

Canadian Fintech to Play Key Role in TD's Digital Engagement Strategy

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Bank deepens relationship with Canadian fintech Flybits to collaborate on personalized mobile experiences for 12 million digital customers on both sides of the border

TORONTO, Oct. 11, 2018 /CNW/ - TD Bank Group (TD) and [Flybits](#) announced today the expansion of their current Canadian banking technology relationship to now include an agreement to collaborate on providing enhanced, micro-personalized mobile experiences to customers of TD Bank, America's Most Convenient Bank® (TD Bank).

In Canada, Flybits powers the TD for Me mobile concierge app and a number of TD's most popular digital customer experience enhancements within North America's #1 banking app - the TD mobile app.

"Deepening our relationship with Flybits, a true Canadian technology innovator with roots in Ryerson University's Digital Media Zone, helps us ensure we're offering relevant, meaningful experiences to our customers that truly meet their evolving needs and expectations," says Rizwan Khalfan, TD's Chief Digital Officer. "We've reached some major innovation milestones together in Canada, and expanding our relationship will allow us to build on our learnings and product development wins to continue to evolve our digital offerings both in Canada and in the U.S."

Under the terms of the expanded agreement, Flybits, with headquarters in Toronto, and offices in the San Francisco Bay Area and London UK, will help TD Bank deliver contextual customer engagement – including offers, tips, and relevant, proximity-based information while on the go – to its future U.S. mobile strategy. Today, TD for Me digital concierge services are only available in Canada.

"Our collaboration with TD has helped to propel our business forward and expanding our relationship will put us in a distinguished position as we continue to grow our business internationally," says Dr. Hossein Rahnema, Founder and CEO, Flybits. "Banks are offering lifestyle-focused digital services that make it easier for customers to live their lives and as a data intelligence company, we see immense opportunities to work with TD to power new experiences for their U.S. customers."

TD for Me users in Canada currently benefit from a digital concierge service that tailors customer experiences based on their location and interests; a Mobile Mortgage Concierge, which uses geolocation technology to connect customers directly with mobile mortgage specialists who are nearby and available; identifies offers and TD sponsored events; nearby branch, ATM and Foreign Exchange locations; GO Train Line schedule alerts using location data from 65 GO stations made available by open Application Programming Interfaces (APIs) from Metrolinx and the bank's data analytics engine directly relaying delays and other information directly to their mobile device.

TD Canada Mobile App Wins in Customer Experience

The TD mobile app has consistently held the number one position in the finance category on both the Google and Apple App stores (Canada) and consistently ranks #1 among Canadian retail banking apps according to Silicon Valley-based app analytics and market data firm, App Annie.

Among Canadian retail banking apps, according to App Annie, TD has earned the top spots across a number of key metrics for a record 12 consecutive months, including:

- Monthly active users
- Number of app downloads, which measures the rate of user acquisition
- Average sessions per user, an indicator of engagement that takes into account ease of use and functionality
- Favourable review scores

More recently, according to comScore, when it comes to average monthly unique visitors, the TD Canadian mobile experience has increased by 70 per cent year over year based on the monthly averages May – July / Q3 2017 vs. Q3 2018.

TD Continues to Expand Fintech Arrangements

TD recently signed a commercial licensing agreement with [The Hydrogen Technology Company](#) (Hydrogen), a recognized leader in the design of financial technology platforms. TD will use Hydrogen's technology to offer clients who invest with TD a complete, end-to-end digital investing experience. The initial phase of the design will integrate Hydrogen's APIs into the WebBroker platform, creating a unique offering for TD Direct Investing clients to build their own financial plans and portfolios, while allowing them to track progress against personal financial goals.

The agreement makes TD the first Canadian bank to offer clients the ability to independently create financial plans and investment portfolios, all seamlessly integrated via an online brokerage account.

About TD Bank Group

The Toronto-Dominion Bank and its subsidiaries are collectively known as TD Bank Group ("TD" or the "Bank"). TD is the sixth largest bank in North America by branches and serves more than 25 million customers in three key businesses operating in a number of locations in financial centres around the globe: Canadian Retail, including TD Canada Trust, TD Auto Finance Canada, TD Wealth (Canada), TD Direct Investing, and TD Insurance; U.S. Retail, including TD Bank, America's Most Convenient Bank®, TD Auto Finance U.S., TD Wealth (U.S.), and an investment in TD Ameritrade; and Wholesale Banking, including TD Securities. TD also ranks among the world's leading online financial services firms, with approximately 12 million active online and mobile customers. TD had CDN\$1.3 trillion in assets on July 31, 2018. The Toronto-Dominion Bank trades under the symbol "TD" on the Toronto and New York Stock Exchanges.

SOURCE TD Bank Group

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