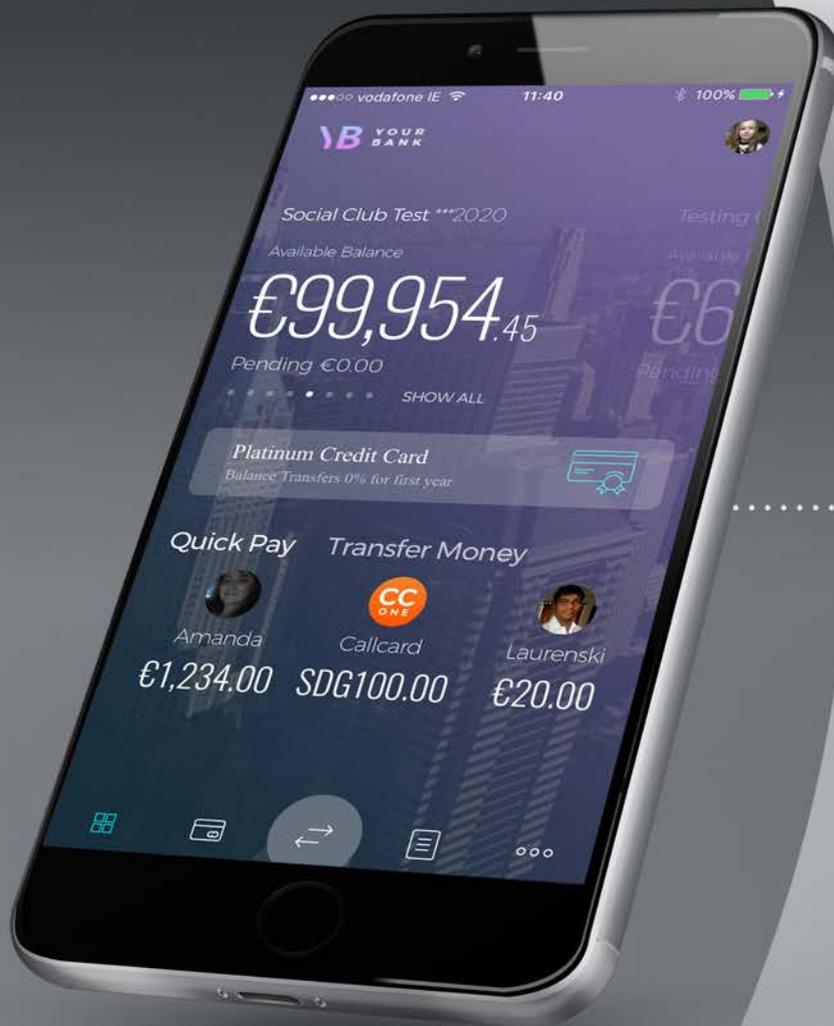


Transforming Mobile Banking

CR2 CHANNEL
BANKING
SOFTWARE



BankWorld Mobile App

BankWorld Mobile App is the next-gen banking app available from CR2's BankWorld platform. It is beautiful in design and delivers high visual impact and offers a deep richness of functionality and services including the ability for banks to create, design and deliver new products and services in a customer specific way and within an omnichannel context.

BankWorld is a powerful banking platform that enables banks to extend reach, scale rapidly and digitally engage with customers, wherever and whenever they want. Exceptional user experiences are delivered across a variety of channels – Mobile, Internet, ATM, POS and Kiosks, providing cross-channel consistency and capability.

Key Success Factors of an Exceptional Digital Channel

1 Exceptional Customer Experience

Designed by independent UX experts who lead the field in understanding and designing mobile banking apps, BankWorld Mobile App was built with the user experience in mind. A simple user journey and beautiful visual experience is critical for attracting, engaging and retaining customers. CR2's mobile banking app incorporates the best in mobile design; it is intuitive, easy to use, fresh and delivers high visual impact. The highly visual landing page provides easy access to and transition between highest priority tasks, simplifying the customer experience and facilitates easy access to information.

This mobile banking app extends and elevates a bank's brand and reputation, fosters strong customer relationships and significantly enhances customer lifetime value. This app transforms the digital banking user experience from transactional to engaging, ensuring customers will progress their journey to advanced banking products and services.

