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FIRST TECH FEDERAL CREDIT UNION LAUNCHES INNOVATION MICROSITE

First Tech's Digital Products team launches an innovation site, plus First Tech's banking app named most improved by MagnifyMoney

Beaverton, Ore., and Mountain View, Calif. – January 11, 2018 – [First Tech Federal Credit Union](#), the nation's premier credit union serving technology companies, today announced that it has launched a new microsite to drive digital product innovations by implementing the Design Thinking practice, adopting the Agile methodology, and focusing on a member-centric approach to product design.

The microsite, innovation.firsttechfed.com, is a hub where First Tech's Digital Products team showcases their mission, methodology, and latest solutions. The goal of the site is to share progress with tech-savvy members, employees, and fellow financial institutions, as well as establish the Digital Products team as a leader in the credit union industry.

"First Tech members are at the forefront of how we evolve our technologies," said Mike Upton, First Tech's chief digital and technology officer. "The Digital Products team created this new online presence as a way to bring transparency to the solutions we're developing and improving. We're proud of the new site, and we're striving to lead the way in innovation across the credit union industry."

First Tech's Mobile Banking App recently named most improved by MagnifyMoney

[The MagnifyMoney Ratings](#) were based on user rankings in the Apple and Android app stores. The score for the First Tech app increased 122 percent over last year, from 1.9 to 4.2 stars.

The newly launched [innovation site](#) is a preview into how First Tech plans to continue improving their digital products—sharing and iterating based on member feedback. "We're on a mission to provide the best mobile banking experience for our members," said Frank Choy, vice president, head of Digital Products at First Tech. "To evolve our mobile app, we listened to our members, created transparency in the process, and ultimately responded with a better experience—and we're thrilled to be recognized by *MagnifyMoney* as the most improved banking app for 2017."

About First Tech Federal Credit Union

First Tech Federal Credit Union is an \$11+ billion institution headquartered in Mountain View, California. It is the nation's premier credit union serving the world's leading technology-oriented companies and their employees, including HP Inc., Hewlett Packard Enterprise,

Microsoft, Agilent, Intel, Cisco, Amazon, Nike, CH2M, Intuit, Google, and more. First Tech is recognized as the industry catalyst for delivering effortless banking experiences to more than 500,000 members through its 41 branch locations, more than 5,600 CO-OP Shared Branch locations, 30,000 CO-OP Network ATMs, and online platforms. First Tech offers a full range of financial services, including traditional banking, online banking, mortgages, financial planning, various consumer loans, and insurance services. Federally insured by NCUA. Equal Housing Lender. For more information, visit www.firsttechfed.com.

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