

## It's Pay and First Performance Partner To Strengthen Brazilian Banking Market

*It's Pay Launches Digital Self-service Banking Platform from First Performance to Support Issuing Customers Innovation Needs and Increase Engagement with Cardholders*

**ATLANTA, GA –October 20, 2020** – First Performance, a global provider of digital-first payments technology, announced their continued expansion in Brazil by signing a strategic partnership with the payment processor It's Pay. This strategic relationship extends It's Pays self-service payment solutions to Brazilian cardholders and expands their digital presence in the Brazilian banking market.

In Latin American markets like Brazil, [digital banking channels account for more than 50% of all banking transactions](#), revealing eager adoption of online and mobile banking by consumers across the board. This partnership will allow card issuers processed by It's Pay to offer their cardholders First Performance's next generation of account controls and digital engagement. Partnerships between Financial Institutions and FinTechs have helped increase digital banking adoption and consumer engagement. Issuers understand that mobile is an essential tool to promoting customer engagement and that card controls and real-time alerts create the foundation for other digital products such as Merchant Data Cleansing and Card on File.

New and innovative banking solutions are reaching more people in South America than ever before and the products by First Performance and It's Pay are made possible by new advancements in infrastructure and cloud technology, allowing for quicker deployments, upgrades, and innovation with higher scalability, uptime, and security than before.

Banking in Latin America, especially Brazil, has undergone a massive transformation, triggered by the arrival of FinTech companies offering affordable, digital banking features to financial institutions. Investments in these partnerships have led to a heavy shift in digital and self-service and created a new ecosystem that benefits the cardholders. Together, First Performance and It's Pay have deployed a SaaS based cloud platform that will strengthen both companies market share and deliver more value to the issuing banks and their cardholders. The relationship will strengthen It's Pays portfolio of technology solutions and continue to drive innovation within the Brazilian market.

### **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.

### **About It's Pay**

It's Pay is a company that specializes in processing electronic payment methods and loyalty and reward programs. The company was born from the partnership of professionals with more than 15 years of experience in the market with Ingrupo, a holding company with expertise in processing electronic means of payment, incentive campaigns and loyalty program.

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