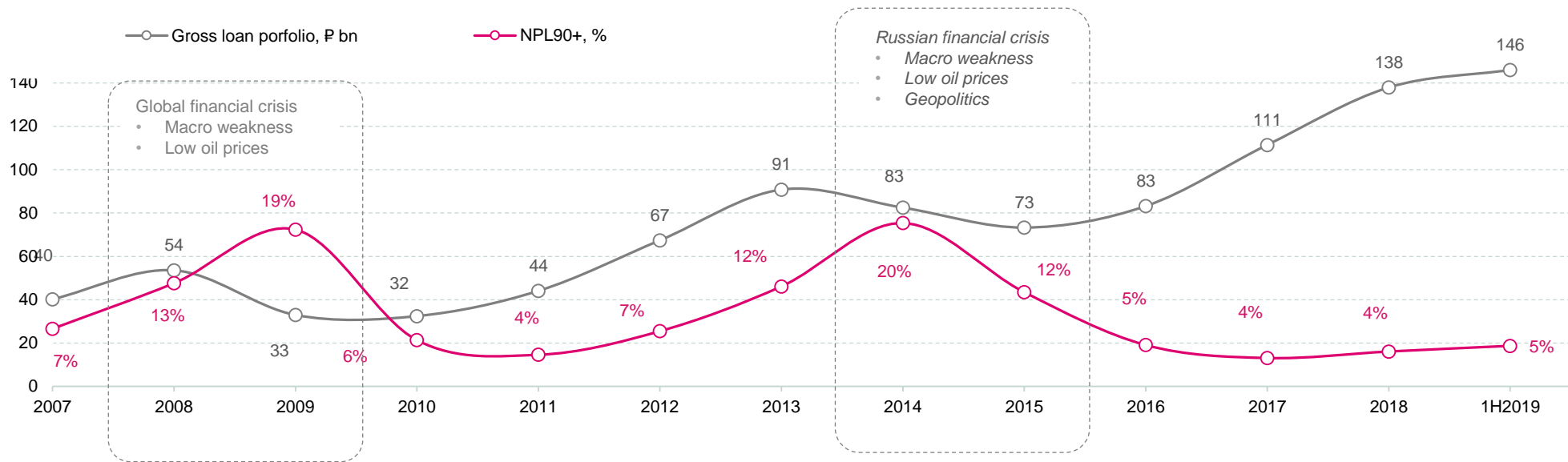


History of success with a track record of effective crisis management



Historical Milestones ►

2003 - 2005

- Banking license
- First instalment loan
- MasterCard membership
- Launch of credit cards, and auto loans
- Among Top 30 retail banks

2006 - 2007

- Launch of GP loans
- Ratings from S&P, Moody's and Fitch
- 1,000,000th loan since start of operations
- First annual net profit
- 65 branches, 12,000 POS in 63 regions
- Among Top 10 retail banks

2008 - 2009

- More than 5mn loans issued since start of operations
- 121 branches and 15,600 POS in 67 Russian regions
- More than 10,000 employees
- Annual origination reached ₺59bn

2010 - 2012

- Launch of retail deposits
- Focus on profitability and cost efficiency
- Development of new sales channels
- New owner – Onexim Group

2013 - 2015

- Financial crisis, deterioration of borrowers' repayment discipline
- Substantial regulatory changes implying slower growth and adjustments in business model for all retail banks
- Complete overhaul of credit risk and collection policies

2016 - 2019

- Top 3 in POS-loan origination
- Consistently high return on equity
- Gross loan portfolio exceeded ₺145bn
- NPL90+ stabilised at around 5%
- New credit rating from ACRA (BBB-)
- Rating upgrade by S&P from B- to B
- Outlook upgrade to Positive from ACRA