



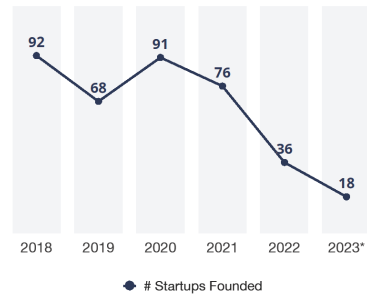
TÖDEB

The Payment and Electronic Money Institutions Association of Türkiye

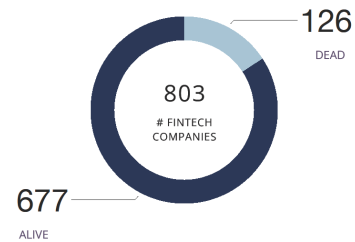
Fintech snapshot for Türkiye

FINTECH SNAPSHOT FOR TÜRKİYE DECEMBER 31, 2023

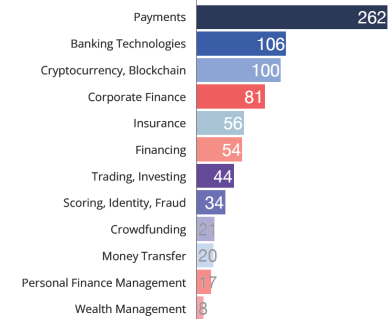
FINTECH COMPANIES



FINTECH COMPANIES



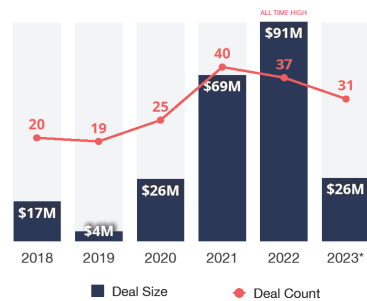
FINTECH COMPANIES BY VERTICAL



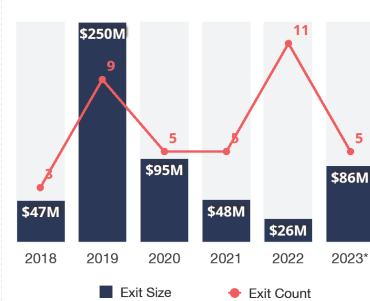
FINTECH STARTUPS BY VERTICAL & YEAR FOUNDED

TOP 5	2018	2019	2020	2021	2022	2023*
1	BLOCKCHAIN, CRYPTO ASSETS	BLOCKCHAIN, CRYPTO ASSETS	PAYMENTS	PAYMENTS	CORPORATE FINANCE	BLOCKCHAIN, CRYPTO ASSETS
2	PAYMENTS	PAYMENTS	BANKING TECHNOLOGIES	BLOCKCHAIN, CRYPTO ASSETS	PAYMENTS	BANKING TECHNOLOGIES
3	BANKING TECHNOLOGIES	BANKING TECHNOLOGIES	BLOCKCHAIN, CRYPTO ASSETS	FINANCING	BLOCKCHAIN, CRYPTO ASSETS	FINANCING
4	CORPORATE FINANCE	CORPORATE FINANCE	FINANCING	CORPORATE FINANCE	TRADING, INVESTING	TRADING, INVESTING
5	FINANCING	FINANCING	TRADING, INVESTING	BANKING TECHNOLOGIES	BANKING TECHNOLOGIES	CORPORATE FINANCE

