

Breakout 1: Rethinking Credit Cards for Consumer and Business Banking

Brought to you by: **BankDirector.**

#FXT23

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Brim & Five Star Bank



**Rethinking
Credit Cards
For Consumers
And Business
Banking**



Rasha Katabi
Founder & CEO

brim



Sean Willett
Chief Administrative Officer



Five Star Bank

Current Landscape

Credit Card

Agent Banking



Low penetration rate in current Agent Banking model – why?

Legacy Ecosystem



Poor customer experience and product leads to cards being second or third in Customers Wallet

Fintech



According to a 2022 study, 74% of consumer payments will be processed by non-traditional financial services institutions by 2030.



**Is there an
Alternate Agent
Banking Provider?**

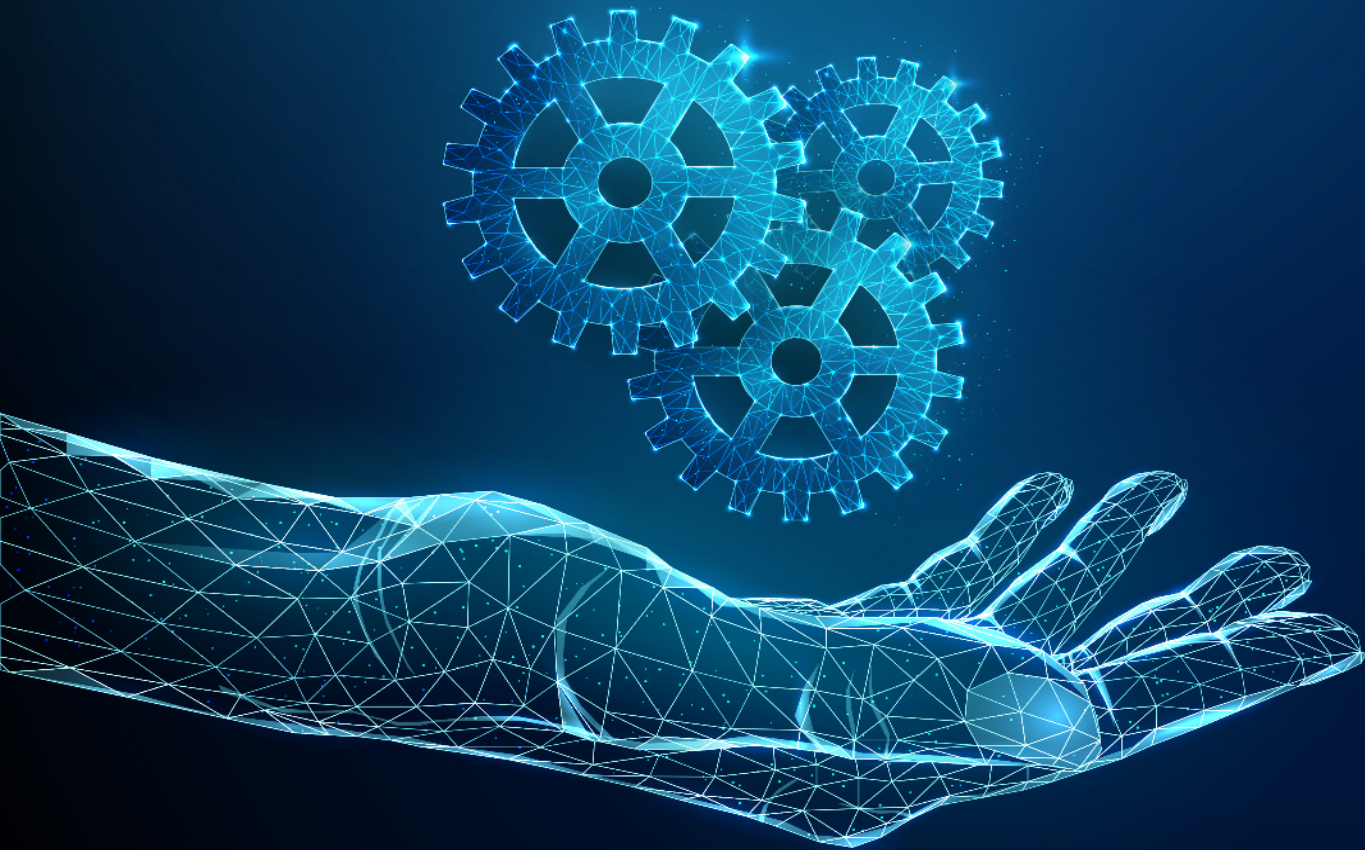
Brim Platform removes current obstacles and create a significant Market Opportunity

