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LEVERAGE Deepens Commitment to Valiify with Strategic Investment

TALLAHASSEE, Fla. — *LEVERAGE*, the service corporation for The League of Credit Unions & Affiliates, is proud to announce a strategic investment in Valiify, a modern digital account opening and loan origination platform provider, building on the partnership announced earlier this year.

Since launching the partnership in June, *LEVERAGE* has seen strong early interest from credit unions in Valiify's platform, reinforcing both the need in the marketplace and the opportunity ahead. This investment allows *LEVERAGE* to deepen its commitment to Valiify, supporting the company's continued growth as it brings its platform to more credit unions and expands the features and functionality available to them.

“Credit unions are counting on organizations like *LEVERAGE* to help them access the modern technology they need to compete while preserving the member-focused service that sets the credit union movement apart. This investment is an example of that commitment in action,” said John Bratsakis, CEO of The League of Credit Unions & Affiliates.

“The response we’ve seen from credit unions since announcing our partnership reinforced what we believed from the beginning: there is a real need for technology that makes modern account opening and lending more accessible,” said Steve Willis, President of *LEVERAGE*. “Our investment in Valiify reflects our confidence in the platform, the team behind it, and the opportunity to create long-term value for credit unions.”

“This investment represents more than capital. It reflects a shared belief that community financial institutions deserve access to technology built around the way they operate and serve their members,” said Ted Coy, Co-Founder & CEO of Valiify. “With *LEVERAGE* as both a strategic partner and investor, we have an even greater opportunity to bring Valiify to credit unions looking to modernize, grow, and compete.”

The Valiify investment expands *LEVERAGE*'s portfolio with a platform designed to help credit unions modernize digital onboarding and lending, strengthen member relationships, and grow more efficiently while preserving the personalized service that sets credit unions apart.

To learn more about how *LEVERAGE* partners can support your credit union, visit www.myleverage.com or contact a League Consultant at consult@myleverage.com.

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About *LEVERAGE*

LEVERAGE, the service corporation for The League of Credit Unions & Affiliates, is the business services provider that leverages credit union system resources, relationships, and industry knowledge for optimal performance and sustained growth of its clients and business partners. It works to offer credit unions best-in-class products and services that result in reducing costs, maximizing results, and making the most difference. For more information, visit myleverage.com or follow LEVERAGE on LinkedIn and Facebook.

About Valiify

Valiify, headquartered in Tuscaloosa, Alabama, is a purpose-built platform for community banks and credit unions seeking modern digital solutions. Founded in 2024, Valiify offers a modular system that includes digital account opening, a loan origination platform, and automated marketing tools. Their platform enables financial institutions to digitize and automate key processes, reducing manual tasks and improving customer experiences. With features such as instant credit assessments, real-time fraud detection, and cross-selling capabilities for products like GAP insurance and warranties, Valiify helps institutions compete. Clients have reported significant increases in application volumes and account openings after implementing Valiify's solutions.