOSITION**

Chart is prepared in accordance with Global Industry Classification Standard (GCIS). The Global Industry Classification Standard (GCIS) is an industry taxonomy developed by MSCI and Standar & Poor's (S&P) for use by the global financial community



7% Energy 7% Communication Services 7% Information Technology 7% Healthcare

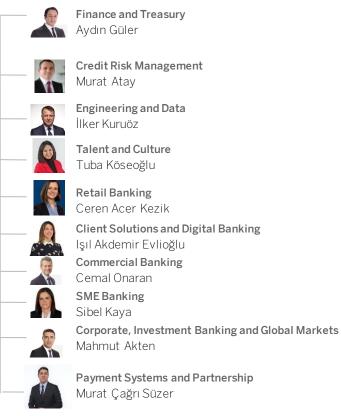
7% Consumer Discretionary 7% Consumer Staples 7% Real Estate

7% Industrials

#### **SENIOR MANAGEMENT**

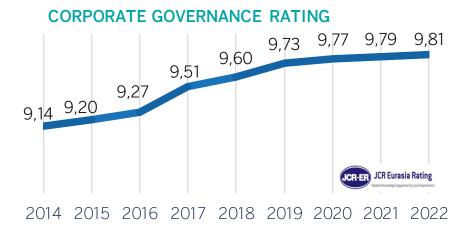
### **GENDER FEMALE AVERAGE EXPERIENCE** 25 YEARS **EDUCATION** Master's Doctorate Bachelor's 45% 10% 45%





#### CORPORATE GOVERNANCE RATING

Rating increase was driven by;



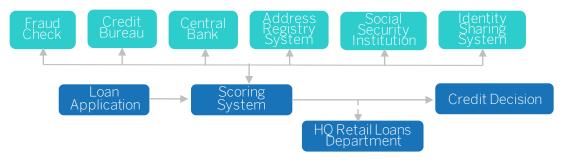
- Shareholders section investors were given the opportunity to sell their shares above the market price through the voluntary tender offer of BBVA; hence shareholders score is increased to 9.73 from 9.67.
- Stakeholders section score is increased to **9.87** from 9.86 on the back of:
  - **Double materiality analysis** were conducted on the key material issues (i.e. climate change, cybersecurity) and the impact of these assessed on Garanti BBVA and on its stakeholders
  - **Sustainable Mobilization** target is added into all employees' performance criteria

Outlook has been determined as 'Positive' based on the positive contribution of Board of Directors Diversity and Compliance Policy published on 8 July 2021 and the female representation target of 25% by the end of 2025.



#### ADVANCED RISK MANAGEMENT SYSTEMS

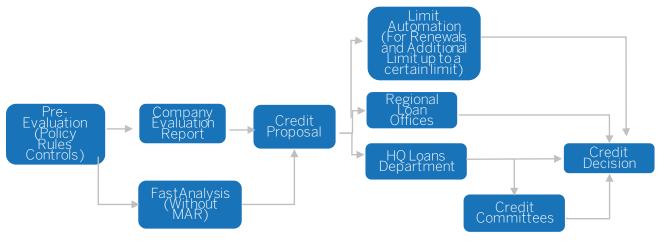
#### RETAIL BANKING: CENTRALIZED PROCESS



#### Loan to Value:

Consumer Mortgages Max: 90%; Auto Loans Max: 70% up to TL400K, 50% from TL400K up to TL800K, 30% from TL800K up to 1.2M, 20% from TL 1.2M up to 2.0M.

