

# Claudio Yamaguti Changes Sorocred Name and Business Model, Afinz is More Open Than Ever

*Afinz's Digital Transformation is Expanding into New Partnerships and Connecting Retailers to Consumers with a Platform that Provides New Products and Services*

**ATLANTA, GA – September, 25 2020** – First Performance, a global provider of account-controls and digital engagement, has partnered with Sorocred, now Afinz, to provide the financial institution with the innovative types of self-service financial products the market demands.

Afinz's financial services platform will provide retailers, small business, and consumers with an array of new financial solutions including self-service controls, credit cards, insurance, financing, and investments. They also plan on working to establish a financial foundation for the unbanked. "In 30 years, we built a huge aquarium, but we were only fishing one type of fish. We decided to use different hooks to catch others", Claudio Yamaguti, CEO of Afinz.

Together, First Performance and Afinz deliver the next generation of account controls and digital engagement to cardholders across Brazil. As financial institutions begin their digital transformation journey, they expand into partnerships with fintechs because developing everything in-house takes more time and costs more.

## **About First Performance**

First Performance is an enterprise software company developing the next generation of account controls and digital engagement as a turnkey white label solution for global processors and banks. Our API platform empowers cardholders to use, manage, and control their finances digitally, in real time. The platform integrates with institutions' existing digital channels and works across all card portfolios. [www.FirstPerformance.com](http://www.FirstPerformance.com)

## **About Afinz**

Afinz, previously known as Sorocred, is a financial services company, with a complete portfolio of solutions, which connects businesses and consumers to build a marketplace suited to the reality of Brazil. Credit cards, financing, prepayment of receivables, insurance, e-commerce platform and our open investment platform are among the products available. In the area of means of payment, we will act as a direct participant in PIX and as an acquirer in physical and electronic commerce. For more information, visit [www.afinz.com.br](http://www.afinz.com.br)

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