

Kony Mobile Finance Now Available for Banks and Credit Unions

Secure, mobile banking application runs on all mobile devices and operating systems including iPhone, BlackBerry, Android, Windows Mobile and Palm

SAN MATEO, Calif. –November 12, 2009 –Kony Solutions, Inc., a mobile applications platform provider with Write Once, Run Everywhere technology, today announced the release of Kony Mobile Finance for Banking, a pre-packaged mobile application developed specifically for banks, savings and loans, and credit unions. Kony Mobile Finance applications enable companies to quickly launch and maintain a unique branded mobile offering that delivers a full-featured and secure mobile experience via native on-device applications, device-optimized mobile websites, and extensible clients such as SMS/MMS services and gadgets.

Using Kony Mobile Finance for Banking, companies can interact with their mobile customers, enabling them to view their bank and credit card balances and history, make transfers between their accounts, and pay their bills securely from their mobile phones. Customers can also check loyalty program information and review targeted, timely offers from their financial institutions as part of the application's evolving mobile commerce capabilities.

Hosted and powered by the Kony Mobile Application Platform™, the Kony Mobile Finance for Banking application integrates with the institution's current and future back-end systems (e.g., OFX, CRM), maximizing capabilities, efficiencies, and performance, all resulting in a superior customer experience and higher satisfaction. The Kony platform provides the critical mobile infrastructure to support large volumes of transactions, in a secure environment, despite the highly complex challenge of thousands of variations of mobile devices and functionality. Ultimately with Kony Mobile Finance for Banking, mobile customers can use any type of mobile phone to seamlessly interact with a financial institution's existing commerce and information systems. With Kony, institutions deliver a rich, engaging mobile experience aligned with a firm's overall marketing strategy, driving additional revenue and growing customer loyalty.

According to recent research from TowerGroup¹, mobile banking usage is estimated to grow from 10 million active users in 2009 to over 53 million active users in 2013, representing a compound annual growth rate of 51.8 percent. Driven by consumers' desire for real-time access to- and control of- their financial information, banks are rapidly looking for solutions to create a mobile banking channel quickly and cost-effectively.

"Banking customers have become increasingly mobile and there is a growing urgency for financial institutions to provide the desired customer service at all times. Mobile technologies present a powerful opportunity for institutions to differentiate themselves with immediate



value, resulting in significant revenue opportunities,” said Raj Koneru, founder and CEO of Kony Solutions. “In partnership with the financial community, we have delivered Kony Mobile Finance for Banking to provide all customers a high-value banking experience, regardless of the mobile device they choose to use.”

Kony Mobile Finance for Banking Features

- Account information & summary
- Transaction details & activity
- Funds transfer
- Check deposits
- Bill payment
- Service requests
- Offers & special promotions
- Financial information – foreign currency exchange rates
- Mobile security - OFX compliance, SSL, multi-factor authentication

About Kony Solutions

Kony Solutions provides a mobile applications platform with Write Once, Run Everywhere technology that delivers mobile presence and commerce for consumer-facing enterprises. Delivering on the vision of mobile faster, better and with lower total cost of ownership, the Kony Mobile Application Platform uses a single-code base to develop rich native mobile applications, device-optimized mobile websites, and extensible clients (SMS/MMS/Gadgets). Headquartered in San Mateo, Calif., the company also provides pre-built vertical applications which are customizable and ready to be deployed, hosted and managed via Kony 360 services. Visit www.konysolutions.com.

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¹ The TowerGroup Research Note Titled, "From Niche Play to Mainstream Delivery Channel: US Mobile Banking Forecast, 2008–13," May 2009.