#### WHOLESALE BANKING: DECENTRALIZED PROCESS



- 25 regional loan offices
- Weekly Credit Committee meetings
- All credit lines automatically expire one year after approval
- Decentralized credit decision via Regional Loan Offices for fast approval process & local management of smaller exposures
- Multi layered committee structure at the HQ to approve & manage larger exposures

## Appendix

PG. 27 Summary Balance Sheet

PG. 28 Summary P&L

PG. 29 Key Financial Ratios

#### **APPENDIX: SUMMARY BALANCE SHEET**

ASSETS	31.12.2021	31.03.2022	30.06.2022	30.09.2022	31.12.2022
Cash & Cash Equivalents (TL billion)	114.3	109.1	133.1	170.1	158.4
Balances at CBRT	102.7	105.6	123.6	123.3	114.0
Securities	99.3	135.9	157.1	187.7	204.7
Gross Loans + Leasing & Factoring receivables	509.5	585.2	654.3	709.5	789.6
+TL Loans	272.3	316.7	376.8	429.0	488.2
TL Loans NPL	8.1	8.1	16.4	16.5	16.4
info: TL Performing Loans	264.1	308.6	360.4	412.5	471.7
+FC Loans (in US\$ terms)	16.8	17.1	15.5	14.0	14.7
FC Loans NPL (in US\$ )	0.7	0.7	0.1	0.1	0.1
info: FC Performing Loans (in US\$)	16.1	16.5	15.4	13.9	14.5
info: Performing Loans (TL+FC)	475.3	548.0	615.0	668.2	742.1
Fixed Assets & Subsidiaries	8.9	10.7	11.7	12.2	16.3
Other	15.8	6.8	16.1	20.7	20.7
TOTAL ASSETS	850.5	953.3	1096.1	1,223.4	1,303.6
LIABILITIES & SHE	31.12.2021	31.03.2022	30.06.2022	30.09.2022	31.12.2022
Total Deposits	582.8	656.0	747.0	856.2	908.7
+Demand Deposits	295.3	326.2	370.0	405.9	431.7
TL Demand	52.1	62.5	81.8	92.7	113.3
FC Demand (in US\$ terms)	18.6	18.1	17.4	17.0	17.1
+Time Deposits	287.5	329.7	377.0	450.3	477.0
TL Time	126.3	168.7	195.2	240.3	311.6
FC Time (in US\$ terms)	12.3	11.1	11.0	11.4	8.9
Interbank Money Market	15.9	8.8	34.8	15.6	24.3
Bonds Issued	25.6	24.7	26.6	18.2	17.6
Funds Borrowed	78.7	84.1	86.3	95.8	93.1
<b>Other liabilities</b>	67.0	82.9	89.3	106.0	106.7
Shareholders' Equity	80.3	97.0	112.1	131.7	153.1
	80.5	97.0	112.1	131.7	100.1

#### **APPENDIX: SUMMARY P&L**

		QI	JARTERLY P8	ιL	CUMULATIVE P&L			
TL	Million	3Q22	4Q22	QoQ	2021	2022	YoY	
(+)	Net Interest Income including Swap costs	24,393	28,531	17%	24,171	77,615	221%	
	(+) NII excluding CPI linkers' income	15,872	14,798	-7%	29,670	54,517	84%	
	(+) Income on CPI linkers	11,096	15,346	38%	6,395	33,576	425%	
	(-) Swap Cost	-2,575	-1,613	-37%	-11,894	-10,478	-12%	
(+)	Net Fees & Comm.	4,920	6,138	25%	9,195	18,146	97%	
(+)	Net Trading & FX gains/losses (excl. Swap costs and currency hedge)	2,877	2,668	-7%	8,489	13,542	60%	
	info: Gain on Currency Hedge <sup>1</sup>	2,031	1, 189	-41%	8,141	7,448	-9%	
(+)	Other income (excl. Prov. reversals & one-offs)	1,064	1,653	55%	2,658	4,661	<i>7</i> 5%	
(+)	Income from investments under equity	232	265	14%	552	984	78%	
=	REVENUES	33,487	39,255	17%	45,064	114,949	155%	
(+)	Non-recurring other income	29	468	1515%	512	1,789	249%	
	(+) Gain on asset sale & Revaluation of real estate	29	304	949%	512	1,345	163%	
	(+) Gain on debt sale	0	164	n.m	0	284	n.m	
	(+) Administrative Fine Reversal	0	0	n.m	0	160	n.m	
(-)	OPEX	-7,386	-9,123	24%	-15,240	-27,567	81%	
	(-) HR	-2,958	-2,871	-3%	-6,046	-10,141	68%	
	(-) Non-HR	-4,428	-6,252	41%	-9,194	-17,425	90%	
=	PRE-PROVISION INCOME	26,130	30,600	17%	30,336	89,171	194%	
(-)	Net Expected Loss (excl. Currency impact)	-1,928	-3,565	85%	-4,431	-8,447	91%	
	(-) Expected Loss	-6,321	-6,302	0%	-20,956	-26,005	24%	
	info: Currency Impact <sup>1</sup>	-2,031	-1,189	-41%	-8,141	-7,448	-9%	
	(+) Provision Reversal under other Income	2,362	1,548	-34%	8,384	10,110	21%	
(-)	Taxation and other provisions	-6,657	-7,251	9%	-12,317	-22,213	80%	
	(-) Free Provision	-500	0	n.m	-2,850	-500	n.m	
	(-) Taxation	-5,924	-6,438	9%	-4,823	-18,477	283%	
	(-) Other provisions (excl. free prov.)	-233	-813	249%	-4,644	-3,236	-30%	
=	NET INCOME	17,545	19,784	13%	13,588	58,510	331%	

