

## First Performance Expands Leadership Team with Appointment of Raghu Rajah as Chief Technology Officer

**ATLANTA, GA – July 12, 2021** – First Performance, a global provider of digital-first payments technology, announced that Raghu Rajah has joined the company as the new Chief Technology Officer. Raghu will be responsible for leading the product and technology organizations to drive the vision, execution, and operations for the company. His focus is to shape First Performance’s core capabilities to enable financial institutions to improve their consumers’ digital engagement, share of wallet, and financial wellness.

Raghu brings 20+ years of fintech and banking technology experience, building innovative solutions and taking them successfully to market. Prior to joining First Performance, Raghu was the CTO of Digital Banking at NCR, where he helped transform the largest independent digital banking platform in North America, serving banks and credit unions. He was also the CTO of PrimeRevenue, a trade finance company; and the founder of Crosscues, an AI company focused on banking. He was also the head of Product Development at S1 Corporation, where he built and deployed the world’s first omni channel solution at some of the largest banks around the world. Raghu holds a master’s degree in computer science from Pondicherry University and an MBA from The Wharton School.

*“We are excited to have someone of Mr. Rajah’s technical and leadership expertise guiding the company into the next stage of growth for the company,”* said Ben Psillas, First Performance Chief Executive Officer. *“We have grown from a self-service banking provider into a full-stack, open banking platform for issuers who need better data and stronger decision-making in their payments ecosystem. We feel confident that Raghu has the qualities it takes to push the company even further in our mission to be the best digital engagement and open banking provider.”*

*“I’m passionate about driving innovation in payments and have high expectations of myself and for the future of First Performance,”* said Raghu. *“Our goals aligned immediately when discussing the path First Performance has taken and their vision of supporting financial wellness across the markets we serve. We want to be known for providing top-line value to our customers through the best digital engagement tools and next-generation data enrichment.”*

### **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).

###