



BANKIFI
Media Kit 2023

Putting banks at
the heart of business



An Experienced Partner for Commercial Banks

“We’re on a mission to put banks back
at the heart of small and medium size
business.”

Through two different lenses, BankiFi are working to
create an environment where both banks and SMBs
can thrive simultaneously through:

- Maintaining and ensuring the relevance of
digital banking channels
- Putting banks back at the heart of business
- Customer retention and acquisition, therefore
protecting and increasing revenues for banks

The Industry at a Glance

There are **5.5 million small businesses** in the UK and over **32 million** in the US.

The FSB predicts that in the UK alone, up to **440,000** could be forced to close due to **late payments**.

On average, it's taking small businesses up to **74 days** to get paid. Way past their invoice terms.

BankiFi's embedded banking solutions are solving this problem by helping small businesses get paid in just **1-2 days**.

Testimonials

Darrell Evans – Chief Commercial Officer at Co-operative Bank

“Not only working with, but investing in, technology partners such as BankiFi has enabled us to deliver our shared vision of supporting micro businesses and SMBs with digital solutions that will help them achieve their business goals. Our joint app ‘go get paid’ is bringing huge benefit to our customers who have adopted it into their business processes and we look forward to working with BankiFi on further innovations that will add value for our customers in the future.”

Mike Coyne - Chief Information Officer at Axiom

“Many SMBs across the U.S. are struggling right now and need help to keep their heads above water. And many banks are unable to offer this support effectively, having seen their role in the financial ecosystem diminished in recent times. As such, there’s now a real need to put banks back at the heart of business, and to do this, we need to offer SMB owners the services that make a real difference in their lives.”



A Platform That Goes Beyond Banking

Simple-to-deploy, customer-centric financial tools that empower SMBs

BankiFi's solution allows businesses to automate manual tasks, all from within their online banking interface. The technology provides SMB owners with the tools and facilities to better understand, manage and optimise their cashflows. Supporting SMBs globally, BankiFi now bring end-to-end financial workflow management into bank's channels.