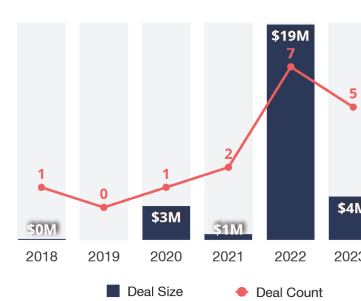
FINTECH ANGEL & VC DEALS



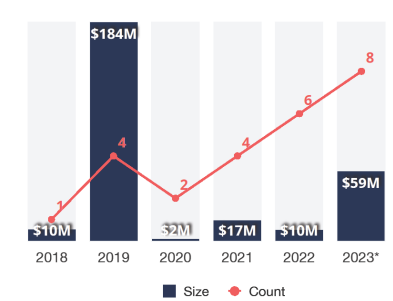
FINTECH EXITS



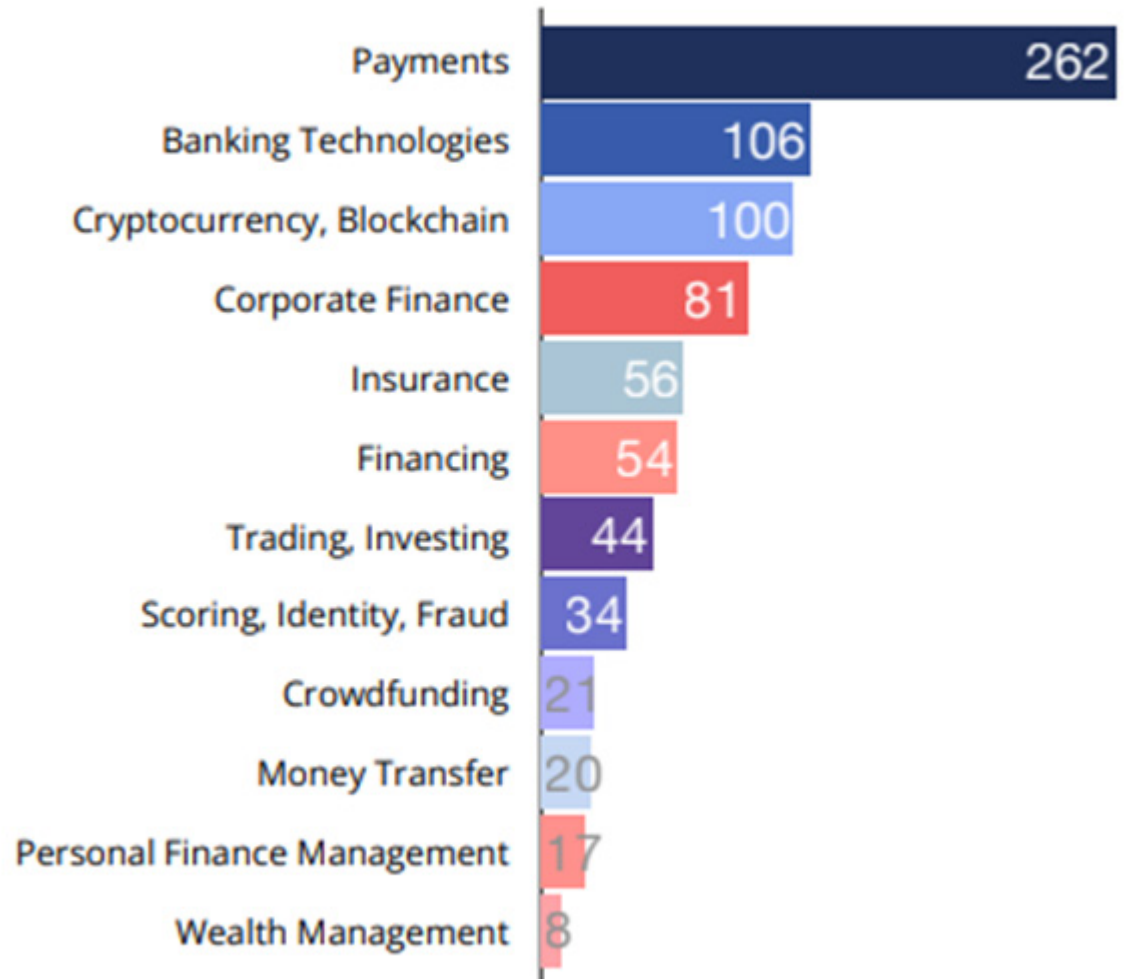
ANGEL & VC DEALS MADE BY FINTECHS **



ACQUISITIONS MADE BY FINTECHS



Fintech companies by vertical




Position of Türkiye in Europe and MENA

GLOBAL POSITION

POSITION OF TÜRKİYE IN EUROPE AND MENA

Türkiye received a start-up investment of \$1.6bn in 2022 and was included in the Super League category, where countries with an investment of \$1-10bn are listed. According to data, Türkiye ranks 10th in Europe and 3rd in the MENA.

MENA (\$B)		
ISRAEL	8.3	(435)
UAE	2.5	(157)
 TÜRKİYE	1.6	(300)
SAUDI ARABIA	0.7	(70)
EGYPT	0.6	(132)
BAHRAIN	0.1	(6)

Europe (\$B)		
UNITED KINGDOM	24.3	(1790)
FRANCE	11.7	(591)
GERMANY	11	(910)
SWEDEN	3.5	(205)
SWITZERLAND	3.4	(325)
SPAIN	3.4	(356)
NETHERLANDS	2.3	(330)
IRELAND	2.2	(132)
ITALY	1.7	(155)
 TÜRKİYE	1.6	(300)
ESTONIA	1.5	(100)
FINLAND	1.3	(124)
BELGIUM	1.2	(96)
NORWAY	1.2	(84)
AUSTRIA	1.1	(94)
DENMARK	1.1	(102)

