

First Performance Expands Leadership Team with Appointment of Luka Anic as Director of Product

ATLANTA, GA – December 16, 2019 – First Performance, a global provider of digital-first payments technology, today announced that Luka Anic has joined the company as Director of Product. Luka will be responsible for the company's product team and vision, overseeing the development of the product roadmap and innovation, ensuring that current products meet customer challenges, analyzing performance and market data, and providing strategic recommendations to the CEO and other members of the leadership team.

Luka brings a decade of experience during this time of rapid company growth. Prior to joining First Performance, Luka was a Management Consultant at North Highland and provided management consulting services solving tough business challenges and nurturing long-standing relationships with some of the most recognizable brands in the world. Before joining North Highland, Luka spent five years as a Bank Partner Manager at Cardlytics, an Atlanta-based fintech firm. Luka earned his bachelor's degree in Business Administration and German from Emory University and his MBA from Georgia Tech.

"Luka joins First Performance at a time where product and the innovation roadmap are one of the most crucial company needs to be executed on," said Ben Psillas, First Performance Chief Executive Officer. "The diversity and experience Luka brings to the table will be invaluable as we look to implement new products and services to continue growing the company globally."

"I'm excited to join the company at this stage of high growth," said Anic. "Together with our leadership team, we will focus on driving the company's growth, as well as on delivering solid financial performance and sustainable shareholder value. First Performance is perfectly poised to help its clients thrive and I look forward to playing a part in that."

About First Performance

First Performance is an enterprise software company that developed an API Platform that delivers the next generation of card controls and digital engagement. We empower financial institutions and their cardholders to use, manage, and control their finances digitally and in real-time. The platform integrates with institutions' existing digital channels through a suite of APIs and works across all card portfolios. Deployment options include on-site, cloud, and hybrid models. For more information, please visit [First Performance](http://www.FirstPerformance.com).

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