

Corporate Overview



ClairMail Overview

ClairMail is delivering a new, game-changing approach to mobile banking and payments. Leveraging the mobile channel's unprecedented coverage – 95 percent of bank customers own a mobile phone – ClairMail empowers banks, credit unions, card service companies and payment providers to take command of their customer interactions. ClairMail enables financial institutions to lower costs, enhance acquisition, improve retention, reduce fraud and increase offer acceptance.

What Makes ClairMail Unique?

While other solutions are merely a “veneer” for online banking, ClairMail is the only mobile banking and payments provider capable of delivering:

- **100 Percent Coverage:** ClairMail's multi-channel enrollment allows financial institutions to reach all of their customers, not just those participating in online banking.
- **Proactive 1:1 Conversations:** ClairMail enables financial institutions to deliver high value, personalized content to their customers and allows them to instantly resolve issues and conduct transactions directly on their mobile phones.
- **Triple Play Convergence:** Using the very latest smartphone technologies, ClairMail unifies messaging, mobile web and client applications into a single, intuitive interface which provides a streamlined and integrated user experience and reduces total cost of ownership.
- **Cross-Product, Cross-Channel Orchestration:** ClairMail's flexible, enterprise-caliber mobile communication platform enables easy extensibility across the organization to touch every product, every channel and both retail and business customers of every asset class.

ClairMail: The Undisputed Mobile Banking & Payments Leader

ClairMail is the mobile banking industry's leading innovator. ClairMail revolutionized the industry by being the first to introduce both text banking and two-way, actionable alerts. In 2007, ClairMail pioneered the mobile banking triple play by combining messaging, mobile web and client applications on a single, unified platform. The triple play is now universally recognized as a standard requirement for any mobile banking and payments solution.

ClairMail has proven success with the largest banks in the United States; 6 of the Top 10 U.S. banks use ClairMail to power their mobile banking and payments offerings. In fact, the combined customer count of ClairMail clients shows that over 145 million Americans have access to ClairMail mobile banking and payment services.

Finally, ClairMail continues to outpace the industry, as exemplified by its more than 700 percent year-over-year increase in monthly transactions and 200 percent year-over-year revenue growth.

ClairMail's comprehensive, game-changing mobile banking and payments solution enables financial institutions to maximize adoption and usage, fully engage with their customers or members and quickly realize a high return on investment.

Company Facts

Founded: 2004

Headquarters: Novato, California

Funding: Privately-held with funding from premier venture capital firms

Management Team:

Pete Daffern – Chief Executive Officer
 Joe Salesky – Chief Strategy Officer
 Todd Clyde – VP of Worldwide Sales
 Dave Galloway – VP of Customer Advocacy
 Gary Dowdy – VP of Professional Services
 Donald MacCormick – VP of Product & Engineering
 Carl Tsukahara – VP of Marketing

Awards:

Andrew Seybold Choice Award
 BAI Innovation Moment Award
 Bank Technology News Innovator Award
 CODiE “Software Newcomer of the Year”
 FierceWireless “Fierce15” Winner
 Frost & Sullivan Market Leadership Award
 InfoWorld “Very Good” Rating
 MobileTrax Mobility Award – Software
 MobileVillage Mobile Star Award
 Red Herring 100 Global Award
 Red Herring 100 North America Award

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