

FirstView

Fact Sheet

Product Focus	FirstView specializes in financial services that address the payroll direct deposit and transaction needs of underbanked consumers, and the online bill payment and account verification needs of middle-market enterprises.
Consumer Markets	FirstView's Espree MasterCard, a payroll direct-deposit debit card, serves the broad market of workers who do not maintain checking accounts or credit cards. Espree also offers specific cards targeted at Hispanic consumers, youths and affinity groups.
Enterprise Markets	FirstView's FirstPoynt online bill payment and account verification services extend to enterprises in the utilities, telecommunications and cable, government, higher education, insurance, consumer loan and mortgage, and healthcare markets.
Corporate History	Joe Meyer, who co-founded the payroll debit card industry with the first payroll direct deposit card, founded FirstView, LLC in 2003. The company introduced Espree that same year. It began rolling out FirstPoynt services in 2007.
Management	Joseph P. Meyer, president & CEO Al Williams, executive VP sales and marketing Luis Franco, VP finance Zach Todd, VP operations Rob Fantaski, VP product management
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