

KASASA®

Kasasa Loan® Wins FinTech Breakthrough Award for “Best Consumer Lending Platform”

AUSTIN, Texas, April 3, 2019 – [Kasasa®](#), an award-winning financial technology and marketing provider, announced today that its [Kasasa Loan](#) has been named “[Best Consumer Lending Platform](#)” by [FinTech Breakthrough](#), which recognizes those that stand out in the crowded fintech market.

The Kasasa Loan is reinventing consumer lending and transforming the way people borrow money with a new concept called “Take-Backs™.” The most people-friendly loan available on the market today, it is the only loan that allows the borrower to pay ahead to reduce debt, but take that extra back if they need it.

“In the world of consumer lending we typically see interest rates as the only lever that changes, but flexibility on payment terms and the “take back” concept are providing opportunities to deliver a drastically improved user experience for both borrower and lender,” said James Johnson, Managing Director, FinTech Breakthrough. “Kasasa Loan™ is leading the charge in this area, focusing on empowering borrowers with the ability to better manage their debt and make informed decisions on how to best pay on debt. Kudos to the Kasasa team on innovating in the consumer lending space and congratulations on the well-deserved industry recognition with this 2019 FinTech Breakthrough Award.”

Kasasa Loans® provide financial institutions a way to compete on something other than interest rates. In fact, Kasasa Loans are preferred by nine out of ten consumers over comparably priced loans, and in extensive testing, 98 percent of consumers said they would refinance existing debt at the same rate in order to get a Kasasa Loan with the Take-Back feature.

“Most people know the fastest way to get out of debt and achieve financial freedom is by paying ahead but few do so because it will diminish their savings,” said Gabe Krajicek, CEO of Kasasa. “The Kasasa Loan does not force borrowers to choose between saving for unexpected expenses or paying off debt. Instead, borrowers can take back that extra money when they need it.”

Additionally, Kasasa Loans feature a consumer-friendly dashboard and app, allowing borrowers to manage their debt by showing them the status of their loan in seconds. The Kasasa Loan empowers the borrower by showing them the impact of payment changes before they even make them, providing them more control and enabling them to make better financial decisions.

Krajicek continued, “While consumers have long been able to manage their checking and savings accounts visually using online personal financial management software, this practice has not carried over into lending – until now. Borrowers’ ability to use an app that allows them to manage their debt by playing with their payments and Take-Back balance as it meets their needs will influence consumer behavior. It gives them real control for the first time.”

About FinTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for technology

innovation and leadership, the FinTech Breakthrough Awards program is devoted to honoring excellence in Financial Technologies and Services companies and products. The FinTech Breakthrough Awards provide public recognition for the achievements of FinTech companies and products in categories including Payments, Personal Finance, Wealth Management, Fraud Protection, Banking, Lending, RegTech, InsurTech and more. For more information visit FinTechBreakthrough.com.

About Kasasa

Kasasa® is an award-winning financial technology and marketing provider. Based in Austin, Texas, with 450 employees, Kasasa® helps more than 900 community financial institutions establish long lasting relationships with consumers residing in their local markets through its branded retail products, world class marketing capabilities, and expert consulting. The company reinvented checking and is now reinventing lending through its latest patent-pending offering, Kasasa Loans™. Learn more about Kasasa®'s innovative products and services:

[Reward Checking Accounts](#)

[Kasasa Loan™ – The only loan with Take-Backs](#)

[Marketing & Technology](#)

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