

FirstView

Backgrounder

FirstView specializes in financial services that address the needs of two large and underserved markets:

- Regular wage earners who don't maintain checking accounts and can't qualify for credit cards
- Middle-market enterprises that cannot themselves create and manage an online billing infrastructure



Consumer Services: The Espree Payroll Direct Deposit MasterCard

FirstView broke new ground with its Espree pre-paid debit card, which marries payroll direct deposit with pre-paid debit cards and adds MasterCard acceptance. Last year alone, FirstView issued over 400,000 Espree cards and processed more than \$720,000,000.

Espree appeals to an enormous class of unbanked and underserved workers. This is the same group that spawned the payday financial service center industry, and Espree gives them a convenient alternative to all-cash personal finance. By having their paychecks, Social Security payments, etc. deposited to debit cards, Espree customers have immediate access to payday cash at ATMs in the Cirrus network, and can make purchases wherever Visa and MasterCard are accepted. They can also write guaranteed checks that issue from the Espree debit account.

Banks, retailers, and financial service centers can issue Espree cards, at no charge to the issuer, through FirstView's comprehensive programs. FirstView provides everything necessary for card setup, enrollment, and processing, and performs all customer service functions. There are no fees for partners; FirstView realizes its income entirely from competitively priced enrollment and transaction fees, which it shares with issuing partners through a variety of flexible plans.



Enterprise Services: FirstPoynt Online Billing and Account Verification

FirstView offers middle-market enterprises its FirstPoynt suite of online bill payment, ID and account verification and electronic check transactions. FirstPoynt has moved billions of dollars to date, supported with its industry-leading processing infrastructure FirstView.

With FirstPoynt Bill Payment, enterprises can offer electronic bill payment to their customers without building any of the necessary infrastructure. FirstPoynt interfaces with corporate systems to provide up-to-date billing information; and processes the customer's choice of credit, debit and electronic check payments through a corporate-branded Web interface or IVR system and supplies other platform services, including ACH clearing, , PINless debit and Remote Check Creation;. This flexible service includes options for late-night processing windows and next-day funding. FirstPoynt's comprehensive identity and account verification services limit fraud exposure, and delivers verification within seconds.

Today, FirstPoynt provides a smooth, secure and thoroughly dependable platform to enable online bill payment for consumer and business customers of enterprises within a variety of industries, including utilities, telecommunications and cable, government, higher education, insurance, consumer loan and mortgage, and healthcare.