

First Performance Announces Continued Momentum and Business Growth

*Company Experiences 40% Increase in Enrolled Cards, Expands to 11 Countries,
and Adds 3 New Product Lines*

ATLANTA, GA – February 25, 2021 – First Performance, a global provider of digital-first payments technology, today announced tremendous company growth led by a consistent increase of enrolled cards in the platform, continued expansion into new countries, and the development and release of new products.

The company began its first implementation in 2016 with a single deployment in Brazil and at the end of the year had 500k enrolled cards in the platform. By the end of 2020, First Performance had nearly 13m enrolled cards on the platform, expanded into 11 countries, released three new product lines, and realized over 100% YoY revenue growth.

This growth demonstrates the impact of First Performance’s commitment to excellence and innovation. The company’s focus on new product development and streamlined deployments for their processing and card issuing clients has positioned those customers with the self-service and digital engagement tools required to remain competitive in banking today and has created strong, long-lasting customer relationships and partnership expansions.

“Consumers are engaging in digital banking channels more than ever before due to the persistent increase of smartphone penetration and internet availability in regions with lower financial inclusion. These factors, combined with digital transformation and open banking have been contributing factors to our success,” said Ben Psillas, CEO of First Performance. “Today we stand prepared to assist our clients with the secure environments they need to test and deploy innovative digital products for tomorrow.”

First Performance is poised to continue its impressive growth. These numbers signify the importance of continuous innovation and the required support that financial institutions need from their partners to deliver the digital products and services their cardholders require.

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

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