Own your Customer Relationship and Portfolio



The Future Starts with Customers

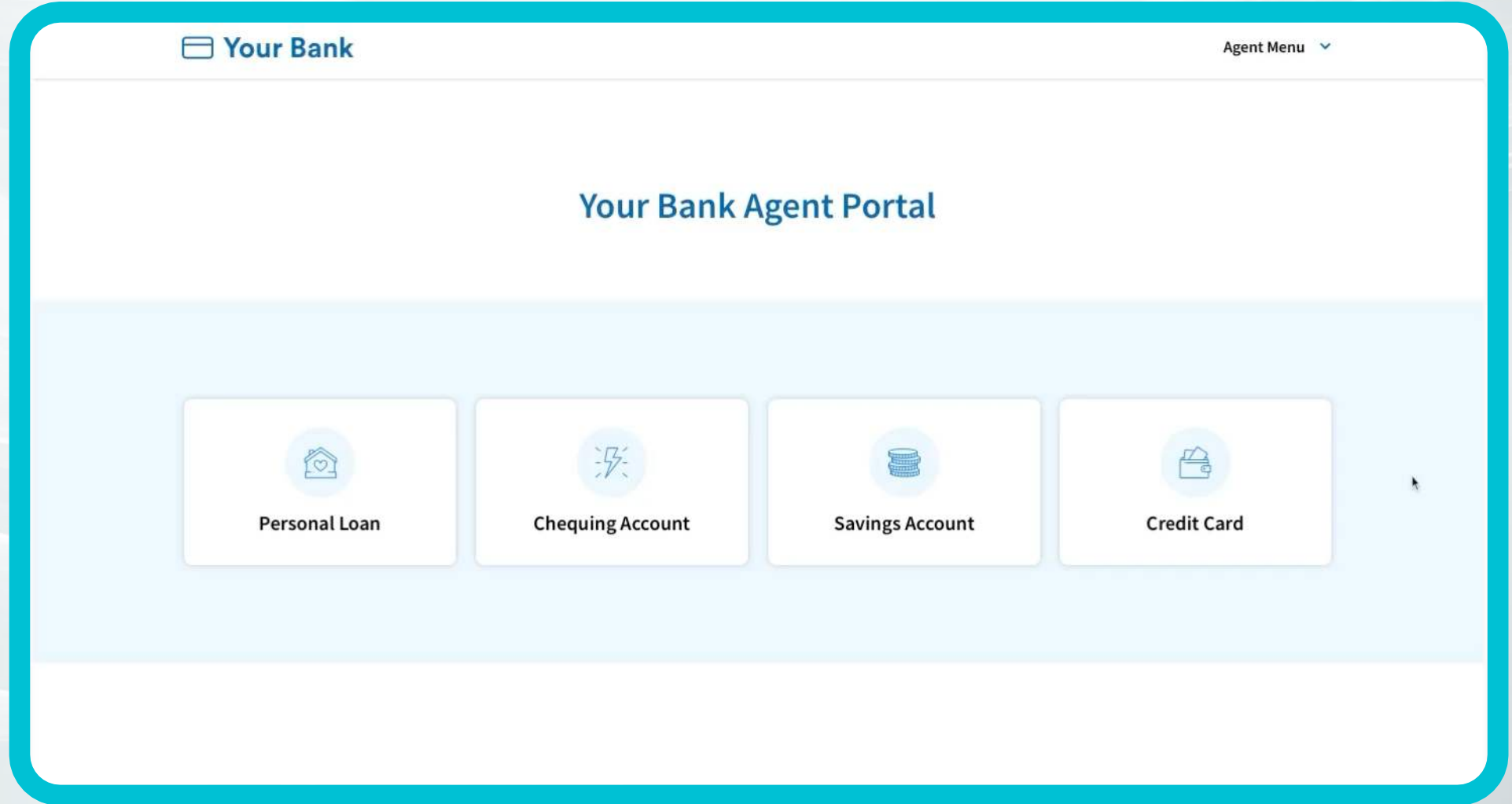
Brim delivers the largest self-service functionality



