



KASASA®

COMPANY OVERVIEW

Kasasa® is an award-winning financial technology and marketing provider. Based in Austin, Texas, with more than 450 employees, Kasasa has helped more than 900 community financial institutions establish long-lasting relationships with consumers through branded retail products, world-class marketing capabilities, and expert consulting.

In 2003, Kasasa, formerly Bancvue, was founded by a small group of investors in an old schoolhouse in Taylor, Texas. Its mission was to help develop, market, and consult on software products for MoneyVue Financial, Inc. In October of 2005, Kasasa acquired MoneyVue and subsequently enjoyed significant growth, while remaining a privately held limited liability company. One early product, the original REWARDChecking® account, or Kasasa Cash as it is now known, would play a pivotal role in the future of the company.

While providing marketing and consulting solutions, Kasasa saw the need for further product innovation to help the community financial institutions win the war against megabanks that were stealing their market share. Kasasa reinvented checking with its reward accounts and is now reinventing lending with Kasasa Loans®. In addition, Kasasa expanded its marketing technology and data capabilities to better serve its clients. Learn more at [Kasasa.com](https://kasasa.com).

Kasasa's Mission Statement:

Enable a powerful network of community financial institutions to re-establish themselves as the go-to-place for banking products and services and win the war.

Kasasa's Values:

Inspired by the legendary Spartan army, Kasasa joins forces with community financial institutions to Take Back Banking from megabanks, neobanks, and other financial service competitors. We have built our culture on a value system known as The Patch, which is comprised of four main elements: Interdependence, 5-Star Leadership, Love, and Badassitude. Ever faithful to The Patch, the Kasasa team empowers its clients to regain the trust and business of American consumers.



KASASA®

PRODUCT OVERVIEW

Kasasa® helps community banks and credit unions attract, engage, and retain consumers through branded retail products, world-class marketing, and expert consulting.

Reward Checking Accounts

Kasasa Cash®, Kasasa Cash Back®, Kasasa Tunes®, and Kasasa Saver® allow community financial institutions to grow their portfolio of stable, low-cost core deposits in a way that is resilient to market forces and highly attractive to consumers.

Kasasa Loan® – The only loan with Take-Backs™

The Kasasa Loan is reinventing consumer lending and transforming the way people borrow money with a new concept: the “Take-Back®.” It is the only loan that allows the borrower to pay ahead to reduce debt, but take that extra back if they need it. It also gives community banks and credit unions a competitive advantage beyond interest rates.

Marketing and Technology

Kasasa’s marketing technology platform, proprietary audience segmentation, and robust data capabilities allow community financial institutions to achieve unprecedented results when marketing to prospects and existing account holders alike.

Websites That Sell

Kasasa’s FIRSTBranch® team builds and maintains responsive websites for community financial institutions. Along with the INMO® online account opening tool, FIRSTBranch websites help Kasasa’s clients advance their strategic goals as well as provide a best-in-class online/mobile experience for account holders.

Consulting and Insights

Leveraging the data from hundreds of institutions, millions of account holders, and billions of transactions, Kasasa is able to facilitate a degree of analytic insight unmatched by most third-party partners. Kasasa deploys this insight to help clients respond to market uncertainty and competitive threats.