2 Intuitive Digital Design Tools

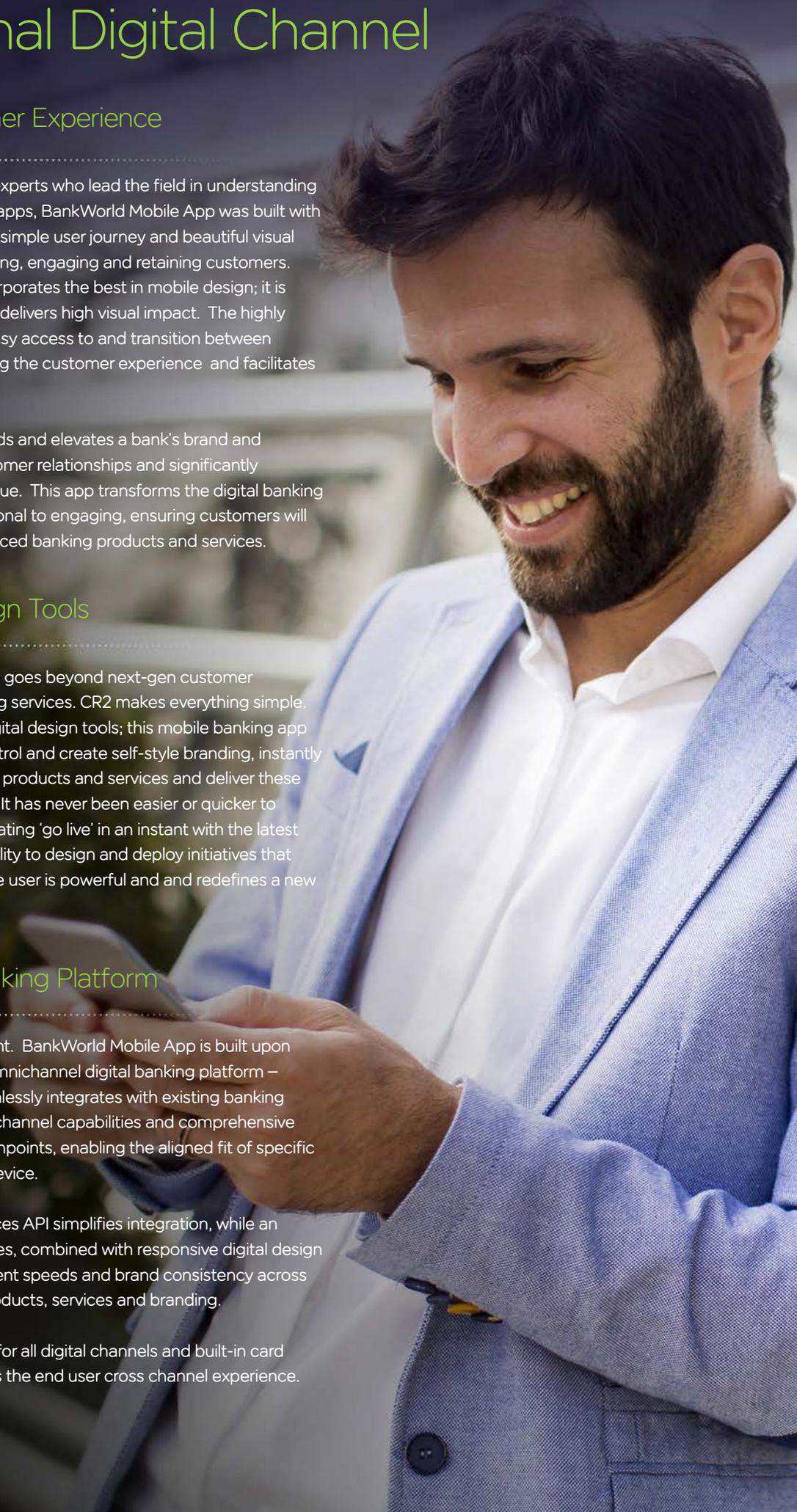
The power of CR2's mobile app goes beyond next-gen customer experiences and market leading services. CR2 makes everything simple. Using powerful and intuitive digital design tools; this mobile banking app enables the bank to regain control and create self-style branding, instantly preview and swiftly launch new products and services and deliver these in a customer segmented way. It has never been easier or quicker to manage digital channels, facilitating 'go live' in an instant with the latest offerings and branding. The ability to design and deploy initiatives that are relevant and personal to the user is powerful and and redefines a new generation of digital banking.

