

WITH KAIKU'S NEW BUDGETING TOOL, MANAGING FINANCES IS EVEN EASIER.



KAIKU LAUNCHES NEW BUDGETING TOOL FOR THEIR MOBILE APP

(Westlake Village, Calif.) – August 6, 2015 — Kaiku Finance LLC just released the new easy-to-use Budgeting Tool for their prepaid card's mobile app. The Kaiku Visa[®] Prepaid Card is geared towards the emerging millennial generation (ages 18 – 34), a mobile demographic banking like nobody else.

Kaiku embraces the digital sphere, exactly where the millennial demographic likes to do business. This generation, already immersed in student loans, is not interested in running up credit cards and accruing more debt. So Kaiku's reloadable prepaid card and mobile app is a perfect fit for them. Now, with the Budgeting Tool, they can easily use Kaiku for money management, too.

"Innovation is the key to capturing this audience. They gravitate towards doing things their own way and that doesn't usually include banking in the traditional sense," said David R. Smith, Kaiku's Head of Marketing. "Millennials like the convenience, the transparency regarding fees, and the predictability of the cards. With the launch of our new Budgeting Tool, managing their finances became even easier."

The Budgeting Tool allows card users to set a monthly spending limit for six main categories – Dining & Entertainment, Bills & Utilities, Travel & Transport, Groceries, Shopping, and Other – to keep their finances on track.

Just load it and use it to pay bills, spend money, make deposits from your phone, check your balance, even make charitable donations. And, just to keep things convenient, Kaiku automatically connects card users to over 55,000 surcharge-free ATMs located in several countries.

Kaiku has been recognized by Paybefore[™], a leading provider of information to the prepaid and mobile payments industry, in its 2015 Head of Class category for delivering superior financial services to the youth-student market.

Cardholders are encouraged to share their colorful lives on social media with the Kaiku crowd with #MyEveryday.

ABOUT KAIKU FINANCE LLC

Kaiku Finance LLC is a provider of forward-thinking prepaid products and services, offering convenient, flexible, and affordable alternatives to traditional banking. The Kaiku Visa Prepaid Card is a next-generation, reloadable debit card that empowers cardholders to more comfortably manage their finances by combining low fees with unsurpassed access, convenience, and mobility. Product information can be located at www.kaiku.com