**Does it
Stop at the
Customer
Experience?**

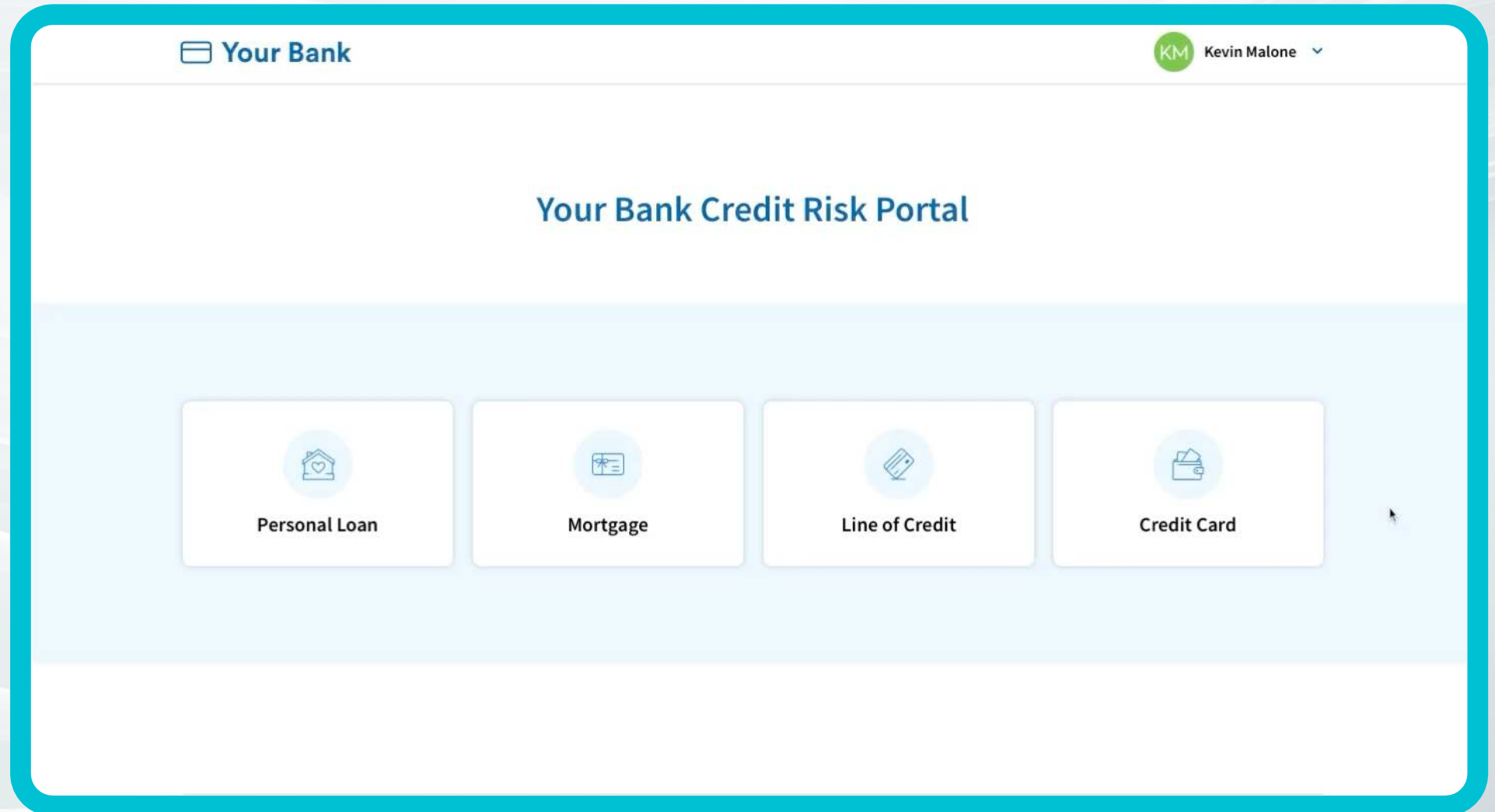
Agent Portal

Digitization requires Omni Channel customer service. Brim provides **enterprise workflows** that are intuitive and provide guided experiences including co-browsing with your customers.



Credit Risk Portal

Manage your Credit Risk and operational activities including any applications that fall into Manual queues or manage credit limit increase request.



**Leap Frog
the Competition!**