PRODUCTS POSITIONING

93%

LOCATION

More info →

172.67.09.29H

172.67.09.29H

WORKSTATION

STOCK MARKET REPORT

78%

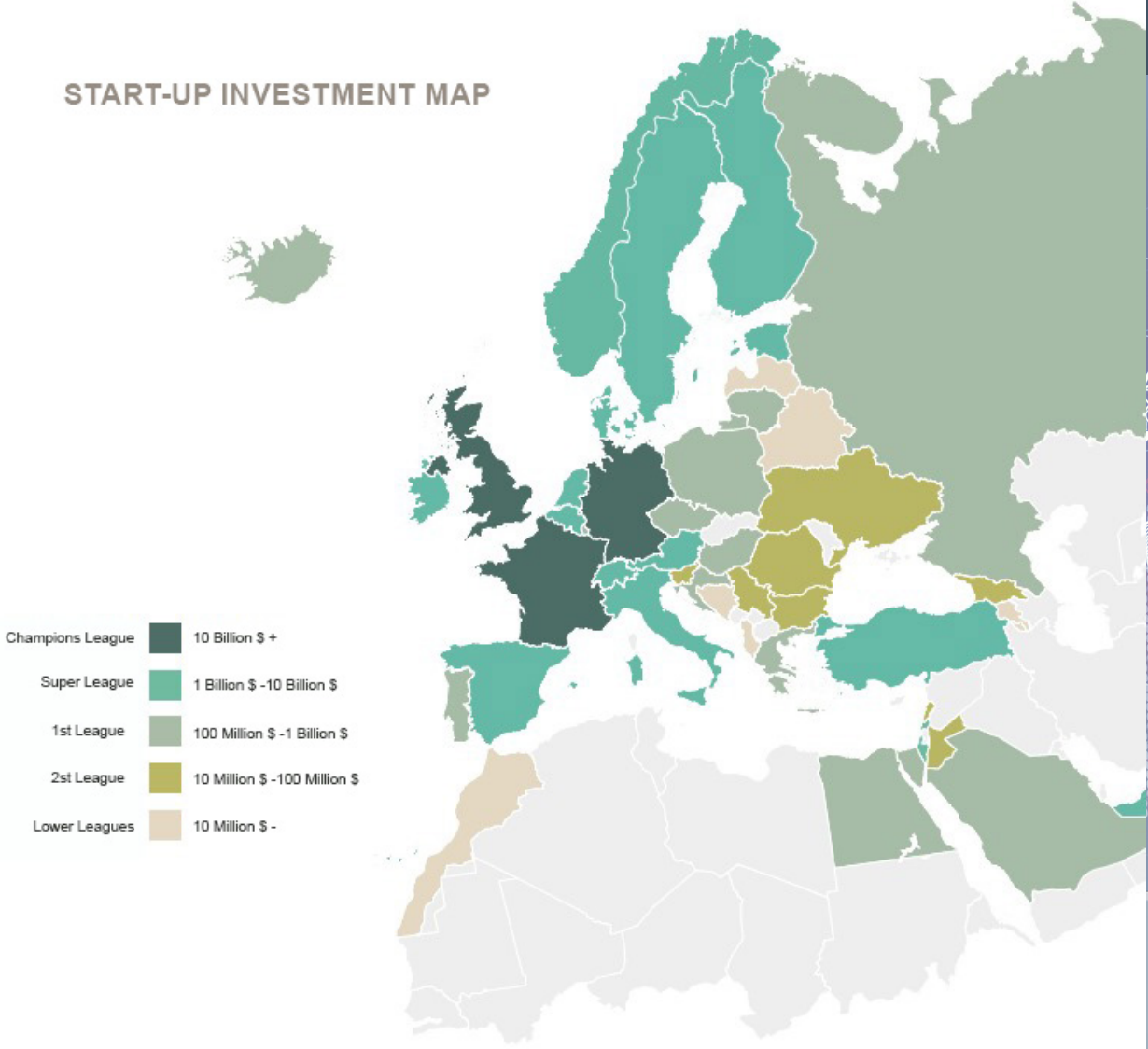
BACKUP

SECURITY

PRESIDENCY OF THE REPUBLIC OF TÜRKİYE
FINANCE OFFICE

Start-Up investment map

START-UP INVESTMENT MAP



Fintech overview in Türkiye

December
2023

803

Fintechs were established



677

Active

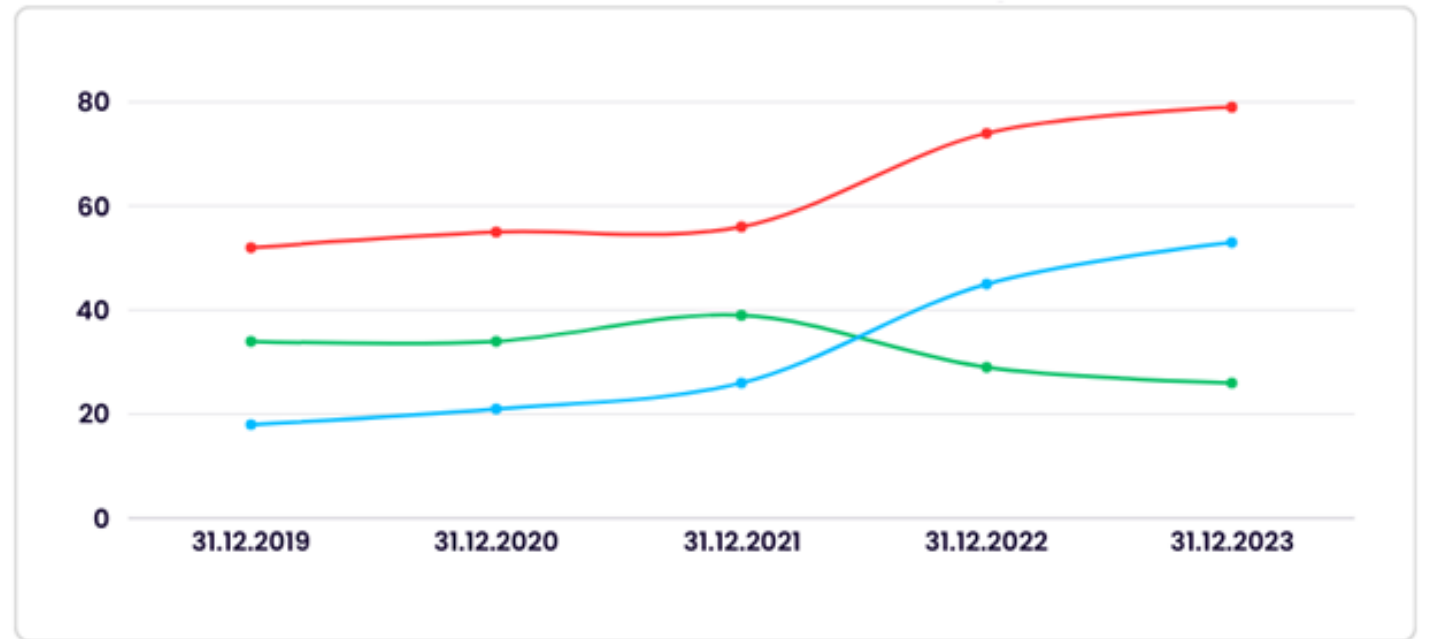
→ **262**

establishments in the field of payments

→ **106**

establishment in the field of banking technologies

Payment and e-money trend in Türkiye

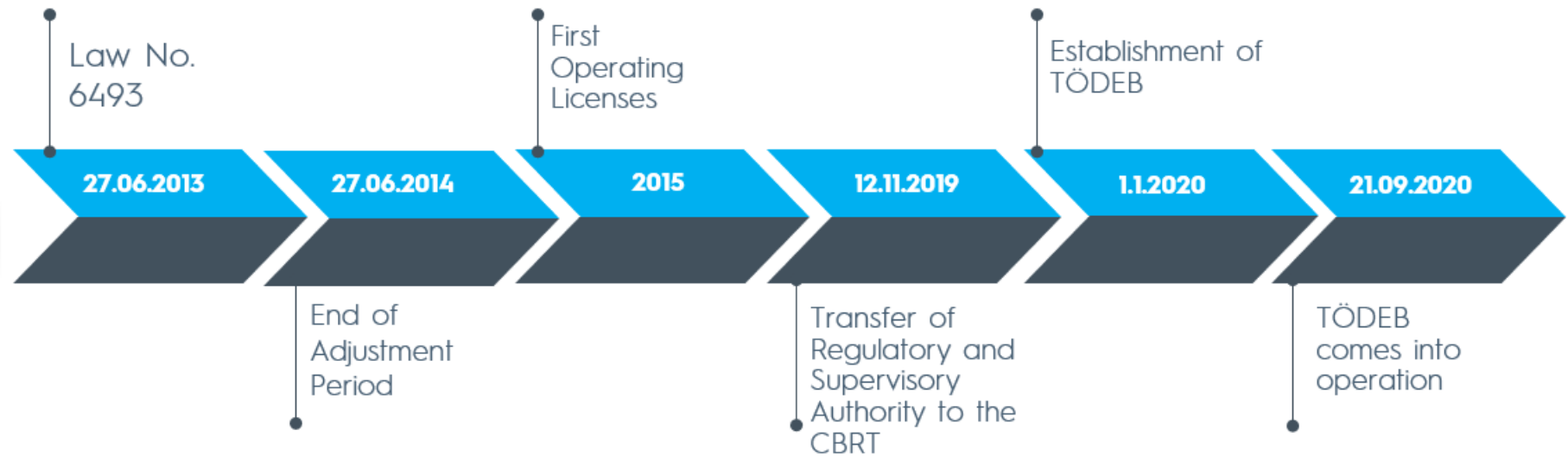


● Number of Members

● Payment Institutions

● E-Money Institutions

Legislation history



Who are we?



As TÖDEB, we have a culture where we fulfill the requirements of reliability and behaving responsibly all along the line. We work together for the collective development of our sector.

The Association is a professional organization in the nature of a public institution being formed as a legal entity.



