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BankMobile Recognized for Transforming the Customer Experience at the Efma and Accenture 2016 Global Banking Awards Ceremony

America's Largest and Fastest Growing Mobile-First Bank Won Bronze Award in Digital Distribution

NEW YORK, October 27, 2016 – [BankMobile](#), a division of Customers Bank, and America's fastest growing mobile-first bank, announced it was honored by Efma and Accenture at their fourth annual Global Distribution & Marketing Innovation Awards ceremony at the Hilton Barcelona Hotel. BankMobile received the Bronze award in the Digital Distribution category. The program, jointly launched by Efma, an association of 3,300 retail financial services companies in more than 130 countries, and Accenture (NYSE: ACN), a leading global professional services company, recognizes some of the most innovative projects and initiatives in Distribution and Marketing within retail banking at a global level.

"We are delighted to have received the Bronze Digital Distribution award from Efma and Accenture and congratulate our fellow winners," stated Luvleen Sidhu, Co-Founder and Chief Strategy Officer of BankMobile. "This international recognition of BankMobile as an innovator proves that we are truly disrupting the industry and serve as a model to other banking disruptors worldwide. We have grown tremendously since we launched in January 2015 and look forward to using our mobile-first approach to continue to be one of the most disruptive players in the banking space."

More than 200 financial institutions from 61 countries submitted over 460 case studies of innovations within 10 categories: Customer Experience; Digital Marketing; Physical Distribution; Digital Distribution; Payments and Wallets; Salesforce Change Management; Big Data, Analytics and AI; Best New Service or Product; Global Innovator; and Most Disruptive Innovation.

The winners were selected by a combination of votes from a panel of judges comprised of senior retail bankers from around the world and online votes from Efma members and non-members. Three criteria were taken into account when assessing entrants: the originality of the innovation, the impact it is having on the industry and how adaptable it is for use in other markets and countries.

With approximately two million depositors serviced, BankMobile is likely one of the Top 25 banks in the country in terms of number of consumer checking accounts serviced. In addition, BankMobile is on track to generate approximately 500,000 new student checking accounts each year, making it one of the fastest growing digital banks in the country.

Since its establishment, BankMobile has reached many significant milestones, including: being one of the first banks whose app was available on the Apple Watch, the launch of its BankMobilist College Program across 70 campuses nationwide, the establishment of BankMobile Labs, an in-house innovation and tech development team, the launch of BMpowered Radio featuring two weekly podcasts, and the creation of BankMobile Foundation, which awards an annual Financial Literacy Scholarship.

BankMobile was also recently selected as an Innovator for Techweek100 NYC 2016.

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About BankMobile

Established in 2015, BankMobile, a division of Customers Bank, is America's largest mobile-first bank, offering fee-free checking and savings accounts. It provides target customers – millennials, the underbanked and middle income households with a digital, effortless, and financially empowering experience. BankMobile offers checking, savings, lines of credit, joint accounts and access to over 55,000 surcharge-free ATMs nationwide (BankMobile VIP customers have free access to every ATM in the country, which is more than 400,000 ATMs), a guaranteed higher savings rate than the top four banks in the nation, a personal banker for all customers, and a free financial advisor for VIP customers. BankMobile is operating as the digital banking division of Customers Bank, which is a Federal Reserve regulated and FDIC-insured commercial bank. For more information, please visit www.bankmobile.com.