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NEWS RELEASE

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Gro Solutions' Digital Sales Platform Plays Key Role in Nationwide Expansion for NBKC

ATLANTA – Feb. 28, 2018 As Kansas City, Mo.–based NBKC (\$580 million in assets) is planning its nationwide expansion, Gro Solutions, a leading provider of digital growth solutions for banks and credit unions, announced the role that Gro Checkout™ (part of the Gro Digital Sales Platform) has played as an enabler of NBKC's growth strategy.

NBKC has successfully leveraged Gro Checkout since September 2017 to enable online account opening for mortgage and deposit account customers in Kansas and Missouri, during which time it saw a 10x increase in the number of applications with a 70 percent completion rate. This level of success served as a catalyst for NBKC's decision to offer banking services to customers nationwide. Following the expansion, NBKC will be partnering with Gro to provide commercial and SBA account opening capabilities nationally as well.

"The strategy was always to expand nationally and Gro's technology allows us to evolve into a true hybrid bank – continuing to serve our valued local customers through our physical branch network, but also provide banking opportunities to customers throughout the nation via our online and mobile banking channels," said Melissa Eggleston, Chief Deposit Officer of NBKC. "For that to happen, we needed a quick, easy process for customers to open accounts, regardless of location and channel, and Gro's solution has fulfilled that need perfectly."

"NBKC represents a view into the future for community financial institutions as its savvy use of technology enables it to grow and compete well beyond the footprint of its existing branch network – without sacrificing the quality of customer service and user experience that is a hallmark of its brand," said David Eads, CEO of Gro.

About NBKC

Based in Kansas City, NBKC is a modern, FDIC insured bank driven to make banking simple and transparent unlike no other bank. Leveraging technology, customer feedback and innovation, NBKC does two things: helps people and businesses safely save, move and occasionally borrow money; and provides loans to refinance or purchase a home, nationwide. Visit www.nbkc.com to learn more. Live boldly. Bank simply.

About Gro Solutions

Founded in 2015, Gro Solutions provides a digital sales platform to drive acquisition growth for banks and credit unions, across all channels of their business. The Gro Digital Sales Platform features innovative and intuitive software solutions designed to optimize both the financial institution and end user experience for digital sales tasks, such as account opening and loan origination. For more information, visit www.grobanking.com, or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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