

**Company:** HALKBANK, Istanbul, Umraniye  
**Nomination Submitted by:** Business Awards Consulting  
**Company Description:** Halkbank, established in 1938 with mission of supporting artisans and SMEs and accelerating sustainable economic development in Türkiye, has become one of the prominent, stable, pioneering, and reputable brands in the rising country. For 87 years, Halkbank has been leading the development of the Turkish banking sector.  
**Nomination Category:** Management Categories  
**Nomination Sub Category:** Management Team of the Year  
**Nomination Title:** Halkbank's Managment Team



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:
3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominated management team's accomplishments since 1 January 2023:

**Total 629 words used.**

**Halkbank**, established in 1938 with the mission of supporting artisans and SMEs and accelerating sustainable economic development in Türkiye, has become one of the prominent, stable, pioneering, and reputable brands in the rising country. **For 87 years**, the Bank has been leading the development of the Turkish banking sector.

As "**The Bank of Productive Türkiye**" Halkbank develops products/services that respond to the needs of the real sector with its expertise in SME Banking. Among the most efficient banks in terms of equity profitability, Halkbank serves throughout Türkiye with 1,092 branches and 4,089 ATMs.

In 2024, despite the inflationary economic developments worldwide, Halkbank continued to be a strong supporter of the Turkish economy, achieving **growth of 37% in total assets reaching to 3 trillion TL, 15% in cash loans, and 27,2% in total deposits**. Halkbank created an **economic value of 75,3 billion TL in 2024**.

Like the rest of the world, artisans, entrepreneurs, and SMEs in Türkiye are among those most affected by social and economic developments. Halkbank increased its support for SME customers during this challenging period by allocating **56.9%** of its commercial loans to SMEs. Halkbank continues its **market leadership on SME credits** with a **marketshare of 15,9%**.

Believing in the necessity of a more resilient, inclusive and sustainable economic model in the face of changing global dynamics, Halkbank approaches long-term success not only through financial growth, but also through its responsibility to create social and environmental value. With this approach, in 2024, the Bank focused on impact-oriented solutions in the areas of **Entrepreneurship, Digitalization, Creating Value for Local Economy** and **Supporting the Fight against Climate Change**. Under these focus areas, Halkbank has developed numerous successful projects:

To support **entrepreneurship**, Halkbank designed and implemented projects focusing on **Youth entrepreneurship** (eg. Hubrica, JetLuck), **Women Entrepreneurship** (eg. Women Support Packages, Producing Women Competition), **Entrepreneurial Loans** (a first in Türkiye) and entrepreneurship support systems.

Halkbank established the first "**Women Entrepreneurship Banking**" department in Türkiye, providing support not only through banking activities but also offering various assistance to promote women's participation in the workforce and support women entrepreneurs.

Emphasizing digitalization, Halkbank has updated all its services with an innovative approach. It introduced **Paraf RingPay**, the wearable technology as a ring-shaped credit card, for the **first time in Türkiye**. Additionally, Halkbank became **the first Turkish bank** to open a branch in **Metaverse**. The bank digitalized all critical internal processes with **Robotic Process Automation(RPA)** tools and implemented **AI supported Processes**.

Halkbank has adopted **sustainability and environmental policies** as part of its corporate strategy. By aligning all service units with the **Zero Waste** regulation, Halkbank has become the **first Turkish bank** to receive the Zero Waste Certificate at 1109 service points.

Halkbank’s 2024 journey stands out for its pioneering role in shaping the future of inclusive and sustainable banking in Türkiye. Rather than focusing solely on financial success, the Bank’s strategy is built around innovative firsts that create scalable social and environmental value.

In 2024, Halkbank not only sustained its sectoral leadership but also achieved **several national and global firsts** that distinguished it in the financial sector. It became the **first and only Turkish bank to be included in the Bloomberg Gender Equality Index**, reinforcing its long-standing commitment to inclusive and equitable banking. Halkbank became the **first bank in Türkiye to publish an independent Gender Equality Report**, setting a benchmark for transparency in social governance. This aligns with its establishment of the country’s **first “Women Entrepreneurship Banking” department**, highlighting a deep-rooted commitment to systemic change.

On the environmental front, Halkbank introduced Türkiye’s **first Green Energy Finance Package**, a pioneering solution supporting SMEs in adopting sustainable energy technologies. This initiative is complemented by the Bank’s Zero Waste certification at over 1,100 service points, reflecting its enterprise-wide commitment to sustainability.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominated management team's chief achievements since 1 January 2023:

**Total 66 words used.**

-Through these actions, Halkbank has gone beyond traditional banking to lead systemic transformation. Its multi-dimensional strategy integrates **social equity, environmental responsibility, and economic resilience**, positioning the Bank not just as a national leader, but as a global benchmark in sustainable and inclusive finance.

-According to the **BrandFinance Brand Valuation Research**, an independent international auditing institution, Halkbank ranked 17th among **Türkiye's most valuable brands** climbing five places.

Attachments/Videos/Links:

[Halkbank's Managment Team](#)

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