#### **APPENDIX: KEY FINANCIAL RATIOS**

	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22
Profitability ratios Profitability ratios					
ROAE (Cumulative) <sup>1</sup>	19.7%	37.5%	43.1%	49.0%	51.0%
ROAA (Cumulative) <sup>1</sup>	2.1%	3.7%	4.3%	5.0%	5.4%
Cost/Income	33.4%	27.6%	25.4%	23.9%	23.6%
Liquidity ratios					
Loans / Deposits	81.5%	83.5%	82.3%	78.0%	81.7%
TL Loans / TL Deposits	148.1%	133.5%	130.1%	123.9%	111.0%
Adj. Loans/Deposits (Loans adj. with on-balance sheet alternative funding sources)	64%	66%	66%	64%	68%
TL Loans / (TL Deposits + TL Bonds + Merchant Payables)	128.7%	119.5%	117.2%	112.2%	101.9%
FC Loans / FC Deposits	52.2%	56.4%	54.2%	48.9%	55.9%
Asset quality ratios					
NPL Ratio	3.6%	3.3%	3.0%	2.8%	2.6%
Coverage Ratio	5.8%	5.5%	5.3%	5.2%	5.1%
+ Stage1	0.7%	0.8%	0.8%	0.6%	0.7%
+ Stage2	16.8%	17.0%	18.3%	21.0%	19.5%
+ Stage3	66.4%	67.4%	69.3%	71.1%	72.4%
Cumulative Net Cost of Risk (excluding currency impact, bps) <sup>2</sup>	106	105	102	106	130
Solvency ratios					
CAR (excl. BRSA Forbearance)	14.1%	14.8%	15.1%	16.2%	16.8%
Common Equity Tier I Ratio (excl. BRSA Forbearance)	11.5%	12.2%	12.8%	13.8%	14.5%
Leverage	9.6x	8.8x	8.8x	8.3x	7.5x

<sup>1</sup> Note: Excludes non-recurring items when annualizing Net Income for the remaining quarters of the year in calculating Return On Average Equity (ROAE) and Return On Average Assets (ROAA) for 1022, 2022 and 3022...

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Note: **Net Promoter Score** research is conducted by independent research agency Ipsos for Garanti BBVA. According to the research results, Garanti BBVA has the 2nd highest Net Promoter Score among retail customers representing its own profile and leader among SME customers, in both cases compared to its competition, which includes Isbank, Akbank, Yapı Kredi Bank, and QNB Finansbank. Research was conducted throughout 2021. Main bank customers, who have communicated with the banks over the last 3 months, were surveyed using online panel and telephone techniques by quota sampling. **Brand Power** research is conducted by independent research agency Kantar for Garanti BBVA. According to the research results, Garanti BBVA has the highest Brand Power score among competition which are Ziraat Bankası, İş Bankası, Yapı Kredi Bankası, TEB, QNB Finansbank, Vakıfbank, ING, Denizbank and Akbankası in Q3. Research was conducted throughout 2021. Our target audience is main bank customers. We were conducting surveys via online panel by quota sampling.

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