**CuneXus Signs 18 New Financial Institutions Representing More Than $30.3 Billion in Assets and 1.9 Million Consumers**

Financial institutions embrace Perpetual Loan Application platform to drive customer retention, improve user experience

**Santa Rosa, Calif. – May 26, 2021** – CuneXus, the first and only digital storefront for financial institutions’ customers and members, today announced 18 financial institutions across the U.S. – including Elga CU, One Nevada CU, Orion FCU, Educators CU, Max CU, Vantage CU, Advia CU, and Florida CU – representing $30.3 billion in total assets, have selected its products and services to provide a fast, frictionless loan application process for members, increase operational efficiencies and boost productivity.

CuneXus provides these financial institutions the ability to deliver premium user experiences through personalized offers that are already approved and readily available, equipping members with every opportunity for financial excellence. This process is custom, convenient and efficient, not only driving customer retention but ultimately resulting in increased wallet share and loan production for the financial institution – many of which have experienced 17% increase in loans granted in a year following implementation of this process.

“With the relevant data and insights CuneXus’ Loan Automation Platform provides us, we are able to uncover rich information about our members’ spending habits and lifestyles to automatically create real-time segments of members that are pre-approved,” said Terry Katzur, EVP at Burton, Mich.- based Elga Financial institution. “This technology allows us to deliver the on-demand convenience our members have come to expect in today’s digital world; we look forward to our financial institution’s continued growth in member services throughout this relationship.”

CuneXus’ lending automation platform continuously analyzes hundreds of internal and external data points to help financial institution’s deliver a personalized assortment of perpetually approved loan offers. This proactive white glove service helps these financial institutions eliminate the two biggest obstacles to loan acquisition: applications and waiting.

“Financial institutions have consistently sent members batch and blast finance offerings, only to have them apply and then find out they were never qualified to receive one,” said Dave Buerger, co-founder & president of CuneXus. “At CuneXus we are dedicated to helping financial institutions better understand their members on a more holistic level to deliver the appropriate offers relevant to their needs. We are proud to support these financial institutions as they transform their consumer lending with personalized, automated experiences, while at the same time boosting loan volume and revenue by being with members as they shop.”

**About CuneXus**

CuneXus, is the first-to-market with a digital storefront for financial institution’s customers and members, addressing the need for a personalized, on-demand banking experience. The platform eliminates the loan and deposit application process, providing consumer transparency and a simple 10-second activation experience. The CuneXus digital storefront has served over 145 of the largest lenders in the country to grow wallet share, create sales enabled branches, execute new account holder acquisition, and grow non-interest income. CuneXus client institutions represent over $400 billion in combined assets and 20 million U.S. consumers.

For more information, visit [www.cunexus.com](http://www.cunexus.com).