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## **Luvleen Sidhu, Co-Founder and Chief Strategy Officer of BankMobile, to Speak at Mobile Banking and Payments USA 2016**

**NEW YORK, September 26, 2016** – [BankMobile](#), a division of Customers Bank, and America’s largest mobile-first bank with a mission to make banking affordable, effortless and financially empowering, today announced its Co-Founder and Chief Strategy Officer Luvleen Sidhu will present at [Mobile Banking and Payments USA 2016](#). The summit is taking place September 26-27, 2016 at the Marriott Brooklyn Bridge.

“I look forward to presenting a case study on the success of BankMobile at the Mobile Banking and Payments USA conference,” stated Sidhu. “Since our inception, we have reached tremendous growth and now have over two million customers banking with us. Fueled by our mission to be financially empowering, we were able to reach our target audience and I am excited to share our best practices with conference attendees.”

On September 26, 2016 at 3:45pm EDT, Sidhu will present: “Case Study: How BankMobile, a Mobile Only Bank, Acquired 2 million Customers in 18 Months.” The presentation will focus on:

- Discuss the idea of founding BankMobile, a mobile-first bank with absolutely fee-free accounts, and the challenges faced and overcome – from peers and regulatory bodies – in order to launch the company
- Understand the strategy of a startup competing with major players (i.e. the big four banks), and demonstrate its ability to acquire 2 million customers 18 months after launch, which is the same as Bank of America, but with zero branches
- Learn why other banks are having trouble during the digital revolution, why the current branch model is inefficient and understand how to embrace the changing fintech ecosystem for more success

The Mobile Banking and Payments USA is a close-knit platform bringing together 150 C-level and senior mobile, digital, product and data decision-makers from financial institutions. The Summit is aimed to help attendees build their roadmaps towards an effective Mobile strategy so they can stay ahead of competition and keep up with the modern customer.

Under Sidhu’s management, 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 Technologies, 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.

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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](http://www.bankmobile.com).