

Banco Carrefour Wants to do Business with Startups

*Open Banking and the Partnerships Between Banks and Fintechs
Provide Consumers with More Than Ever*

ATLANTA, GA – April 12, 2020 – First Performance, a global provider of digital-first payments technology, and Carrefour are exploring an Open Banking partnership to support solutions that improve the relationship between companies and their customers.

The Banco Carrefour has just opened registration for the Startup Jam, in order to perform proof of concept (PoC in English) with startups in order to identify potential partnerships and business. The news was anticipated exclusively for Finsiders . It is not the institution's first initiative to relate to nascent companies. In February, the bank held a demo day, which brought together seven startups.

With registrations until April 2, the project is one of the bank's open innovation programs. In this edition, the focus will be on the central and digital service areas. In the case of the central service squad, the objective is to map the existing “tagging” of all customer interactions in the service channels, capture and view the information deposited there, create the match between the operator profile to meet different customer needs and provide the operator with a better way to consult his results, content for service and communication with his manager.

In the digital service area, the aim is to facilitate access to digital channels, without losing sight of security and reliability. Another objective is to seek methodologies that establish a pipeline for creating a database to provide the customer with an innovative and fluid service in resolving questions.

According to Charles Schweitzer, head of innovation at Banco Carrefour, the culture based on innovation has been a key part of the institution's operation in the midst of a financial market full of fintechs , large banks and other companies in the segment.

“In addition to creating and executing fast, always thinking about our customers, we face another important challenge, which is to be open to exchange ideas and experiences. For all these reasons, we are very excited about what is to come ”, he says, in a note.

The program is the result of a partnership between Banco Carrefour and Kyvo Design-Driven Innovation , a Brazilian innovation platform with a history of accelerating more than 120 startups for some of the largest companies in the country.

At the end of February, the bank held a demo day, which was attended by seven startups, with solutions ranging from credit risk to including people with some degree of disability in the Carrefour shopping universe.

The companies that presented themselves were: Cinnecta , specialized in data intelligence; First Performance, of solutions to improve the relationship between companies and their customers; Include, which helps companies improve their products and sales channels for disadvantaged audiences, such as the elderly and people with some level of disability; Legal Benefit , legaltech that develops innovative solutions to legal problems; Suthub , for digital insurance distribution ; O2Obots , which uses artificial

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intelligence to sell insurance and credits; and Manfig , with a focus on improving the public's understanding of companies in order to offer solutions more adherent to the needs of the market.

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