Together, we develop the standards that shape the payment and electronic money sector. We enable our members to work in solidarity through our communication and coordination skills.



We generate solutions for the future of the financial ecosystem.



Our mission is increasing the know-how in the sector and ensuring the development of the activities in the field of payment by providing differentiated experiences and innovative solutions in order to assure professional development in the field of payment services and electronic money.

What are we doing?



Contributing to the development of the sector by increasing communication and cooperation among all payment and e-money institutions in Türkiye.

Determination of the professional principles and standards followed by the member organizations.

Ensuring effective communication and coordination between public institutions and the sector.

Carrying out training, promotion and research activities in order to ensure the development of the profession.

Announcement of the relevant legislation and the measures requested to be taken by The Central Bank of the Republic of Türkiye (Bank) and other legal authorities.

Cooperating with national and international organizations on behalf of the members.

Fulfillment of the duties set forth under the Law no. 6493.

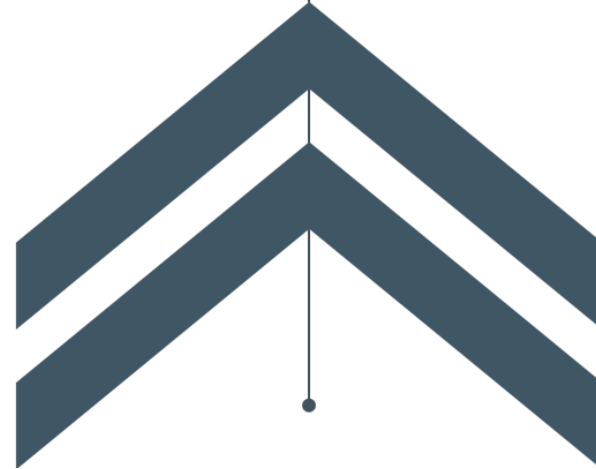
Who are our members?



The payment and electronic money institutions operating in Türkiye are obliged to have an operating license by The Central Bank of the Republic of Türkiye.

You can reach our member's profiles through our website.

The licensed payment and electronic money institutions are required to be a member within the scope of Additional Article 1 of the Law no. 6493 on Payment and Securities Settlement Systems, Payment Services and Electronic Money Institutions.



Who are our members?



79

Members



53

Electronic Money Institutions



26

Payment Institutions



All licensed and supervised by The Central Bank of Republic of Türkiye

<https://www.tcmb.gov.tr/wps/wcm/connect/EN/TCMB+EN/Main+Menu/Core+Functions/Payment+Services>

<https://todeb.org.tr/en/page/members-of-the-association/39/>

What do we mean by payment services under the law no 6493?



