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BankMobile's Co-Founder to Speak at Marketing to Millennials for Financial Services Summit

Luvleen Sidhu to Discuss "Engaging Millennials Today to Secure Them as Clients Tomorrow" on April 21, 2016

NEW YORK, April 14, 2016 – [BankMobile](#), America's first absolutely no-fee, mobile, tablet and online bank, today announced that Luvleen Sidhu, Co-Founder and Chief Strategy & Marketing Officer, will be speaking at the Marketing to Millennials for Financial Services Summit on April 21, 2016. Sidhu's session is entitled: "Engaging Millennials Today to Secure Them as Clients Tomorrow."

"I am delighted to be speaking at a conference focused on one of our most important target customers: millennials," stated Sidhu. "This generation has a unique set of attributes, one which we examine carefully in order to meet their needs. We will always strive to be the most relevant, financially empowering bank in the country and I look forward to providing the audience insights into our own understanding of millennials."

Millennials have grown up wanting more transparency, flexibility and self-authority, but they face a number of financial hurdles. They have negative 2% savings rate on average, and represent a large portion of America's "underbanked." During Sidhu's session, the audience will find out how engaging and educating Millennials on their finances can help them feel empowered – and help companies position their firms as an ally now and in the future. Attendees will learn to adopt best practices to:

- Capitalize on the digital revolution
- Design lasting products
- Successfully use social media to raise awareness

[The Marketing to Millennials for Financial Services](#) event will give the audience "how-to", strategies and key insights on a variety of topics including: identifying profitable market opportunities specific to their business model and offering; creating specialized products to meet their needs and grow their business; and harnessing novel marketing tactics to engage and acquire millennial clients.

Through case studies from leading financial services companies, attendees will gain an understanding of avoiding costly mistakes and recognizing lucrative opportunities in meeting the needs of millennials and winning their business.

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About BankMobile: Established in 2015, BankMobile is America's first no-fee, online and mobile bank and is a division of Customers Bank, with its headquarters in New York. It provides target customers – millennials, the underbanked and middle income households – 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. It is a Federal Reserve regulated and FDIC-insured commercial bank. Customers Bancorp is the bank holding company for Customers Bank. BankMobile is an independent operating Digital Banking Division of Customers Bank and also of Customers Bancorp. For more information, please visit www.bankmobile.com.