



May 15, 2014

George W. Bush, Financial Services Innovation Highlight Largest-Ever Fiserv Client Conference

- | Fiserv Forum 2014, the annual spring conference for Fiserv clients, wraps up four-day gathering in Las Vegas
- | More than 4,000 attendees converged for technology-focused financial services event
- | Over 175 sessions offered insight into top of mind issues for financial services organizations

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#) Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that George W. Bush, the 43rd President of the United States, addressed an audience of more than 4,000 financial services professionals at Forum, its spring client conference held May 12-15 in Las Vegas.

President Bush shared insights on world events, leadership and the intersection of financial services, public policy and government. The format was driven by topics requested by attendees and moderated by Jeff Yabuki, President and Chief Executive Officer of Fiserv, who opened the conference.

Yabuki presented an overview of potential industry disruptors and put forth thought-provoking ideas on what financial institutions can do to remain competitive, responsive and profitable in the face of evolving consumer expectations, non-traditional competitors, and increasing economic and regulatory pressures. His address focused on how, in the midst of industry transformation, financial institutions must rethink their business models to focus on consumer value.

"The financial services industry is in the middle of epic change. It's time for financial institutions to reimagine the banking experience, embracing technology that deepens the customer relationship by delivering value in the form of speed, ease and convenience," said Yabuki. "The combination of market change and technology adoption are impacting almost every aspect of our lives, and creating opportunities to better serve customers and define new growth."

Ron Johnson, the visionary retail executive who launched Apple's entry into retail with such concepts as the Genius Bar, also addressed the conference's opening session. Based on his work at Target, Apple and JCPenney, Johnson shared perspectives on driving business transformation through re-imagining the customer experience.

As part of Forum, Fiserv sponsored a community outreach program to promote financial literacy for local youth through the Boys & Girls Clubs of Southern Nevada.

Forum featured more than 175 educational and strategy sessions, covering the areas impacting financial services right now and implications for the future. Based on proprietary Fiserv research, conference content was carefully crafted to deliver actionable insights that financial leaders can use to improve the growth, efficiency and profitability of their institutions, including sessions focused on retail and business banking, lending, digital banking and payments, investment services, biller channels, and performance, risk and analytics.

Additional Resources:

- | Fiserv, Inc. - <http://www.fiserv.com>
- | Twitter - [@Fiserv](#)
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About Fiserv

This year, Fiserv Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE[®] magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by driving innovation in payments, processing services, risk and compliance, customer and channel management, and

business insights and optimization. For more information, visit www.fiserv.com.

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Media Relations:

Britt Zarling
Vice President, Communications
Fiserv Inc.
414-526-3107
britt.zarling@fiserv.com

or

Additional Contact:

Wade Coleman
Director, Public Relations
Fiserv Inc.
678-375-1210
wade.coleman@fiserv.com

Source: Fiserv Inc.

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