



MEDIA RELEASE

Wave appoints SoFi CMO Joanne Bradford to the board, continues push into disruptive financial services

Toronto, October 2, 2018 – Today Wave (waveapps.com) announced the appointment of Joanne Bradford to the Wave board as the company continues its aggressive growth into financial services for entrepreneurs.

The announcement follows last week's milestones announced by Wave:

- More than 3.5 million businesses registered with Wave
- Adding ~70,000 new small businesses per month
- More than \$3 billion moved for small business customers via Wave's payments and payroll services
- 185 employees and growing

Bradford is an experienced senior executive in financial services, currently serving as CMO at SoFi, the leading personal finance lender, where she oversees marketing, business development and partnerships. Bradford joined SoFi from Pinterest, where she led global partnerships, platform adoption and monetization efforts, following groundbreaking executive leadership roles at Yahoo!, Microsoft, The San Francisco Chronicle and BusinessWeek.

"Few people have accomplished what Joanne has done, building a career that spans tech giants and startups, and leading super-fast sustainable growth in disruptive financial services. Her fintech insights and experience will guide Wave's ongoing growth as we change the way entrepreneurs around the world interact with their money," says Wave CEO and co-founder Kirk Simpson.

"Wave has already achieved extraordinary growth, first as a software startup and then as a true fintech disruptor," says Bradford. "I believe the opportunity in front of Wave – to bring insights, financial services, and cash flow solutions to millions of small business owners – is even greater, and I'm looking forward to being part of Wave's next steps."

Bradford's appointment was secured through theBoardlist, a talent marketplace that connects highly qualified women leaders with opportunities on the boards of public and private companies. "When we decided to add talent to our board, it made sense to couple this with our commitment to improve diversity and representation at Wave and in tech," says Simpson. "I'm a big supporter of what theBoardlist is doing for the industry."

The Wave Board

Bradford joins an already impressive board including financial and Silicon Valley heavyweights. Last year, Wave appointed Neal Wolin to the board. From 2009 to 2013, Wolin was the Deputy Secretary of the United States Treasury. He has served in the White

House and the Treasury in two presidential administrations in a range of capacities, and played a key role in formulating and executing the U.S. government's response to the financial crisis of 2008-2009. Wolin is currently CEO of The Brunswick Group, a global critical issues advisory firm and an advisory partner at Social Capital and Data Collective Venture Capital, both Silicon Valley venture capital firms.

The Wave board also includes Devdutt Yellurkar (CRV), Damien Steel (OMERS Ventures), Peter Misek (BDC), and Wave co-founders Kirk Simpson and James Lochrie.

About Wave:

Wave has changed the way small business owners make money, move money and manage money. Launched in 2010, Wave provides financial services (payment processing, payroll) and free, award-winning software (invoicing, accounting, receipt scanning, personal finance) for entrepreneurs around the world.

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