



FOR IMMEDIATE RELEASE

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First Bank of the Lake Joins American Fintech Council (AFC)

Osage Beach, MO (October 29, 2024) – First Bank of the Lake is pleased to announce our membership in the American Fintech Council (AFC), an association that unites responsible fintech companies and forward-thinking banks dedicated to advancing embedded financial solutions. This membership, which builds on our recent partnership with fellow AFC member Infinant, ([Infinant Press Release](#)) represents our commitment to responsible innovation that prioritizes our communities and customers. As the financial industry embraces digital transformation, alliances like these allow us to stay at the forefront of developing solutions that strengthen and support the needs of those we serve.

“Joining the American Fintech Council is a meaningful step for First Bank of the Lake as we expand partnerships with innovative fintechs and enhance our digital capabilities,” said Ana Liza Grandner, Chief Payments Officer. “Our commitment to responsible, people-centered innovation drives us to leverage advanced financial technology to support communities and businesses alike.”

With over 16 years in digital payments and fintech, Ana Liza Grandner, alongside Phil Bianco, our Chief Technology Officer with 27 years in technology leadership and over a decade in fintech expertise, drives First Bank of the Lake's strategic vision for embedded finance. Together, they lead a digital banking strategy rooted in a "compliance-first" philosophy that not only fosters transformative fintech partnerships but also ensures our solutions align with rigorous regulatory standards. This emphasis on compliance and regulatory integrity enables us to provide secure, scalable, and transparent solutions, reinforcing our commitment to balancing innovation with the regulatory rigor our clients and communities rely on for their financial well-being.

This new membership with AFC also supports our Private Label Banking product, a solution created to empower businesses and fintech firms to offer seamless, customized financial services under their own brand. With over \$1 billion in assets, we're excited to continue growing through partnerships that reflect our values of responsible innovation and broaden access to essential financial services across communities.

About First Bank of the Lake

First Bank of the Lake, headquartered in Osage Beach, Missouri, has been serving the financial needs of individuals and businesses for over 39 years. Known for its customer-centric approach, the bank operates with employees across 35 states and offers a comprehensive range of deposit and lending services, including residential mortgages and commercial lending.

For more information, please visit <https://www.fblake.bank>, Member FDIC and Equal Housing Lender.

About American Fintech Council (AFC)

A standards-based organization, AFC is the premier trade association representing the largest financial technology (Fintech) companies and innovative banks offering embedded finance solutions. AFC's mission is to promote a transparent, inclusive, and customer-centric financial system by supporting responsible innovation in financial services and encouraging sound public policy.