

# Yapi ve Kredi Bankasi AS in Consumer Finance (Turkey)

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## Abstracts

Yapi ve Kredi Bankasi will continue to invest in new innovative payment technologies and mobile applications. The bank also aims to further focus on consumer segmentation and developing services and products for different consumer segments. Additionally, the bank aims to diversify its card distribution network to further increase the rate of acquiring new consumers. Last but not least, Yapi ve Kredi aims to increase its consumer base for debit cards with specialised reward systems, promotional c...

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