



Kasasa Named Finalist for Finovate Awards

Kasasa recognized for Best Customer Experience and Best Consumer Lending Platform

AUSTIN, Texas, Sept. 18, 2019 – [Kasasa®](#), an award-winning financial technology and marketing provider, was named a finalist in two categories of the first-ever [Finovate Awards](#) program, including Best Customer Experience and Best Consumer Lending Platform.

A finalist for Best Customer Experience, Kasasa helps local banks and credit unions compete and win against the industry's big financial institutions. Through premium checking and savings accounts providing consumer rewards under a national brand, community financial institutions successfully drive new account growth, encourage account holder engagement, increase profitability and compete with megabanks. The customizable, high-interest accounts drive low-cost core deposits and allow community financial institutions to reduce their reliance on more expensive funding sources.

Additionally, Kasasa's reward accounts come with data-driven marketing and ongoing training for community financial institutions' frontline staff and executive teams. When a bank or credit union partners with Kasasa they have a dedicated team of five to help with product design, marketing strategy, launch, technical implementation and staff training.

Kasasa was also named a finalist for Best Consumer Lending Platform for its [Kasasa Loan®](#). Reinventing consumer lending and transforming the way people borrow money, the Kasasa Loan features a new concept called "take-backs™" and is the only loan that allows the borrower to pay ahead to reduce debt but take that extra back if they need it. With a dashboard that provides unprecedented transparency and control, the Kasasa Loan does not force borrowers to choose between saving for unexpected expenses or paying off debt. Instead, borrowers can take back that extra money when they need it.

Kasasa Loans are preferred by nine out of ten consumers over comparably priced loans, and according to a recent consumer survey, 98 percent of consumers said they would refinance existing debt at the same rate in order to get a Kasasa Loan with the take-back feature.

"Every department, every product offering and every service we provide is designed to transfer operational risk from our clients onto ourselves. Even our contracts are written so that we win only when our clients win," said Gabriel Krajicek, CEO of Kasasa. "If by the end of one year a community bank or credit union hasn't made more money with Kasasa than it spent in fees, we pay the difference and give the institution the chance to walk away."

Krajicek added, "We've put all our efforts into ensuring community financial institutions are more successful when they partner with us than they would be on their own. We're honored to be recognized by Finovate for the work we do to help community financial institutions. To be named among the industry's best is a testament to our work, and we could not be more proud."

Winners will be announced at a gala dinner on September 24 at The Edison Ballroom in New York during FinovateFall 2019. To view all Finovate Award finalists, visit <https://finance.knect365.com/finovate-industry-awards/awards-categories>.

About Kasasa

Based in Austin, Texas with 450 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting. For more information, please visit www.kasasa.com, or visit them on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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