All the transactions required for operating a payment account

Issuing or acquiring Payment instruments

Direct Carrier Billing (DCB)

Open banking (the Payment Initiation Service- PIS, the Service of Presenting Consolidated Information)

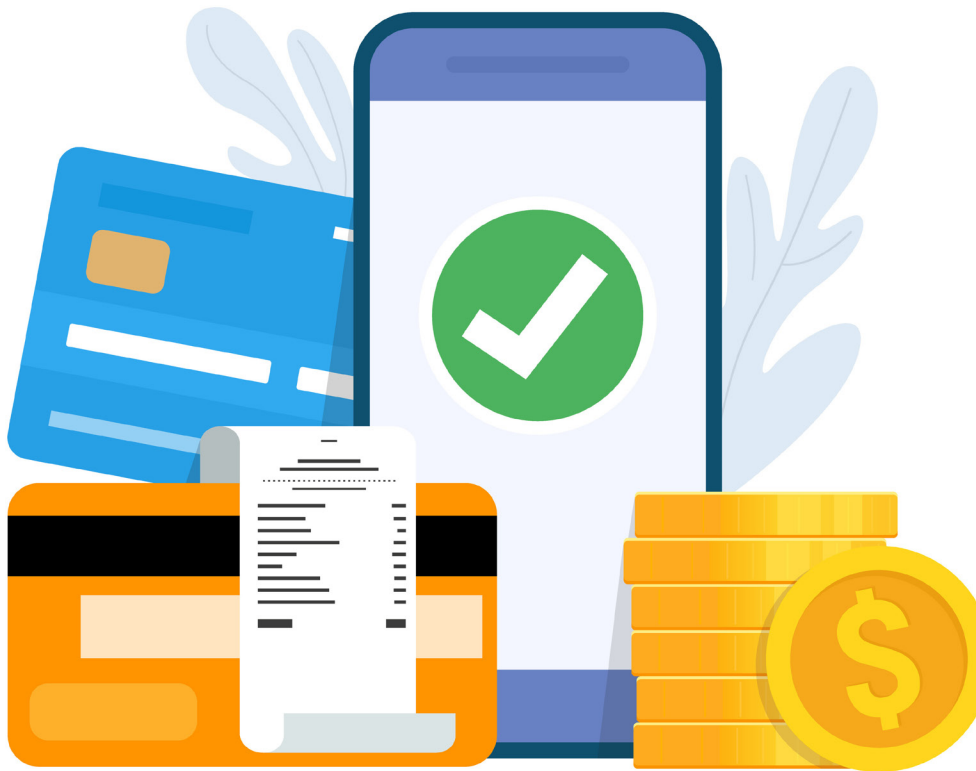
Payment Gateway (POS Services)

Money Remittance

Bill Payments

Other transactions and services reaching the level to be determined by The Central Bank of the Republic of Türkiye (Bank) in terms of total size or impact in payments

What do e-money institutions do?



Electronic money institutions may offer all types of payment services.

Through the prepaid card and digital wallet, All kinds of payment transactions can be made as well as the purchase of goods or services.

In addition, e-money institutions issue e-money such as prepaid cards and digital wallet services.

These e-money products do not provide any return to its owner, depending on the period or the amount, and do not offer any loan facility.



Why are payment and electronic money institutions attractive to users?

- New and improved financial products and services
- Fast and lower cost
- Ease and security in payment transactions
- Customer Satisfaction



How payment and electronic money institutions benefit to the financial ecosystem?

- Increased Competition
- Financial Inclusion
- Quality of Service
- Cost Reduction



Indicators of e-money & payment sectors

First Half of 2022

12,5 billion TL (7.6M USD) - assets (payment and e-money institutions)

