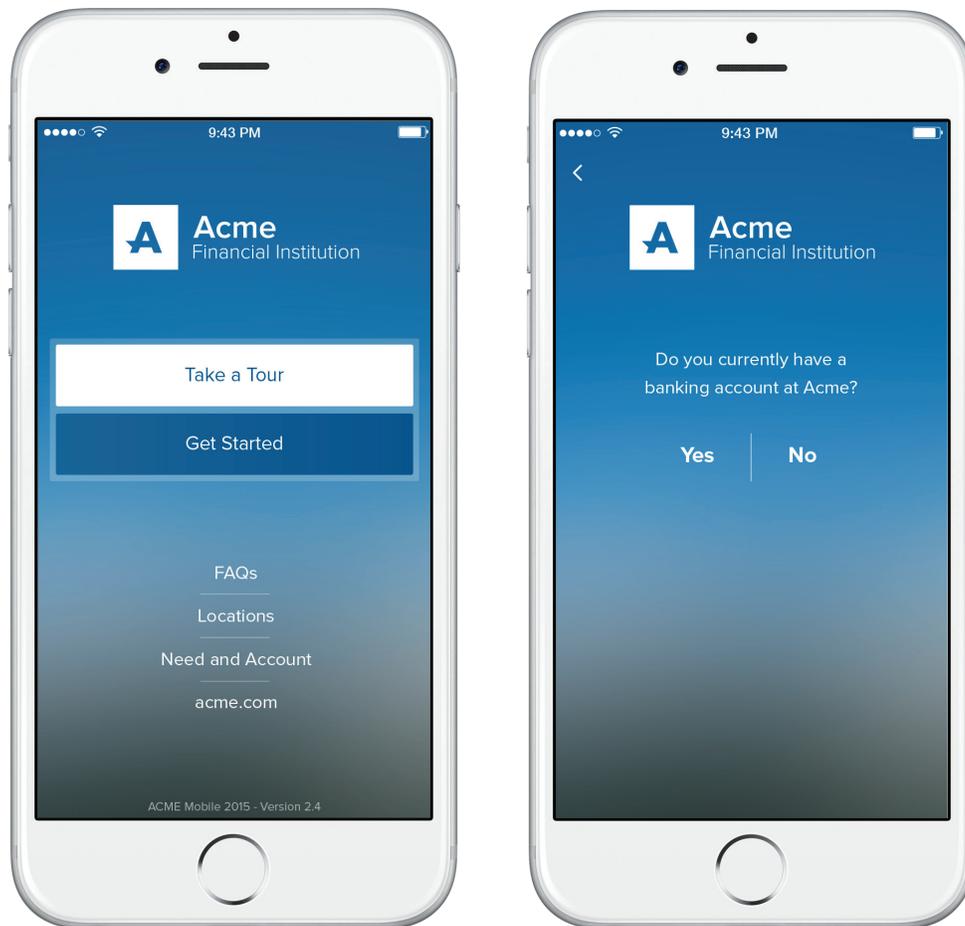




WideNet: Account Holder Acquisition

What if potential account holders could interact with you through a process that's as simple as downloading a free app on a smartphone?

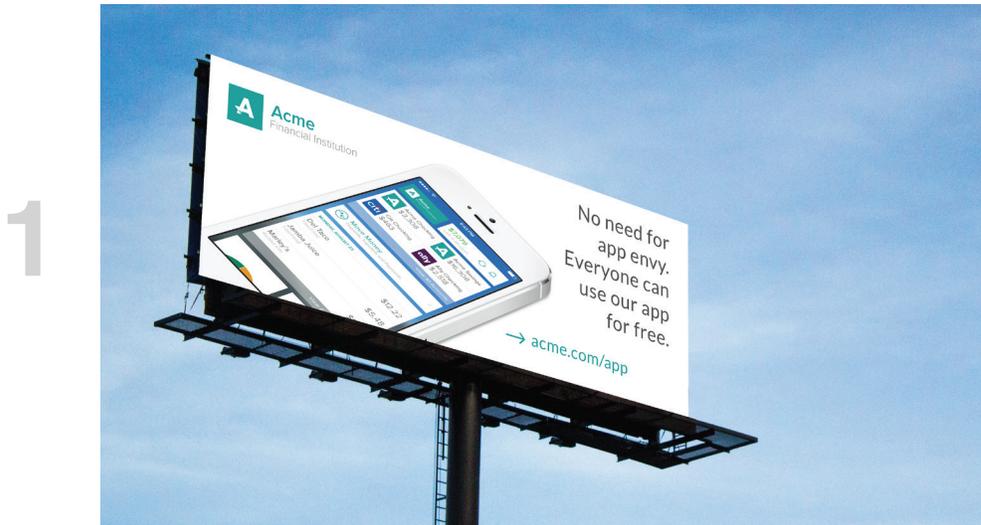
With WideNet, that's exactly what's possible. WideNet lets you offer the ultimate data-driven money management experience to your future account holders and win their long-term loyalty in the process.



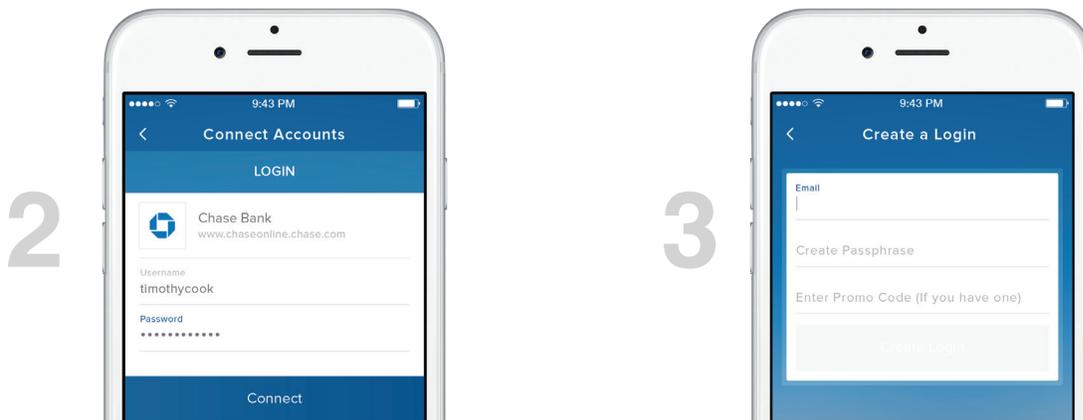
Built on the Helios framework, WideNet works on any device or platform. It's the perfect way to make a strong first impression and develop relationships that last.

Here's how it works:

1. Potential account holders see an ad to download your money management app (i.e., WideNet).



2. They download the app and link their accounts, giving you access to your competitor's data.
3. After they see how engaging the app is, they follow the prompt to create an account with you.



Just like that, these people have gone from being impartial to being full-fledged account holders.

In sum, WideNet offers your institution a competitive differentiator that simplifies users lives, lowers barrier to entry for account holder acquisition, and sets you apart from other institutions in your area. The biggest gains will go to the institutions that move first!