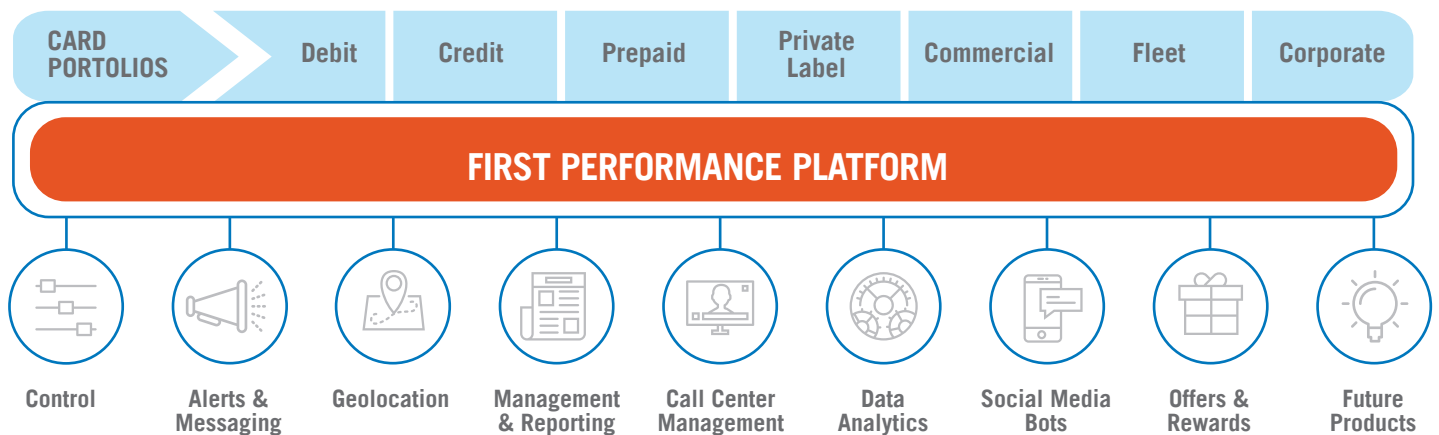


FIRST PERFORMANCE GLOBAL

FIRST PERFORMANCE PLATFORM Card Data Insight, Control, and More

First Performance Global developed an innovative platform that captures card transaction data in real-time through a robust set of APIs. It enables card issuers to add value to their payment network by delivering card controls, real-time alerts, and self-service capabilities across multiple digital channels.

- Capture detailed transaction data in real-time to create value-added products and services
- Update existing fraud systems and travel filters
- Access back-end management, reporting and call center tools
- Integrate into existing digital channels through a suite of APIs
- Centralize disparate processing environments to create a unified view of all portfolios
- Deliver payment card controls and dynamic messaging including bot technology
- Increase customer engagement, spend & loyalty with self-service delivery
- Drive relevant incentives and rewards, based on actual consumer spend patterns



PLATFORM BENEFITS

Card Issuers

- Mitigate risk and reduce fraud and false positives
- Reduce call center servicing costs
- Target cardholders for better incentives and rewards with robust analytics
- Create a reliable merchant baseline through geolocation services
- Increase touch points with your cardholder
- Enhance digital strategies and mobile banking

Cardholders

- Ability to view and stop transactions in real-time across multiple channels
- Better security, safety and control over payment cards
- Improved peace of mind and trust with added safeguards for fraud protection
- Enhanced rewards and incentives
- Decreased call center dependency through self service capabilities
- Easy to use and intuitive features



REDUCE RISING COST OF FRAUD

On/Off control and messaging to reduce fraud and stay compliant



DRIVE NEW REVENUE

Analyze transaction data to launch innovative products, delivery channels, promotions and more



ENHANCE CARDHOLDER ENGAGEMENT

Self-service card management and control to increase engagement, spend and loyalty



PROVIDE REAL-TIME INSIGHT

Centralized platform to collect cardholder data to offer relevant rewards and incentives

The business value and benefits span across both issuers and their cardholders.

The platform empowers cardholders with self-service automation and personalized management of their accounts. It provides issuers with an expanding platform to address timely market conditions, to stay competitive, and to have a flexible set of tools to meet future business, market, and regulatory demands.

To learn more, please visit www.firstperformance.com or call (877) 404-7667