

## A brand new digital banking experience from Burgan Bank: ON

**Offering innovative and difference-creating solutions for needs of users with its boutique banking approach, Burgan Bank introduces its new digital banking brand, ON, created for users who do not want to settle for the current banking applications and prefer to keep their savings under their own control regardless of amount thereof. Burgan Bank is going to offer its services to users via digital platforms under its new ON brand name, and changes the approach of its customers towards banking with its always advantageous interest rates, free money transfers, products letting the customer to win as he transacts, and many other advantages.**

Coming to the forefront with its digital banking investments, Burgan Bank puts into service its new brand, ON, by combining its expertise in this area with its strength in deposit and investment areas. Intending to address to customers who are used to transact in digital platforms and wish to win over their savings, even small in amount, over advantageous interest rates, ON offers to users a brand new, comfortable and safe experience where they will be their own bankers. Users have the chance to be an ON customer in minutes through videophone system and to easily execute many banking transactions, including deposit and investment transactions, money transfers and foreign exchange transactions.

### **Bank of those who are not contented with nine: ON**

One of the most fundamental features differentiating ON is its “rewarding world”. ON users do not only pay any expense for their transactions, but also make regular use of advantageous interest rates over their savings and win refunds from a lot of transactions from shopping by debit card to invoice payments.

“We aim to create a difference in banking industry with our new digital brand focused on customer satisfaction and designed fully for user expectations,” says **Murat Dinç, General Manager of Burgan Bank:** “We, as Burgan Bank, are at all times closely following the technologic developments and integrating into our systems many innovations creating value for our customers in their banking transactions. Centred on our customers, we are regularly reviewing our processes and redesigning our service models to make them end-to-end digital. With our new brand ON, we are going to continue our strength and success in digital banking by reflecting our Bank’s vision and strategy onto our customers more effectively.”

“Our customers may, as always, meet all of their banking needs only via digital channels without any need for branches,” says **Murat Dinç:** “We created ON brand in order to meet the expectations of our customers wishing to invest and manage their savings. Our customers will be their own bankers through ON. We are aware of the fact that money is under control of our customers. We are now coming our customers’ way as a digital banking experience offering them the opportunity to win refunds from their own banking transactions.”

**"Our goal is to offer rewarding and advantageous banking services."**

"The most important characteristic of ON will be its point of view to customers," says **Murat Dinç**: "For ON, we determined our motto as "bank of those who are not contented with nine." We are now intending to go beyond some valuable, but accustomed features such as being free of costs, mobile service and time saving technologies, termed as hygiene factors in banking sector. By not charging any cost over money transfers, always offering high deposit interest rates, and through products letting the customer to win as he transacts, and many other advantages, we are offering a totally different banking experience to our customers. As soon as they step in the world of ON, our users will start to experience the rewarding world. They will find all together a lot of opportunities such as ON account offering advantageous interest rates where customers can invest their savings with peace in mind without thinking "Are there any better alternatives?", and ON investment packages offering many facilities to users in their transactions through free data broadcast packages, and ON Bank card letting the customer to win as he spends."

#### **An easy, free and transparent banking**

"With ON brand, we have taken one further step in our investments made in digital area," says **Natur Suntur, Burgan Bank Digital Banking Group Head**: "We are going to be a strong player in the banking industry. With ON, first of all, we are offering an easy, transparent, profitable and free banking experience to our customers. The most important feature of ON differing it from its rivals will be its point of view and its offerings to customers. ON will be positioned in the market as a digital banking brand promising: 'We are aware of the fact that you are executing your banking transactions yourself, and are going to give you credit for it.' Benefits we are going to offer to our customers will be a continuously developed mobile application offering a fluent, uninterrupted and easy banking experience at each stage; and an easily understandable language and style keeping away from complex banking terms; and benefits and opportunities in current applications of digital world; and e-trade products making the customer feel to be profitable at all times; and free banking transactions, i.e. free of cost; and a user friendly, easy and fluent interface and experience. Of course, aside from these benefits, our customers will always feel the global strength and trust of Burgan Bank behind themselves."

#### **For more information and communication:**

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