The volume of **e-money circulating- 72 billion TL (4.4B USD)**

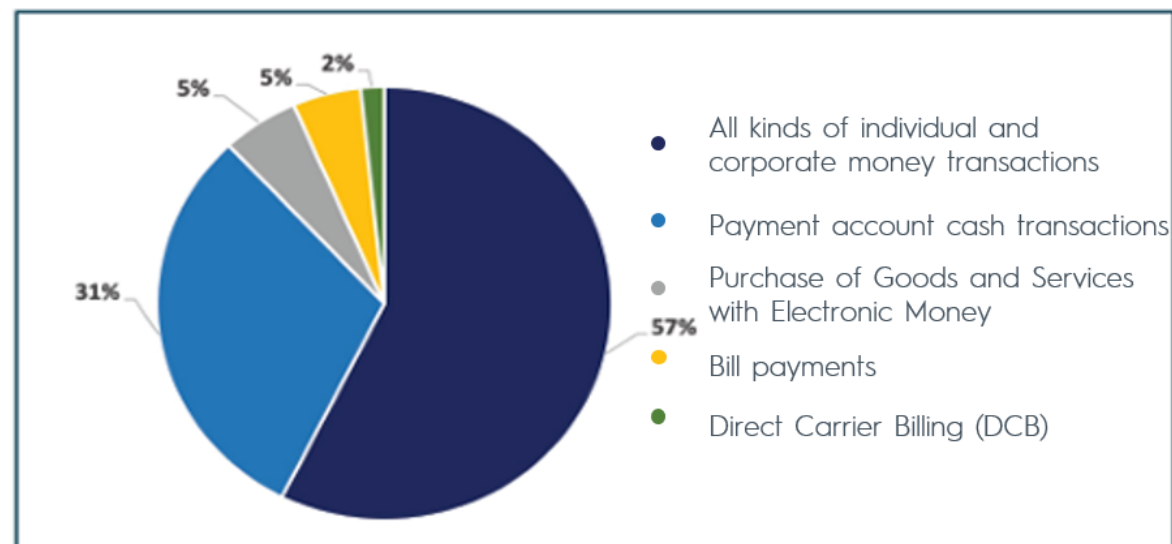
E-money account holders - 13 million



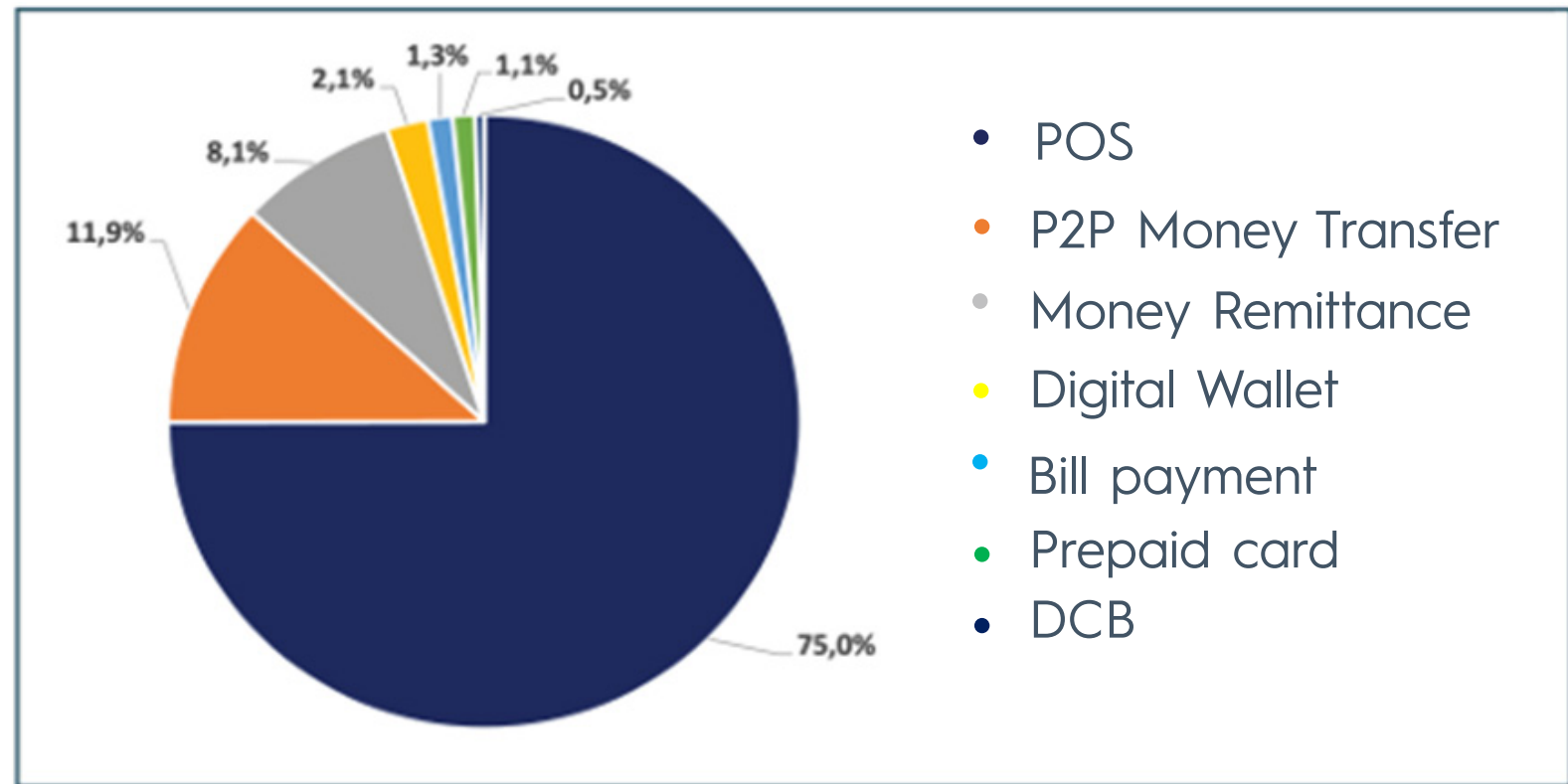
Transaction volume by payment method

January-June 2022

Transaction Type	TL ￡ (billion)
All kinds of individual and corporate money transactions.	173
Payment account cash transactions	92
Purchase of Goods and Services with Electronic Money	16
Bill payments	14
Direct Carrier Billing (DCB)	5



