



FINANCE of AMERICA

NEWS RELEASE

Finance of America Announces Strategic Leadership Additions to Drive Digital Innovation in Home Equity Retirement Solutions

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Brian Conneen Joins as Chief Information Officer; Karime Benaissa Joins as Chief Customer Officer

New Executive Hires Poised to Modernize Reverse Mortgage Experience with a More Seamless Customer Journey

PLANO, Texas--(BUSINESS WIRE)-- Finance of America Reverse LLC (“Finance of America” or the “Company”), a leading provider of home equity-based financing solutions for a modern retirement and a part of Finance of America Companies Inc. (NYSE: FOA), announced two key executive hires to accelerate its strategy of redefining the reverse mortgage market through digital transformation. These strategic appointments reinforce Finance of America’s commitment to modernizing a corner of the mortgage industry that presents significant opportunity to improve customer experiences with innovative technology.

Brian Conneen – Chief Information Officer, Finance of America (Photo: Business Wire)

Joining as Chief Information Officer (CIO) is Brian Conneen, a

seasoned fintech leader who played a pivotal role in scaling personal loan provider Best Egg from its inception to serving over two million customers. With a deep background in digital lending and financial technology, Conneen brings a proven track record of launching digital-first products that drive both customer growth and operational efficiency. His expertise in leveraging technology for strategic growth will be key in Finance of America’s technological evolution – where he will lead the charge in implementing modern, scalable solutions to both



consumers and lender partners who wish to unlock home equity with greater efficiency, transparency, and accessibility.

Also joining Finance of America's executive team as Chief Customer Officer (CCO) is Karime Benaissa. Benaissa possesses extensive hands-on experience in digital operations and e-commerce, having held leadership roles at global consumer retailers such as Amazon, Petco, and Neiman Marcus, where he accelerated the growth of their digital businesses with differentiated experiences developed through a deep focus on the customer. At Finance of America, Benaissa will spearhead a comprehensive digital and customer experience transformation to create seamless online and offline interactions that better serve older homeowners seeking financial flexibility. His leadership will also help lower the barriers that traditional lenders face when incorporating reverse mortgages into their offerings. Benaissa will work in close collaboration with Conneen and his teams to ensure technology and customer experience advancements move in lockstep.

"Finance of America is embracing the opportunity to evolve and meet customer expectations like never before in our industry," said Kristen Sieffert, President of Finance of America. "With these key hires, we are positioning Finance of America to lead the charge in transforming home equity solutions for older homeowners and for the lenders who serve them. By combining cutting-edge technology with an unparalleled customer experience, we are poised to create a new era of accessibility and trust in home equity retirement solutions."

These executive appointments mark significant milestones in Finance of America's journey to category leadership, further solidifying its position as an innovator in home equity solutions. Investors and stakeholders can expect continued momentum as the company accelerates its digital transformation and expands its market reach.

About Finance of America

Finance of America Reverse LLC dba Finance of America (NMLS 2285) is a modern retirement solutions platform that provides customers with access to an innovative range of retirement offerings centered on the home and is the consumer brand and reverse mortgage operating subsidiary of its parent company, Finance of America Companies Inc. (NYSE: FOA). In addition to the reverse mortgage business, Finance of America Companies Inc. offers capital markets and portfolio management capabilities primarily to optimize the distribution of its originated loans to investors. Finance of America is headquartered in Plano, Texas. For more information, please visit www.financeofamericacompanies.com.

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