

ROTAPay, a smart city card developed in collaboration with DenizPay and Asis, introduced to stakeholders

ROTAPay, a smart city card developed in cooperation with DenizPay, a subsidiary of DenizBank, and Asis Elektronik, a smart city technologies brand, was launched to project stakeholders, including executives from many municipalities and their subsidiaries, at a gathering held at Deniz Tower.

With ROTAPay, which transforms the contactless public transportation card into a smart city card, transportation needs can be met and on top of that domestic, international and online purchases can be realized. With this card, versatile needs such as shopping, cash withdrawal, money transfer and corporate payments can be met.

At the gathering held at Deniz Tower, with the participation of **Mr. Hakan Ateş, CEO of DenizBank, Mr. Hakan Özyürek, General Manager and Board Member of Asis Elektronik, Mr. Levent Uğurlu, Executive Board Member in Charge of Financial Technologies at Asis, and Mr. Serkan Turan, General Manager of DenizPay**, ROTAPay was introduced to the project stakeholders, including the municipalities where it will be used and their subsidiaries.

“An important step for improving financial inclusion”

In his assessment on the subject, **Mr. Hakan Ateş, CEO of DenizBank Financial Services Group**, said; “As DenizBank, we have attached great importance to local governments that provide services to the public since day one. As of today, 831 out of nearly 1400 municipalities in Türkiye are customers of our Bank. Now, in cooperation with DenizPay, our subsidiary, and Asis Elektronik, we are launching the ROTAPay smart city card to offer it to the service of our municipalities and citizens. We have believed in the ecosystem approach since day one. In our cooperation with Asis Elektronik, we have combined DenizPay's experience in electronic money and payment services and service model wallet approach with Asis' technological competencies in public transportation. By this way, the closed-circuit cards that we use in transportation become smart urban cards and can be used for domestic, international and online spending with the Visa card scheme. We believe that this collaboration will contribute to the development of financial inclusion in our country. I hope this partnership will be auspicious for all parties.”

“DenizPay will be the pioneer in Tech-Fin approach”

Mr. Serkan Turan, General Manager and Board Member of DenizPay A.Ş. stated that in October, fastPay was renamed as DenizPay and restructured with a new identity and strategy. Turan said, “Aiming to offer more inclusive, easy and competitive experiences with its New Service Model Wallet infrastructure, DenizPay will be positioned as the pioneer of the Tech-Fin approach in the fintech market. As the first step of this transformation, ROTAPay, developed in cooperation with Asis, will be offered to users.”

“We produce smart public transportation technologies for a digital and sustainable urban life”

In his speech, **Mr. Hakan Özyürek, Board Member and General Manager of Asis Elektronik**, underlined the importance of cooperation for urban development. Özyürek stated that: “At a time when more than half of the world's population lives in cities and this number is increasing every day, we produce smart public transportation technologies for a digital and sustainable urban life with strong partnerships, innovative and technological approach. With the ROTAPay smart city card, which we developed in cooperation with DenizPay, a subsidiary of DenizBank, our aim is to make life easier in cities by changing the passenger experience in public transportation with sustainable systems. With ROTAPay, we take the

transportation card one step further and enable many functions in smart cities with a single card. By this way, we offer versatile services to users with a single platform from contactless payment to shopping, money transfer to financial transactions in public transportation.”

“We contribute to financial inclusion and financial literacy”

Mr. Levent Uğurlu, Executive Board Member in Charge of Financial Technologies at Asis expressed that, “ROTAPay platform is built on Asis' extensive coverage and technological competencies in public transportation and the e-money infrastructure of DenizPay, a subsidiary of DenizBank. With ROTAPay Mobile, we aim to contribute to financial inclusion and financial literacy by offering users access to financial services from within the application as well as transportation services. Through ROTAPay wallets and open circuit ROTAPay cards, we also plan to put forward the social benefits offered by the municipalities we are serving. We will also encourage the use of ROTAPay cards for shopping with budget-friendly campaigns and cash back payments, contributing to local trade and tradesmen.”