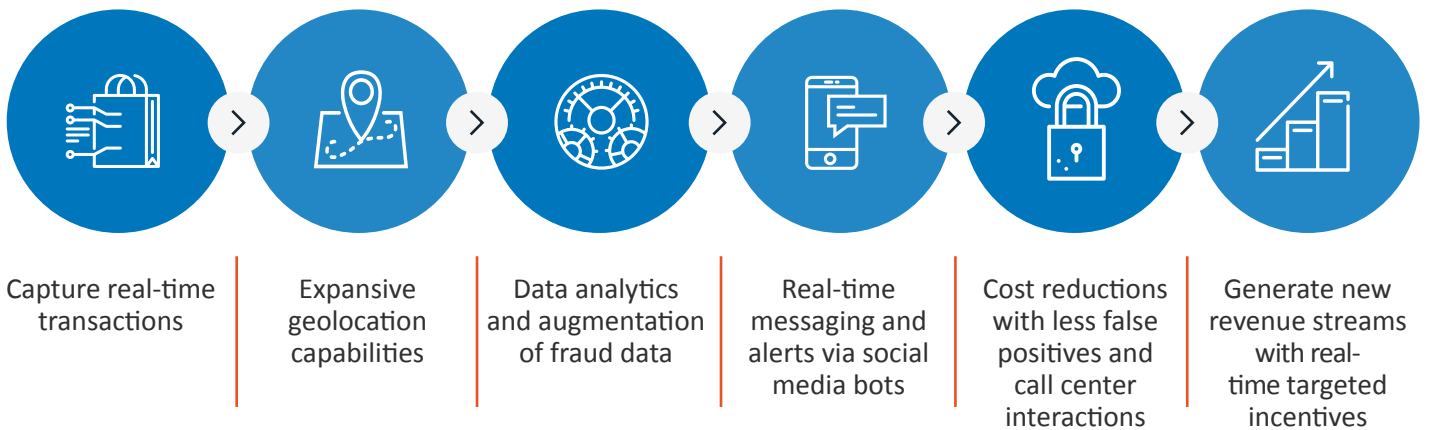


## WHO WE ARE

*First Performance Global was founded in 2014, by a team of innovators with over 150 years of combined experience in the card and payments industry. The company is headquartered in Atlanta's technology hub with a presence in South America, Europe and Asia.*

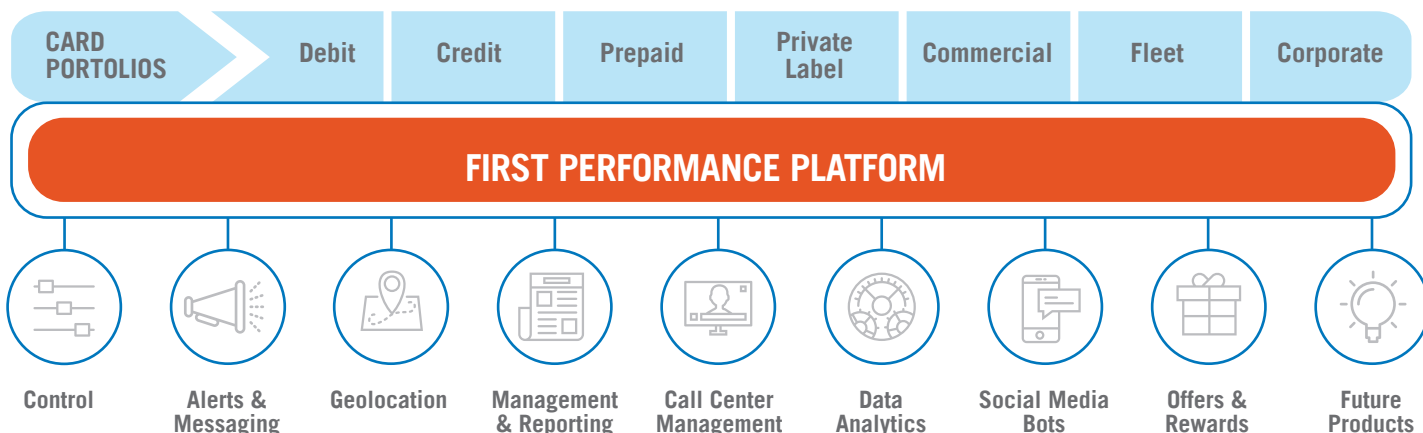
*We deliver an innovative platform with real-time card data, geolocation, controls, alerts and messaging, self-service, management & reporting, and call center management. The company has strong alliances with financial leaders as investors, technology leaders as partners, and industry leaders as customers.*

## ADDING VALUE TO YOUR PAYMENT NETWORK








## WHAT WE DO

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.



FPG's platform is seamless to implement, and works with existing systems and all card types. It can be deployed with APIs or as a standalone white label application. Key benefits include:

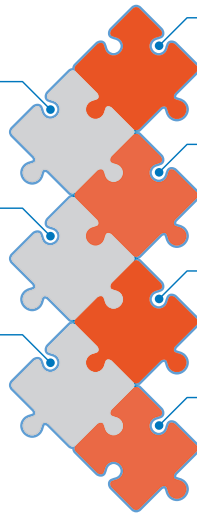
-  **Self-Service Card Management**, allowing cardholders to set parameters, monitor activity and initiate an action like turning their cards on or off. This provides power and control to cardholders offering a secure and satisfying user experience that strengthens relationships and builds customer loyalty like turning their card on or off or establishing in what locations the card will work.
-  **Real-time Alerts and Messaging**, delivering important information to cardholders over digital channels and helping issuers to stay in compliance.
-  **Geolocation Services**, linking cardholder transactions to merchant location to decrease false positives and augment authorization messages with location data.
-  **Management and Reporting**, providing the ability to capture and analyze real-time cardholder data to offer relevant incentives and rewards at the time of transactions. This enables business leaders with the insight needed to make more informed business decisions on launching new products with greater probability of driving new revenue streams.
-  **Call Center Management**, offering controls and filters, call center session management, reason codes and more.



# FPG'S PLATFORM SOLVES KEY BUSINESS CHALLENGES

## Business Challenges

- Complex infrastructures
- Cost of fraud, call center support & compliance
- Customer satisfaction, engagement & loyalty
- Finding new revenue streams
- Attracting a wider demographic



## Solution: FPG Platform

- Centralized location for an enterprise view of customer data
- Controls, real-time messaging & self-service to reduce fraud & stay compliant
- Self-service controls to increase customer engagement, spend & satisfaction
- Analyze customer data to launch innovative products, delivery channels, rewards, promotions & more
- Cardholder choice of engagement on preferred channel

### 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, visit

**[www.firstperformance.com](http://www.firstperformance.com)**

or contact us at (877) 404-7667

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