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FINANCE of AMERICA™

Finance of America Names Jason Rudman as Chief Customer Officer

Brings Track Record of Enhancing Customer Experiences, Enterprise Value for Financial Services Companies

IRVING, Texas--(BUSINESS WIRE)-- Finance of America Companies Inc. (NYSE: [FOA](#)), a high-growth consumer lending and services platform, today announced that Jason Rudman has joined the Company as Chief Customer Officer.

In this newly created role, Rudman will oversee one of Finance of America's long-term strategic initiatives focused on further enhancing the customer experience across its entire ecosystem. Rudman will focus on identifying more personalized and impactful customer touchpoints designed to help meet customers' diverse financing needs at various stages in life. He joins the Company's executive team and reports directly to CEO Patricia Cook.

"With the customer at the center of our expansive and growing lending universe, we aim to be their trusted partner throughout their lifelong financial journey. To that end, we are committed to taking more deliberate steps to ensure they can seamlessly navigate our numerous offerings and end-to-end solutions designed to help them achieve their individual financial goals at various stages of life – whether through a mortgage, a refinance, a reverse, home improvement financing, a student loan, or other specialty lending solutions," said Cook.

Among his primary responsibilities, Rudman will seek to enhance the customer engagement ecosystem by developing and implementing a unified vision that aligns Finance of America's sales, operations, and support functions to optimize the value of its customer relationships, accelerate digital transformation, and deliver a best-in class customer experience.

Cook added, "Jason will play a key role in helping Finance of America realize our long-term vision and maximize lifetime household value by building enduring multi-generational relationships with customers that improve their financial lives. His previous work in helping companies build world-class experiences that enhance customer loyalty and retention while increasing enterprise value is second to none. I am extremely excited to welcome him to the Finance of America team."

Prior to joining Finance of America, Rudman was GM, Head of Deposits and Retail Payments for USAA, where he oversaw product strategy and development, pricing, member experience, continuous improvement, agile delivery, and first-line risk management for USAA's checking, debit, fee income and money movement experiences. Previously, he held various positions with KeyBank, most recently serving as EVP, Head of Consumer Payments and Digital, overseeing the strategy and business growth for KeyBank's consumer digital experience and payments products. Before that, Rudman spent 13 years with American Express, where he held various roles with increasing responsibility, focused on

digital UX, product development, customer acquisition, customer engagement and product management, before ultimately leading the growth of the U.S. prepaid business.

“I am thrilled to join Finance of America as we focus on prioritizing people over products and experiences over transactions with a business model that aims to be refreshingly different in serving the needs of customers in the lending arena. I look forward to playing a role in the Company’s ongoing commitment to build trust and create enduring lifelong relationships with its customers while empowering lasting financial progress through personalized, omnichannel experiences,” said Rudman.

About Finance of America Companies

Finance of America (NYSE: FOA) is a dynamic, high-growth consumer lending platform that provides customers at various stages in life with access to a diverse range of flexible, end-to-end home financing and home equity solutions. Product offerings include mortgages, reverse mortgages, and loans to residential real estate investors distributed across retail, third-party network, and digital channels. In addition, Finance of America offers complementary lending services to enhance the customer experience, as well as capital markets and portfolio management capabilities to optimize distribution to investors. The Company is headquartered in Irving, TX. For more information, please visit www.financeofamerica.com.

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Media Relations Contact: pr@financeofamerica.com

Investor Relations Contact: ir@financeofamerica.com

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