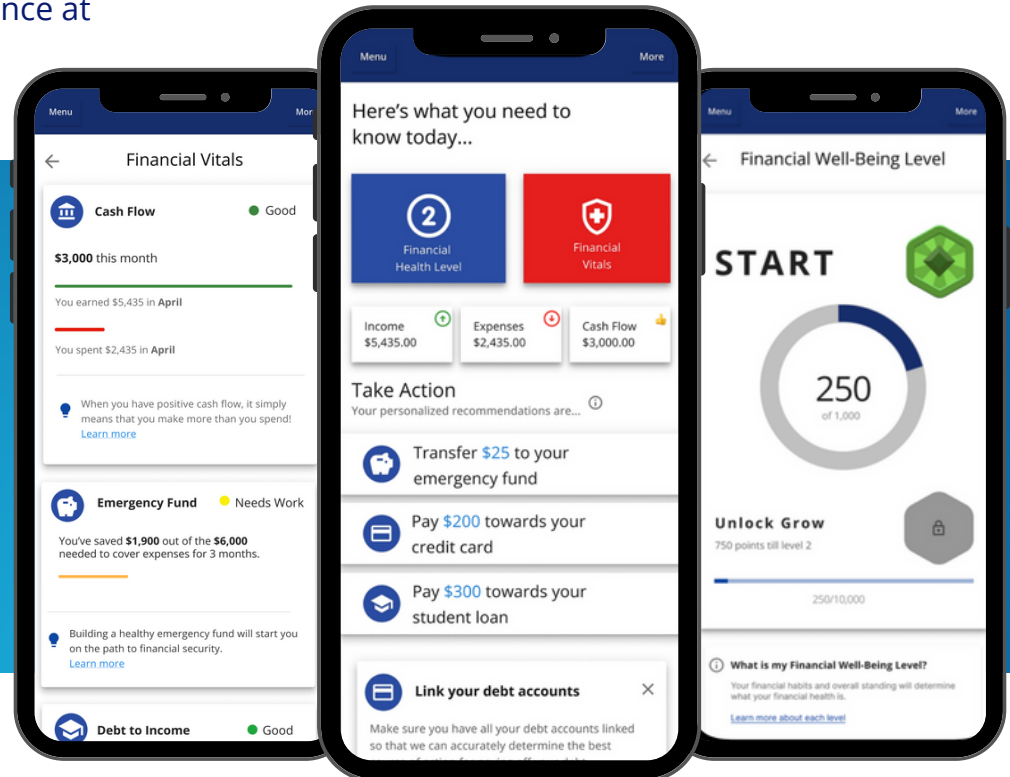


FINOTTA'S PERSONIFIED PLATFORM

A Financial Journey Guide is the key to creating customers for life!

Finotta's Personified Platform allows you to understand the financial journey your customers are on so you can generate new revenue directly in your mobile application by helping them make better financial decisions with personalized guidance at exactly the right moment.

- ✓ Increase Revenue & Relationships
- ✓ Provide Engaging Experiences
- ✓ Share of Wallet Analysis
- ✓ Deliver Immediate Value



PERSONALIZED FINANCIAL GUIDANCE

The most relevant, predictive, and proactive digital banking experience

With Finotta's Financial Journey Guide, you can (finally!) generate revenue in your digital application for the first time. Personalized financial guidance gives customers recommendations at their fingertips that improve their financial well-being and reflect their unique financial journey. Combining the importance of financial wellness with the fun of gamification, our product features Financial Health Levels that entice customers to spend more time in your digital application with points, badges and helpful educational tips along the way. Whether they're starting an emergency fund, paying off debt, building wealth, or anything in between, Personified gives your financial institution the ability to deliver impactful suggestions and strategies in the moments that matter most to your customers.

REVENUE GENERATION FROM PREDICTIVE PRODUCT RECOMMENDATIONS

Save your customers from the competition

With one integration, your financial institution will be able to identify, analyze, and suggest both internal products and product referral partners of Finotta to substantially boost your share of wallet. Win new business, win back lost business, and grow revenue with a more engaged user base all within your digital banking experiences. Increase product conversions that maximize share of wallet and make your business stickier with the most loyal customers you've ever had.