



## **Versatile Credit, Fortiva Financial & YBUY Partner To Offer National Secondary Lending & Lease-To-Buy Program**

*Partnership creates suite of new lending offerings for retailers*

**Mechanicsburg, Pa. – October 21, 2014** – Versatile Credit, the leading provider of innovative solutions linking lenders with consumers applying for credit in retail stores, today announced a partnership with Fortiva | YBUY. This partnership gives retailers a greater choice when selecting their portfolio of lenders and utilizing Versatile Credit kiosks. Versatile Credit is a business unit of Versatile Systems Inc. (TSX Venture Exchange: VV).

The Versatile Credit self service kiosk solution, used in thousands of retail locations throughout North America, allows consumers to privately and securely apply for credit with primary lenders. The solution also seamlessly transitions data provided on in-store credit applications that are denied by a primary lender to the retailer's preferred secondary lender and lease-purchase provider.

"The integration of the combined Fortiva second-look credit and YBUY lease-purchase suite of lending solutions into our kiosk ecosystem will offer our retail customers a powerful set of consumer secondary lending options across all 50 states," said Rob Meyer, executive vice president, product and marketing at Versatile Systems. "Fortiva | YBUY has over 17 years of expertise in the alternative payment industry and their proprietary credit models take advantage of multiple data resources to maximize approvals while providing automated instant decisions on applications. Our partnership enables Versatile to further enhance our self service credit solution, significantly reducing credit denials, which drives retailer revenue and profit."

"Providing our consumer financing and lease-purchase payment solutions on Versatile Credit kiosks will enable retailers to simplify their own processes while providing outstanding service to their customers," said James Warrington, senior vice president of sales at Fortiva Financial.

Retailers using the Versatile Credit solution typically see a 20 percent rise in applications with an increase in retail transaction size of over 15 percent. The application process using a Versatile Credit in-store kiosk is private, secure, quick and easy to complete. Transaction decisions are returned in seconds. Since 2007, consumer applications using the Versatile Credit ecosystem have resulted in more than \$8 billion in approved transactions.

Versatile Credit's ecosystem includes leading lending and finance partners with software and services, stylishly designed hardware and engaging visual content

that deliver an exceptional consumer experience driving more applications, more approvals and more sales. It offers a perfect solution for retailers with customers needing additional payment options to acquire products across a wide range of markets, especially in furniture, flooring, mattress, jewelry, automotive and electronics stores.

### **About Fortiva Financial & YBUY**

Fortiva Financial and YBUY, headquartered in Atlanta, Ga., provide retailers industry leading point-of-sale payment solutions. Offering both a Fortiva “second look credit” and/or YBUY “rent-to-own” option via one integrated solution Fortiva | YBUY provides merchants with the most flexible alternative payment solutions for their less-than-prime customers.

Fortiva Financial, through its bank partner, provides a second look lending alternative offering revolving and installment loans for customers declined by traditional prime financing sources. [www.FortivaFinancial.com](http://www.FortivaFinancial.com)

YBUY provides lease-purchase programs for customers desiring no credit check, 90 days same-as-cash, or unbanked alternatives. [www.YBUYsolutions.com](http://www.YBUYsolutions.com)

Over the span of 17 years Fortiva and YBUY developed successful partnerships with some of the largest electronic, wireless, furniture, educational, elective medical, jewelry, and home improvement brands in the industry. Operating on the module of flexibility, innovative technology, excellent customer service and consistent positive results Fortiva and YBUY help retailers grow their business by capitalizing on previously missed opportunities.

### **About Versatile**

Versatile is a multi-disciplinary technology company with solutions across the mobile, digital signage, IT infrastructure, software and hardware landscape. The company’s products are utilized by Fortune 500 companies, leading financial institutions and large and small retail organizations. For more information, please visit [www.versatilecredit.com](http://www.versatilecredit.com) and [www.versatile.com](http://www.versatile.com)

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