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PLYNTY SELECTED TO PRESENT AT FINOVATE SPRING 2018

The Fintech Startup Reimagines the Financial Planning Experience to Support Mass Market and Mass Affluent Customers in a Cost-Effective Way

HERNDON, VA—April 20, 2018—*plynty* has been selected to present at Finovate Spring 2018. The annual Silicon Valley conference offers early-stage and promising fintech startups an opportunity to share their innovations with a “who’s who” of the financial services and technology industries.

At this year’s conference, *plynty* has been selected through a competitive application process to join approximately 70 other companies. *plynty* will demo their service and explain how the B2B service provides financial institutions with a valuable opportunity to meet the financial planning needs of consumers with a mobile-first experience.

“We completely reimagined retirement and lifelong financial planning through our app. It turns out that ‘How much do you need to save for retirement?’ is just the wrong question for people who are already underfunded for retirement. They simply will not be able to save enough to succeed with a traditional ‘nest egg’ approach,” said Dennis Hooks, president of *plynty*. “We help users understand how much they will need on a monthly basis to continue living their current lifestyles in retirement. We offer a simple step-by-step planning process and straightforward advice to help them meet their goals.”

While the app’s innovations uniquely position the app, its value is especially evident in data from ongoing testing. For instance, 30% of customers that download the app complete a retirement plan without any additional follow-up required.

“There’s a national retirement crisis,” said Sharon deMonsabert, chairwoman of *plynty*. “It’s hard for many people to get professional advice, as financial advisors charge high hourly rates or percentage-based fees. There has been no service available that makes retirement planning as accessible, easy, and cost-effective as tax preparation software has been with taxes. That’s why we’re launching *plynty*.”

ABOUT PLYNTY

plynty, LLC was founded to address the retirement crisis in America through the use of innovative technologies. Its team believes that financial advice should be easy to access and understand, and that people should have complete control over the decisions that guide their future. plynty is a wholly owned subsidiary of AEM Corporation, a diversified services firm based in Herndon, VA. Learn more at plynty.com.

ABOUT FINOVATE

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