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## Press Release

### About «Halyk Bank» Brand Leadership Among Its Kazakhstan Peers

6 February 2014

*Based on the results of the traditional survey of 500 global banking brands conducted by “Brand Finance”, international consulting company, JSC Halyk Bank of Kazakhstan (“Halyk Bank” brand) ascended as high as 231<sup>st</sup> from 334<sup>th</sup> place (out of 500) over the year, thereby significantly strengthening its leadership position with the most expensive brand in the banking system of Kazakhstan. Brand value of “Halyk Bank” for the year increased by USD 235 million and exceeded half a billion U.S. Dollars.*

Experts from *Brand Finance* together with *The Banker* magazine have evaluated the value of 500 global banking brands.

Only two Kazakh banks were included in the ranking 2014. Out of CIS countries, ten Russian, two Kazakh, one Belarusian bank and one Ukrainian bank participated in the survey. Among them, “*Halyk Bank*” brand ranked fifth. According to the rating, “Halyk Bank” brand (AA) took second place.

Top five leaders of the global banking ranking are headed by American Wells Fargo (\$ 30.2 billion), British HSBC (\$ 26.8 billion), the U.S. Bank of America (\$ 26.6 billion), Citi (\$ 24.5 billion) and Chase (\$ 23.1 billion).

For more details, please click: [http://brandirectory.com/league\\_tables/table/banking-500-2014](http://brandirectory.com/league_tables/table/banking-500-2014).

Experts from *Brand Finance* evaluated banking brands, based on contributions that brand owner would have to pay for its use should the brand belonged to a third party. Also, the analysts of the consulting company study the financial statements, Bloomberg data, and use their own research.

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*JSC Halyk Bank of Kazakhstan is the leading financial services group and the leading retail bank in Kazakhstan with the largest customer base and the broadest branch network. The Bank holds the largest market share in terms of net profit and deposit base in the banking sector of Kazakhstan. The Bank is developing as a universal financial services group rendering a wide range of services (banking services, brokerage, insurance, leasing, and asset management) to its retail, SME and corporate clients. The Bank also operates in Russia, Georgia and Kyrgyzstan.*

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