



## PRESS RELEASE

### **Finotta Selected to Demo at FinovateFall 2022**

*Embedded fintech provider to present personalized, gamified financial wellness platform*

**OVERLAND PARK, Kan., July 19, 2022** – [Finotta](#), a provider of embedded fintech for digital banking, has been selected to demo its [Personified](#) platform at [FinovateFall 2022](#), taking place September 12-14 in New York.

Finotta's Personified platform is a combination of products that help financial institutions better meet the needs of their customers directly in their mobile banking application. Finotta launched its Personified platform earlier this year in partnership with First United Bank & Trust, a \$12.5 billion bank headquartered in Durant, Oklahoma.

"The Finovate stage is renowned for showcasing cutting-edge innovation in banking," said Greg Palmer, VP of Strategy at Finovate. "Combining personalization and gamification, we look forward to having Finotta join us this Fall and show how they are empowering banks' customers to make better financial decisions but in a unique way."

In addition to being bank-tested, Finotta is led by a team of ex-bankers and bank technologists, providing the company a unique and powerful understanding for what financial institutions need to better engage their customers and members.

Finotta also partnered with Q2 this year to integrate its Personified platform with Q2's Digital Banking Platform. Now, Finotta's Personified platform is available to the more than 450 financial institutions that work with Q2, providing a way to add compassion back into banking at scale. Finotta is also a part of the Q2 Partner Accelerator program and was a winner of Q2's Innovation All-Stars Contest last month.

"Unlike other platforms, Finotta focuses on more complex financial strategies than budgeting and spending," said Parker Graham, Founder and CEO of Finotta. "The platform takes a holistic view of users' financial lives and guides them towards financial independence, but in an encouraging way. Rather than making users feel guilty about their purchases, the platform encourages healthy financial habits. I look forward to showcasing our platform at FinovateFall and the value it will bring to financial institutions and consumers alike."

Finotta empowers its financial institution customers to deliver precisely the right experience, service or product at the right time to their users with a gamified Financial Health Level that helps improve their financial life. 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.

#### **About Finotta**

Finotta helps banks and credit unions personalize their mobile banking experience to increase engagement, combat larger financial institutions, and create new revenue streams. Built by bankers, Finotta's Personified platform is a combination of products that help financial institutions better meet the needs of their customers directly in their mobile banking application. Finotta empowers financial

institutions to deliver customers and members the right experience, service, or product at the right time with a gamified Financial Health Level, all while helping improve their financial life.

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