Transaction volume by payment method

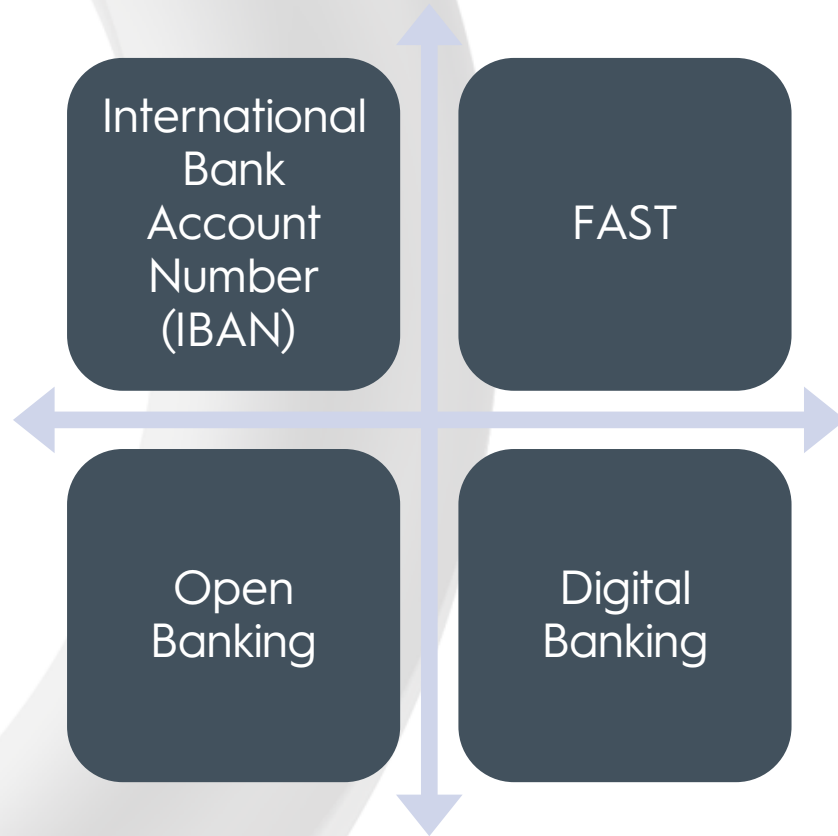


Indicators of card payments

- 99.3 Million owned credit card
- Number of prepaid cards has reached 71.6 Million
- %66 contactless payment rate in store
- Number of POS has reached 2 million
- 7th in the world in credit card ownership.
- 9th in the world in the number of credit card transactions.
- 52.000+ ATM



Indicators of card payments



Türkiye is an **attractive market** in the context of fintech in terms of individual consumer demand, interest and demand from small businesses for innovative services.

In addition to technological advances and **developments in regulation**, the fact that it has **a strong** financial services sector increases the **interest of investors** in fintech companies and raises the fintech potential of our country.

The future of the fintech industry in Türkiye



The task of determining strategies for the development of the financial technology field and monitoring the implementation of these strategies has been assigned to Presidency of the Republic of Türkiye Finance Office (Finance Office).

The development of the Turkish fintech sector is among the government's policies. Specifically, The National Fintech Strategy Document will be published in the first quarter of 2024.

The future of the fintech industry in Türkiye



Established to provide an efficient financial services ecosystem, the Istanbul Financial Center (IFC) aims to deliver growth to the Turkish economy and international investors by becoming a regional center in the short term and a global center in the medium term. IFC will bring together public and private sector banks, asset management companies, brokerage firms, insurance companies, professional service companies along with Turkish and international financial institutions.

The IFC project, which will become a hub for close co-operation with Turkish and international businesses and investors, includes the offices of the Central Bank of the Republic of Türkiye (CBRT), Banking Regulation and Supervision Agency (BRSA), Capital Markets Board of Türkiye (CMB), Borsa Istanbul and Turkish public banks.

TÖDEB

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