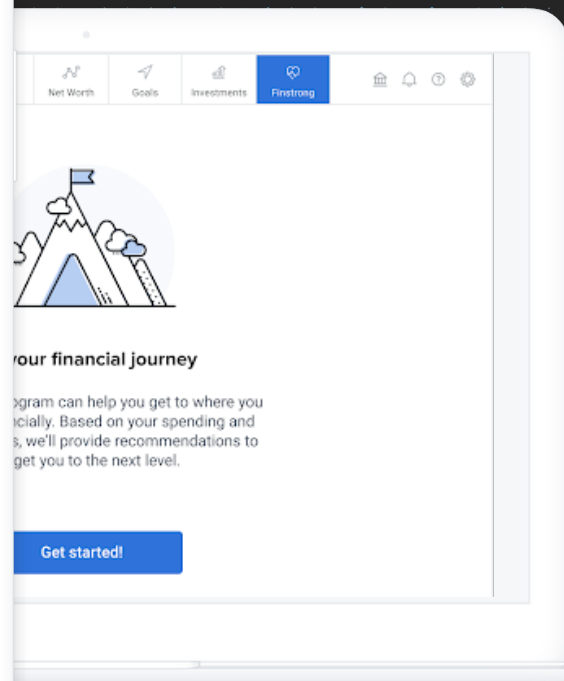
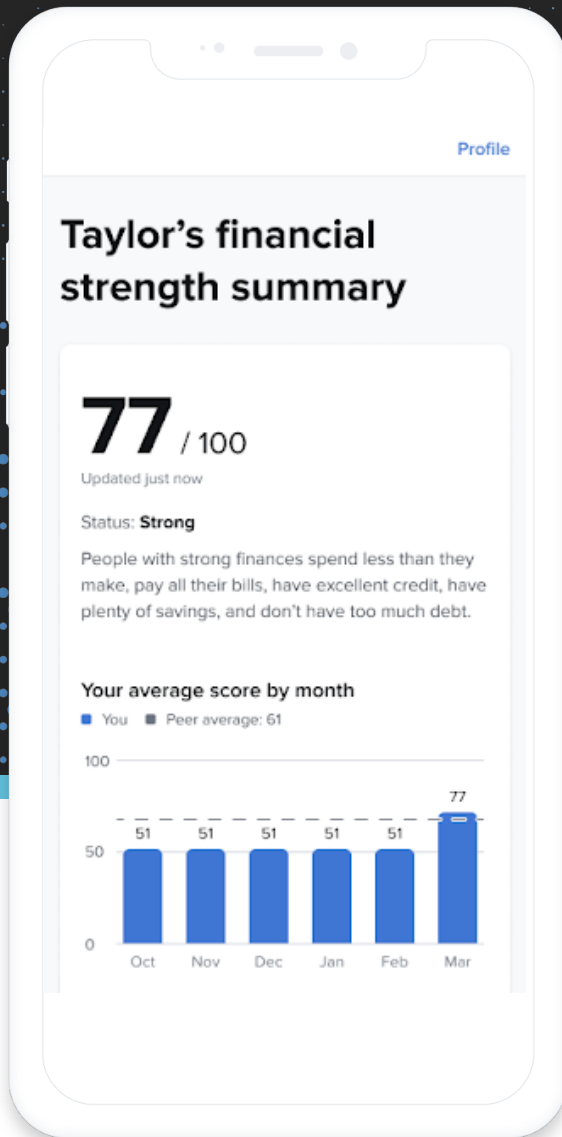


# FinStrong



## Behavior-based Insights

FinStrong partners you with your customers on their financial journey and provides a comprehensive view of their financial health and the steps needed to improve it. With FinStrong, financial health scores are generated based on customers' actual financial behaviors and housed on a graphically focused interactive platform.

## The Financial Guidance Gap

Many financial health platforms score participant's financial health based on their responses to a series of survey questions with unspecific feedback on how to improve their financial health. This gives customers a blurred view of their financial health, and little to no incentive to continue engaging with the platform. There is a gap between customers' financial health and their institution. They want financial advice from their financial institutions, but few feel they receive such advice.

## Champion Your Customer's Journey to Financial Health

FinStrong keeps customers engaged with your platform and provides them with clear, interpretable, and actionable insights of their financial behaviors.

With a score based on their spending, saving, and borrowing behaviors, your customers have a clear view of their financial health and you have the necessary information to champion their financial journey.

## Become Your Customer's PFI

Deliver the needed insights for customers to entrust you with their financial health. FinStrong gives you an overview of the financial health of your customer base, the ability to segment customers based on their scores, a more accurate scope of your competitive landscape, and drives engagement and adoption across your platform. With FinStrong, you have necessary tools to become your customer's PFI.

