

October 23, 2015



Synchrony Financial at Money20/20

Through innovation and strategic partnerships, Synchrony Financial is helping shape the future of financial technology

STAMFORD, Conn.--(BUSINESS WIRE)-- Learn more about Synchrony Financial's digital innovation at [Money 20/20](#), October 25-28, 2015 in Las Vegas, NV. Visit us at Booth #2114 to see how we engage the digital customer and our CEO, Margaret Keane, will moderate a panel discussion on "[The Retail Engagement Journey: Mobile, Local & Personalized](#)."

This Smart News Release features an interactive multimedia capsule. View the full release here: <http://www.businesswire.com/news/home/20151023005792/en/>

(Photo: Business Wire)

Integrated Technology

- **Mobile Apply:** Mobile credit applications
- **Mobile Servicing:** Our mobile account management product
- **Digital Card:** Digital version of a private label credit card or Dual Card enables in-store account lookup and proprietary mobile payments functionality
- **Mobile Payments:** Digital version of a private label credit card or Dual Card enables in-store account lookup and proprietary mobile payments functionality

Innovation & Technology Awards

- [InformationWeek Elite 100](#)
- [Loyalty 360](#)
- [CIO Magazine 2015 CIO 100](#)
- [PYMNTS.com® 2015 Innovator Award](#)
- [Gartner's Cool Business Awards](#)

Related News Releases

- [Synchrony Financial Launches CarCareONE Mobile App to Deliver Account Servicing, Store Locator Functionality, and Special Offers to Millions of Cardholders' Smartphones](#)
- [Synchrony Financial Takes the Lead in Enabling Private Label Credit Card Benefits for Samsung Pay](#)
- [Synchrony Financial Enables Private Label Credit Card Benefits Through Samsung Pay](#)

- [Synchrony Financial Integrates Private Label Credit Cards and Patented Dual Cards with Apple Pay](#)

News Coverage

- [Synchrony Financial CIO Discusses Innovation in Payments Industry \(Payment Quarterly, August 31, 2015\)](#)
- [Credit Card Firm Synchrony Financial Uses Analytics to Help Retailers Clinch Deals \(CIO Journal/WSJ.com blog, June 19, 2015\)](#)
- [Exclusive Interview with the CIO of Synchrony Financial \(Let's Talk Payments, June 3, 2015\)](#)
- [The State of Mobile Payments: Three Questions for Carol Juel, EVP & CIO at Synchrony Financial \(Payment Week, May 13, 2015\)](#)
- [This financial company has an entire lab dedicated to revolutionizing mobile shopping \(Business Insider, May 6, 2015\)](#)

About Synchrony Financial

Synchrony Financial (NYSE:[SYF](#)) is one of the nation's premier consumer financial services companies. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables*. We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' over 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Synchrony Financial (formerly GE Capital Retail Finance) offers private label and co-branded Dual Card™ credit cards, promotional financing and installment lending, loyalty programs and FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com, [facebook.com/SynchronyFinancial](https://www.facebook.com/SynchronyFinancial) and twitter.com/SYFNews.

*Source: The Nilson Report (April, 2015, Issue # 1062) - based on 2014 data.

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