

For immediate release

SALES.UP: W.UP's new digital sales and engagement tool to debut at FinovateEurope 2017

BUDAPEST, Hungary, January 11, 2017 — W.UP, a next-generation digital banking software company, today announced that it has been selected to demo its new digital sales & engagement tool, SALES.UP at FinovateEurope 2017 on February 7-8th in London. Finovate is the conference that showcases groundbreaking innovations in financial and banking technology.

During FinovateEurope, W.UP will demonstrate how SALES.UP, an insight-driven digital sales & engagement tool enables banks to understand behavioural patterns of customers and use these insights to predict opportunities for interactions. Sales.UP – a core and front-end solution agnostic, off-the-shelf sales tool – is leveraging pre-built and purpose-built customer insights.

It collects, aggregates and enriches various types of traditional banking data such as transactions and customer data, as well as non-traditional data like social media interactions, weather, geolocation, customers' behaviour patterns, demographics, etc. SALES.UP's pre-packaged customer insights aim to improve the banking experience of the customer by creating relevant and personal interactions at the appropriate time.

"I'm looking forward to launching our digital sales tool at FinovateEurope, I do believe it could be a game changer for our customers." said Béla Bodnár, Founder and CEO of W.UP.

Presently, banks have access to almost unlimited data but most of it remains unused – W.UP plans to change all that. SALES.UP has taken a fundamentally different approach to customer engagement by designing a system that melds the power of big data analytics with the speed and knowledge of e-commerce.

'We selected W.UP to present because we believe that SALES.UP is a very innovative solution, and it has the potential to generate a breakthrough in digital sales in the financial industry' said Greg Palmer, Vice President of Finovate.

About W.UP

W.UP is a next-generation digital banking software company, delivering cutting-edge, cloud-based products and services for financial institutions. Headquartered in Budapest, Hungary, our team of highly skilled fintech specialists develops innovative and smart solutions to create a happy digital banking experience worldwide. Our 15+ years of experience allows for fast implementations, turning ideas into projects and projects into success stories – on time and on budget.

For more information, please visit <http://wup.digital>. Connect with W.UP on [Facebook](#), [LinkedIn](#) and [Twitter](#).

About FinovateEurope

FinovateEurope is a demo-based conference for innovative start-ups and established companies in the fields of banking and financial technology. Held in London, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate, and unique format. Finovate Europe is organised by The Finovate Group. For more information on the event or to view videos of previous demos, please visit finovate.com.