

KASASA®

Kasasa Named to 2019 IDC FinTech Rankings for Sixth Consecutive Year

Annual ranking highlights top global providers of financial technology

AUSTIN, Texas, Sept. 24, 2019 – [Kasasa®](#), an award-winning financial technology and marketing provider, announced it has been named to the 2019 IDC FinTech Rankings, the most comprehensive vendor ranking within the financial services industry.

The annual IDC Financial Insights FinTech Rankings, based on 2018 calendar year revenues, honors companies that are among the top financial technology providers worldwide. This year Kasasa was ranked No. 76, rising six spots from No. 82 last year. This is the sixth consecutive year Kasasa has been recognized on the prestigious list.

“Being named in the IDC FinTech Rankings is a significant accomplishment, demonstrating a provider’s commitment to the success of its financial institution clients,” states Marc DeCastro, Research Director at IDC Financial Insights. “The IDC Fintech Rankings, now in its 16th year, is the global standard list of fintech providers to the industry, and we congratulate the 2019 winners.”

As consumer expectations increase, so do banks’ and credit unions’ demand for innovative banking products. Kasasa is committed to helping community financial institutions meet consumer needs through innovative products that deliver great value. Additionally, Kasasa accounts are the only nationally recognized products that allow community financial institutions to maintain their unique brand identity.

“Moving up the IDC FinTech Rankings list year after year is a testament to the hard work we put into not only equipping customers with top-notch products and services, but also providing support and research that helps banking leaders get engaged and empower the local financial institutions at the heart of their communities,” said Gabriel Krajicek, CEO of Kasasa.

This year, Kasasa announced it has become the fourth largest banking branch network in the nation, with more than 3,500 community financial institution branches partnered with the company. Kasasa is available in all 50 states and offers community banks and credit unions disruptive retail banking products, services and platforms that empower them to take back market share where it belongs: in the hands of the local economies.

“As the fight for deposits gets tougher, our mission to help community banks and credit unions take back banking grows stronger. Competition from megabanks is fierce, but by acting with one big, collective voice, local financial institutions can regain their fair share of the market,” Krajicek added.

For more information about the rankings, click [here](#).

About IDC Financial Insights

IDC Financial Insights assists financial service businesses and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and

insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research analyzes and advises on business and technology issues facing the banking, insurance, and securities and investments industries. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading technology, media, research, and events company. For more information, please visit www.idc.com/financial, email info@idc-fi.com, or call 508-620-5533.

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](#).

###