



# First Performance Raises \$17.5M to Accelerate and Expand its Global Presence

*The growth funding comes from leading financial services industry and venture partners*

ATLANTA, GA, UNITED STATES, January 26, 2017 /EINPresswire.com/ -- First Performance Global, today announces the closing of a \$17.5M funding round led by Mastercard that includes RRE Ventures, Regions Financial and Synchrony Financial.



This new funding signifies a major milestone for First Performance.”

*A. Wayne Johnson, CEO of First Performance Global*

“This new funding signifies a major milestone for First Performance” said A. Wayne Johnson, CEO of First Performance Global. “As we continue to grow sales and expand our presence around the world, this funding and the strategic partnerships with these investors will provide us with the resources to not only increase our momentum in winning new business in key markets, but also grow our global

operations and product technology teams to support that expansive growth.”

Card issuers worldwide are experiencing an ever-increasing demand from their customers for mobile self-service technologies along with additional controls and alerts around their card-usage activities. Security, peace-of-mind and an improved customer engagement experience are key elements in the market awareness and demand for the First Performance platform.

“In this increasingly digital world, we are focused on enabling our issuers with solutions that deliver a balance of security and convenience for their customers,” said Carlos Menendez, President, Enterprise Partnerships, Mastercard. “This continued collaboration with First Performance will help meet consumers’ increased needs everywhere and every way they shop and pay.”

“As the global leader in providing card issuers with a real-time cardholder alerts, controls and engagement platform, we have followed First Performance since its inception and know it to be a company whose management team has a solid track record of success,” said James D. Robinson, III, Partner RRE Ventures, “We believe they are poised for major growth in 2017 and are excited to help support their plans.”

“At Synchrony Financial, we build relationships that provide value for our merchant and service provider partners and cardholders,” said Neeraj Mehta, Executive Vice President, Business Strategy and Development at Synchrony Financial. “Our shared focus on innovation with First Performance Global will allow us to offer an enhanced experience through increased security and tailored capabilities.”

## About First Performance Global

First Performance Global provides a market leading card management and customer engagement platform for card issuers worldwide. Integrating with existing card authorization systems through an easy-to-deploy service, they deliver robust end-user controls providing greater security, peace-of-mind and improved self-service to cardholders. Issuers benefit from enriched customer engagement,

loyalty, and revenue opportunity while reducing fraud expense.

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