

Nomis Solutions Appoints Director of Banking EMEA to Senior Executive Team in Europe

San Bruno, CA – May 6, 2014 – Nomis Solutions is delighted to announce the appointment of Damian Young to its senior executive team in Europe. Damian joins the company as Director of Banking for EMEA, where he will be the lead consulting Director with a focus on deposits management for banks. Having spent the last 25 years in the financial services industry, he brings a wealth and depth of experience to Nomis Solutions that positively complement the services offered to client banks across the EMEA region.

Fast-growing Nomis combines cutting-edge Silicon Valley approaches to big data, advanced modeling, and deep analytics to help large and medium-sized retail banks better understand their customers. Using Nomis solutions, these banks can deliver win-win products and pricing in an environment that is increasingly competitive, highly disruptive, and marked by rising interest rates.

Damian has held a number of senior positions within the Bank of Ireland Group in Ireland and across the EMEA region. Most recently, Damian was Head of Deposits and Current Accounts for Bank of Ireland, where he managed the retail deposits portfolio of over €36bn. In this role, he navigated the management and growth of the deposits portfolio through the recent funding crisis and into the recovery period where the focus was on price management and stability. His responsibilities included the end-to-end deposits proposition for Bank of Ireland and encompassed product design, funding management, stability management, and channel deployment. Damian's other senior positions at the Bank of Ireland included Head of Customer Management and Data Analytics, Head of Small Business Banking, and Head of Bank of Ireland International Advisory Services. In these roles, he directed data-driven strategies, customer insights, the management of loan portfolios for small business, and he also led consulting services with banks across Europe, Central Asia, Middle East, and Africa.

Speaking on the appointment of Damian, Steve Bradford, Nomis Managing Director for Europe, commented, "Damian brings a depth of experience to and understanding of the challenges that banks face in the effective management of pricing and cost management of deposit and loan books. The ability to bridge our solutions with practical, experiential, and strategic insights allows clients to know that they are getting cutting-edge technology, data-driven models, and valuable advisory services. We are thrilled to have Damian on board with Nomis and are already seeing a big impact from his expertise and banking insights."

About Nomis Solutions

Nomis Solutions provides best-in-class pricing and profitability technology for financial services companies. By combining a big-data platform with advanced analytics, innovative technology, and tailored business processes, Nomis delivers quick time-to-benefit and improves financial and operational performance throughout the customer-acquisition and portfolio-management processes. In over 50 implementations, Nomis customers have optimized over \$600 billion in banking transactions and generated over \$600 million in incremental profits.

Headquartered in San Bruno, CA, Nomis Solutions also has offices in Toronto and London. Visit www.nomissolutions.com or contact us at info@nomissolutions.com or 1-650-588-9800 or +44 0207 812 7251.

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