

**LUMINUS FINANCIAL LAUNCHES LUMI, THEIR AI-POWERED CHATBOT
FOR A CLEARLY BETTER DIGITAL BANKING EXPERIENCE**

tunl.chat

TORONTO, ON – February 22, 2021 - FICANEX[®] is pleased to announce that **Luminus Financial** has launched their fully customized AI-powered chatbot, Lumi, using tunl.chat technology. Through machine-learning and artificial intelligence, Lumi will provide Luminus Financial members, and many other chatters landing on the Luminus website, personalized and conversational banking with the click of a button.

“The way people interact with their banking institution has changed,” says George De La Rosa, CEO at Luminus Financial. “Members are looking for support and information outside of traditional hours and branch locations. tunl.chat allows us to adapt to those changes and serve our members no matter when or where they are looking for support.”

Luminus Financial joins a growing number of financial institutions seeking ways to provide self-service to members in an increasingly digital space. Through tunl.chat, Lumi can fully automate up to 70% of inquiries with the power to answer questions on a wide variety of topics. This allows for reduced call wait times and empowering staff to focus on high-value, revenue generating interactions. With access to extensive data analytics, Luminus Financial can identify key opportunities to improve the service experience and increase customer satisfaction.

“We are excited for the launch of Lumi because we know that our members will be able to get the support they need 24 hours a day, 365 days a year, while ensuring we continue to empower our staff to do what they do best,” adds De La Rosa. “We look forward to watching Lumi’s positive impact on our members and organization.”

“We are thrilled to have worked with Luminus Financial on this exciting project for their credit union and to have assisted them to provide their members with forward-thinking digital self-services. We look forward to watching Lumi grow and evolve in the coming months and year and to giving Luminus chatters the information they are looking for, anytime, anywhere,” says Andrew Obee, President & CEO of FICANEX.

About FICANEX:

FICANEX strives to empower financial services providers to accelerate innovation by providing next-generation digital services for over 160 financial institutions across Canada, allowing them to effectively compete in the digital era of financial services. FICANEX consists of FICANEX Services Limited Partnership which owns and operates THE EXCHANGE Network; Canada’s largest surcharge-free ATM network, and FICANEX Technology Limited Partnership which developed and supports the tunl. technology platform.

For more information please visit:

www.ficanex.ca

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About Luminus Financial:

Luminus Financial, founded in 1951, provides Clearly Better Banking solutions to close to 5,000 Member-Owners across Southern Ontario. With close to \$200 million in assets, and two branches centrally located in Downtown Toronto and the community of Weston, our vision is to be our Member-Owners' first choice for financial products, services, and advice.

For more information please visit:

www.luminusfinancial.com

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