Creating deeper relationships with SMBs



End-to-end SMB work flows

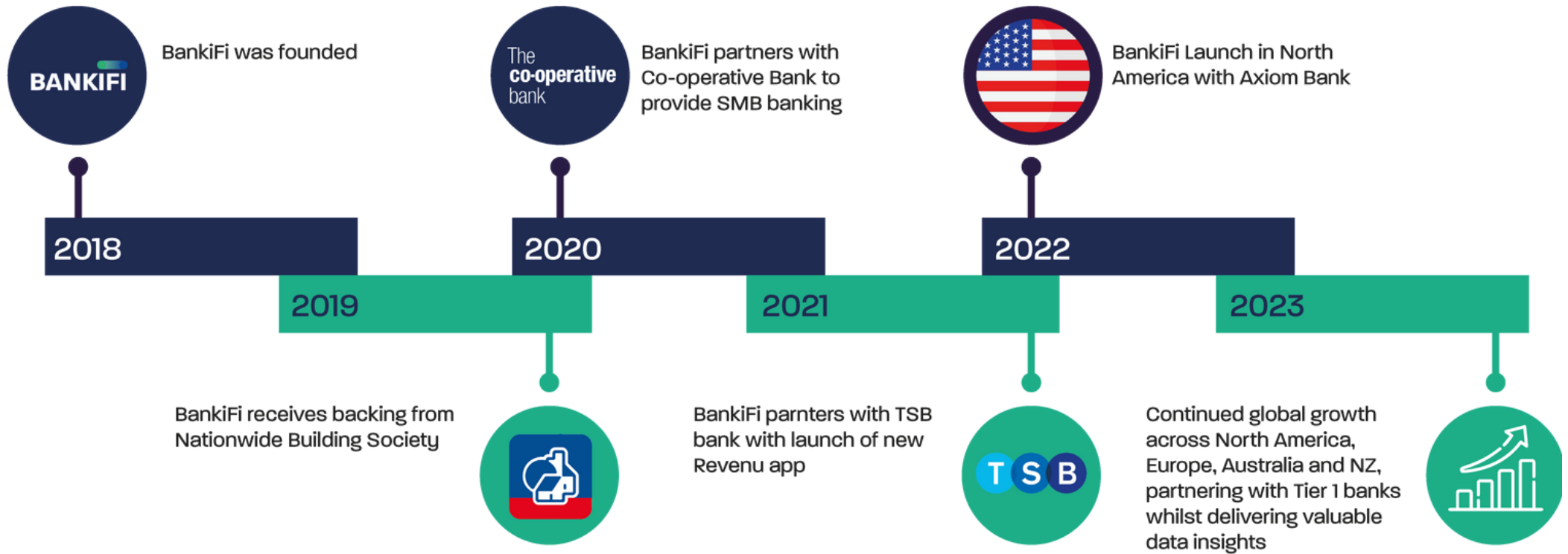


Valuable insights into SMB data



Marketing and engagement support

The BankiFi Story



Field Experts

Bringing together over 240 years of combined experience within banking technology, our team of field experts recognise the challenges and threats that banks face.

We're a small business that understands the nuanced financial barriers that SMBs endure. This makes our people uniquely positioned to speak on the most pressing topics around the embedded banking experience for SMBs and how traditional financial institutions can best support this critical need.



Mark Hartley

Founder and CEO

Few voices can better understand and shed light on the cross section of business, technology and banking better than Mark Hartley.

Since the early nineties, Mark has held a wide range of general management, sales, innovation, and strategy roles in the technology industry for the financial services segment. Through his work, he's able to speak on long-standing issues facing the sector, as comfortably as he can on emerging new trends. Notably, Mark also previously spent a decade in Australia, and is therefore able to help educate the industry on the picture of global banking too.

A renowned innovator and thought leader, Mark has dedicated much of his life's work to helping develop the concept of Open Banking. Notably, Mark has played an integral role in the creation of the Open Payment Hub. Likewise, he has also served as the strategic 'Advisor to the Board of Nationwide Building Society.

Mark is available for interviews and media opportunities.





Marijke Koninckx

Chief Product Officer

Marijke Koninckx is an experienced leader in the Fintech industry, with a significant knowledge of the technology and payments space, particularly from a product perspective.

Prior to joining BankiFi, the payment processing and financial administrative services specialist, as Chief Product Officer; Marijke gained an in-depth understanding of the industry and its opportunities with varied roles in product management, project management and product marketing at Integri, Clear2Pay, FIS and BPC.

With extensive knowledge and experience to share, Marijke can speak confidently across key industry topics, including open banking, embedded finance, online and mobile banking and payments. In addition to this, Marijke can deliver insights on broader product management and product marketing topics, such as how to translate your customer's requirements into a successful go to market strategy.

Marijke is a key contributor to the PSD2 industry working groups such as Open Transaction Alliance, CAPS and EBA's Open Banking Working Group; she is well-versed in sharing her insight on timely, complex industry conversations.

Marijke is available for interviews and media opportunities.

Nick Reid

Head of Strategic Growth, Europe

Nick Reid is Head of Strategic Growth, Europe at BankiFi. With deep and varied experience in providing award-winning banking and payments technology to global financial companies, Nick strives to create impactful changes for the businesses he works with. Taking time to develop relationships and understand business needs in order to provide cost-effective ways for buyers and suppliers to maximise their working capital and strategies.

Passionate about Open Banking and the opportunities that it has created for financial institutions, Nick is a regular contributor in the industry at events and in the press. His experience in banking and payments evolution has afforded him a great deal of expertise, which he uses to help financial institutions generate incremental and new revenue streams.

Prior to joining the BankiFi team, Nick worked across a spectrum of roles within a large global commercial cards technology company. This experience has fueled his passion for strategic growth strategy through automation and digitization.

An expert in the banking and payments technology industry, Nick will be representing BankiFi across a range of events this year to engage with businesses and communities and advise on technological innovation for strategic growth. He is well-versed on discussing innovative digital solutions, particularly to assist the commercialisation strategies of financial institutions and the development of their SME clients.

Nick is available for interviews and media opportunities.



PR contacts

For any PR enquiries, please contact our PR agency, who can be reached at:

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