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## **G&F FINANCIAL GROUP INVESTS IN FINTECH MOBETIZE** *Credit union now shareholder in B2B Fintech*

**Burnaby, BC** – In late 2021, G&F Financial Group\* became a shareholder of local fintech, Mobetize. The partnership demonstrates the credit union’s focus on the digital future and member experience.

G&F has a long-standing relationship and history with Mobetize, having first partnered in 2016 for the first of its kind online lending solution. Since then, the two organizations have continued dialogue around the digital space and recognize the constant need to raise the bar when it comes to member experiences, expectations and delivering personalized advice and solutions.

*“We’ve always believed that it’s important to invest in technology and platforms,” say Bill Kiss and Jeff Shewfelt, Co-CEOs, G&F Financial Group. “We recognize the importance of working together with a fintech partner like Mobetize. This is an exciting partnership in our digital transformation journey.”*

The confidence and investment in Mobetize places G&F on the Advisory Board which allows the credit union to partner and influence the digital evolution. The financial services space has witnessed disruption over the last few years and this technological change and change in member behaviour continues to evolve at a rapid pace. It is increasingly critical to think of designing user experiences that are easy and intuitive to navigate for members and employees.

*“At G&F we realize the urgency to accelerate our digital strategy so that we can automate member journeys and experiences,” says Nelson Sandhu, Chief Experience and Innovation Officer, G&F Financial Group. “We are currently experimenting with data and building AI models that will help drive automation and personalization. A partnership with a fintech like Mobetize is imperative as we explore, learn and embrace the disruption in the financial services industry.”*

Mobetize is a B2B fintech delivering modern, frictionless white label digital banking applications which leverage artificial intelligence, data analytics and automation for payments, digital account opening digital lending and identity verification solutions. Mobetize is on a mission to help transform credit unions into a banking marketplace super-app. Mobetize solutions fuel innovation and growth for credit unions by expanding their digital channel offerings with personalized retail and business products and experiences that members expect.

The partnership was a natural fit as the two organizations are like-minded and can leverage their collective strengths in industry knowledge, thought leadership, and best practices through a collaborative approach.

*“We are extremely thrilled to have G&F Financial Group as an investment partner. The mutual energy generated by expanding our business relationship multiplies our abilities to anticipate what members want on demand and respond quickly,” says Ajay Hans, CEO and Director, Mobetize. “This partnership demonstrates a mutual commitment to deliver simpler, faster, fully integrated experiences with a member-first and community focused business model and ensures members have the digital experiences they deserve to manage their financial well-being and lifestyle.”*

G&F encourages their credit union peers consider their own digital journey and how they plan to provide their members with a transformative digital experience. Credit union peers are invited to explore this partnership and discuss the opportunity to work together.

*“By working together, we believe we can contribute to the credit union system overall, improve member experience, and benefit from scale and efficiency,” add Kiss and Shewfelt.*

For more information about partnership opportunities, contact:

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#### About G&F Financial Group

With over 61,000 members, 27 locations and \$5 billion in total assets under administration, G&F Financial Group proudly provides a full range of personal and business banking, investment and insurance solutions to our credit union members. With a passion for educating and empowering others to achieve their financial goals, we focus on providing advice tailored uniquely for each member and have supported members and invested in our local communities for 80 years.

#### About Mobetize

Mobetize provides solutions to the banking industry to help consumers with the ability to bank how they want, when they want, for what products they need. Mobetize is collaborating and empowering financial institutions to transform how financial services are delivered and consumed. The banking marketplace solution lays the digital transformation foundation for financial institutions to offer traditional banking products as well as easily launch third party fintech products such as insurance, payments, travel, gift cards, e-notary services and more with a simple, consistent, fully integrated e-commerce style user experience. Mobetize solutions enable financial institutions to better serve their client needs for both their financial well-being and their lifestyle.

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