3 Powerful Digital Banking Platform

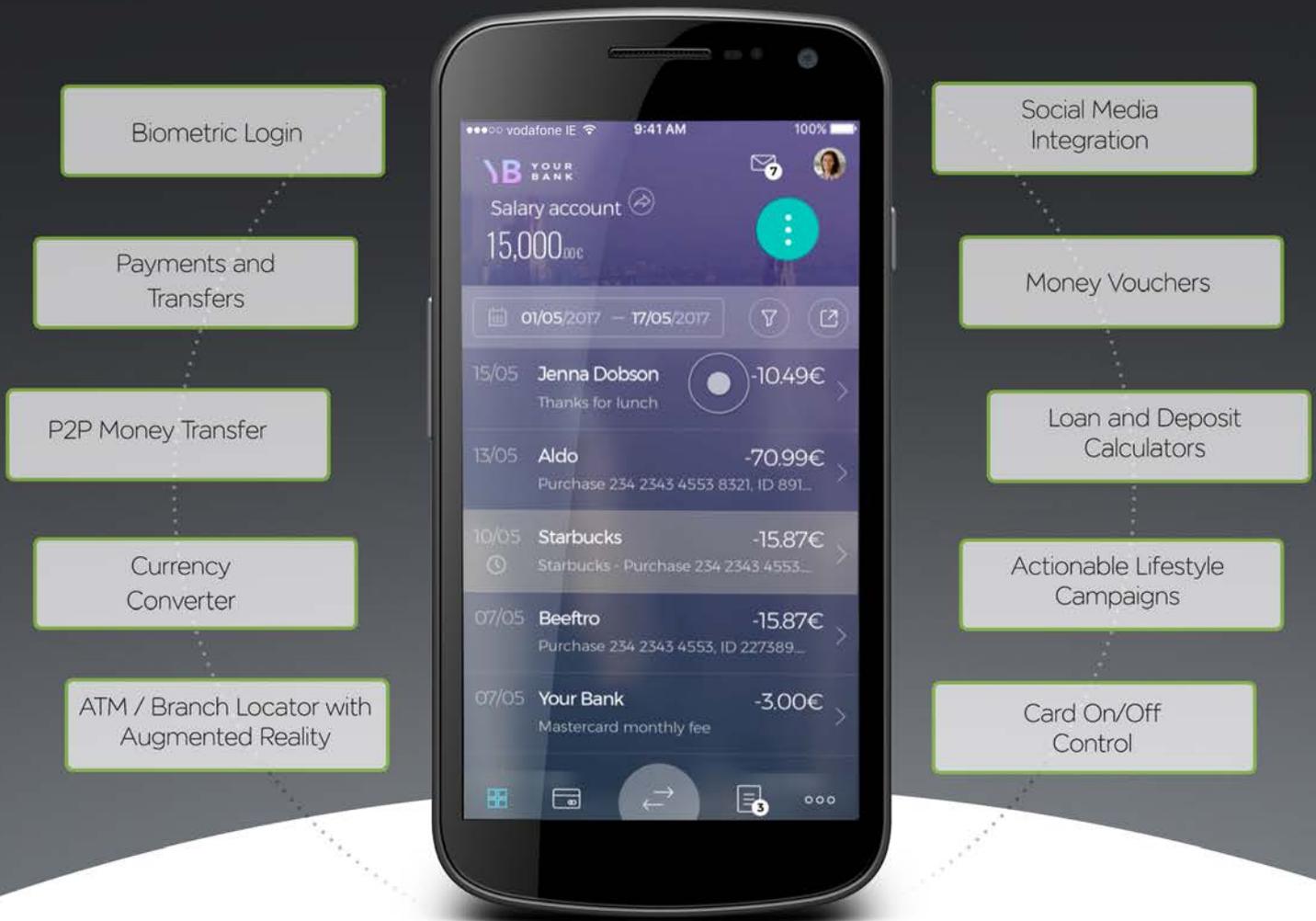
This is what makes CR2 different. BankWorld Mobile App is built upon a powerful, widely deployed, omnichannel digital banking platform – BankWorld. This platform seamlessly integrates with existing banking infrastructure, providing cross channel capabilities and comprehensive functionality across many touchpoints, enabling the aligned fit of specific product, customer, time and device.

BankWorld's off the shelf services API simplifies integration, while an immense set of banking features, combined with responsive digital design tooling, enable faster deployment speeds and brand consistency across the digital channels for new products, services and branding.

With full omnichannel support for all digital channels and built-in card channels, BankWorld optimises the end user cross channel experience.



Wow your customers with high visual impact features



A Fully Integrated, Seamless Digital Offering:

Brand Building

Reflect the bank's brand in a positive, interactive manner – incorporating video greetings, imagery, promotions, segmented campaigns all with your own brand consistency.

Attract and Retain

Increase customer acquisition and retention through feature differentiation, creating stickiness and loyalty.

Agility

In-built design tools and Product Factory allows the bank to configure and deploy new customer services quickly.

Personalised Product Advertising

Present personalised and actionable lifestyle relevant advertisement campaigns to customers.

Analytics

Provide an analytics framework for segmenting your customers and have the ability to launch effective and actionable campaigns to individuals aligning with their life stage.

Social Media

Integrate to your bank's Facebook profiles.

Communicate and Engage

Enable interactive communication and engage with your customers in a variety of ways, segmented campaigns, in-app notifications, secure private communication channel with your customer and facilitate customers to request routine services via the app – chequebook, stop cheque, report stolen card, overdraft etc.



About CR2

For almost 20 years, CR2 has been at the forefront of the digital banking revolution, consistently delivering on the needs of end users, embracing next-gen technologies and digital disruptions that are enabling new experiences in the omnichannel digital banking platform market - Mobile, Internet, ATM, POS and Kiosks. Our maturity and experience has enriched our product, providing a depth and breadth of functionality that is unrivalled in the market.

CR2's platform - BankWorld - incorporates key market demands – simplicity of customer journey, ease of use, intuitive, rich in functionality and services that are accessible in an omnichannel environment. Open API's provide autonomy for banks to build new products and services and deliver these in a customer segmented manner. Our roadmap continues to deliver leading edge functionality that provide an unrivalled digital banking experience.

With deployments in over 100 banks in 60 countries worldwide, CR2 enables banks achieve digital transformation and deliver an exceptional customer experience, anytime, any device, anywhere.



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