



PRESS RELEASE

Finotta and First United Bank & Trust Named Finalists for Best Bank & FinTech Partnership from Fintech Futures' Banking Tech Awards USA

OVERLAND PARK, Kan., April 19, 2023 – [Finotta](#), a provider of embedded fintech for digital banking, and [First United Bank & Trust](#), a \$14.5 billion privately held bank headquartered in Durant, Oklahoma, have been named finalists for Best Bank & FinTech Partnership from [Fintech Futures' Banking Tech Awards USA](#).

Launched last year, the Banking Tech Awards celebrate the outstanding achievements and successes in the banking and fintech industry across the United States. The awards cover categories including Best Digital Initiative, Best Core Banking System, FinTech of the Future, Woman in Technology and more. Finotta and First United have been recognized for Best Bank & FinTech Partnership for the positive impact it's had on customers.

In early 2022, First United partnered with Finotta for its exclusive Personalized Financial Guidance (PFG) technology, which generates revenue by increasing deposits while also improving the financial health of its customers. Acting as a Financial Journey Coach, the Personified Platform delivers tailored advice to users at exactly the right moment, increasing loyalty and share of wallet for financial institutions.

The launch results were substantially more dramatic than expected. Almost doubling the industry average, Personified had a 44% adoption rate with First United's mobile users in 120 days. Within the first month, Personified digitally increased savings account opportunities by 20X compared to an average physical banking location, with an industry-redefining 11% of referred users opening a new savings account in 120 days. When new savings accounts were opened, 86% of them were funded in less than 60 days.

"Our partnership with Personified has been invaluable, not only in providing our customers with meaningful value and supporting their financial well-being and goals but also as a proven deposit growth strategy for our bank," stated Greg Massey, Chairman and CEO of First United. "Our recognition as a finalist for this launch is a testament to our team's hard work and dedication, as well as the strength of our partnership with Finotta."

Finotta's Personified helps financial institutions better meet the needs of their customers directly in their mobile banking application with tailored financial advice. By combining the importance of financial wellness with the fun of gamification, customers have a fun, interactive and engaging way to improve their financial health regardless of what journey they might be on.

"It is an honor to be recognized for our partnership with First United Bank & Trust," said Parker Graham, Founder and CEO of Finotta. "We are proud of our work together to drive innovation in the financial

industry through the use of PFG and look forward to the ways First United will continue to provide an outstanding customer experience and drive growth for their institution."

About Finotta

Finotta helps banks and credit unions personalize their digital banking experience. Built by bankers, Finotta's Personified Platform is a combination of embedded technologies that help financial institutions generate new revenue streams, reduce costs, and better meet the needs of their customers directly in their digital banking channel. For more information, visit www.finotta.com or follow us on [LinkedIn](#) or [Twitter](#).

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