NEWS RELEASE

Finance of America Appoints Angela Tribelli as Chief Marketing Officer

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Award-winning consumer and growth marketing leader joins FOA to strengthen category leadership and accelerate awareness of modern retirement solutions

PLANO, Texas--(BUSINESS WIRE)-- Finance of America ("FOA" or the "Company"), one of the nation's leading providers of home-equity-based financing solutions for a modern retirement, today announced the appointment of Angela Tribelli as Chief Marketing Officer, effective January 2, 2025. Tribelli will report to FOA President Kristen Sieffert and will be based in New York.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20260106942290/en/

Angela Tribelli, Chief Marketing Officer of Finance of America

In this role, Tribelli will oversee FOA's brand, communications, and growth marketing strategy, helping scale the company's reach and sharpen how its solutions are positioned across consumers, advisors, and partners.

"We are building a platform defined by scale, innovation, and a deep responsibility to the fastest-growing demographic in the country, and Angela is the rare leader whose career has been dedicated to helping organizations modernize, transform, and meet consumers where they are," said Kristen Sieffert, President of FOA. "Her expertise in reshaping brands,

architecting digital engagement, and driving growth across some of the world's most influential media and consumer companies will be invaluable as we advance our mission: educating consumers and advisors on the strategic role home equity can play in retirement and expanding access to responsible solutions that empower more Americans to age in place with confidence."

Tribelli brings more than 25 years of experience leading high-impact marketing and digital strategy initiatives, with a track record of modernizing brands, scaling audiences, and driving growth in complex, multi-platform businesses.

"Home equity remains one of the most underutilized assets in retirement, and Finance of America is helping change that through education, transparency and innovation," said Angela Tribelli, Chief Marketing Officer. "As Americans rethink how they fund retirement, FOA is uniquely positioned to lead the shift in how home equity is understood and responsibly used. I'm excited to help expand awareness, strengthen trust, and support more households in unlocking the freedom their home equity could provide."

Most recently, Tribelli served as Global Head of Consumer Marketing and Growth at Bloomberg Media, where she led full-funnel growth strategy, performance and product marketing, subscriber engagement, and cross-platform go-to-market execution across Bloomberg's digital and OTT brands. Previously, she was Senior Vice President of Performance Marketing at AMC Networks, where she helped launch and rapidly scale AMC+ across distribution partners and direct-to-consumer channels.

Earlier in her career, Tribelli served as Chief Marketing Officer at Food52, guiding brand and growth marketing for the category-defining kitchen and home e-commerce platform, and as Chief Marketing Officer at HarperCollins Publishers, where she oversaw global marketing strategy and digital product development for one of the world's largest consumer book publishers. She also held senior digital leadership roles at NYC & Company, New York City's official marketing, tourism, and partnerships organization.

Tribelli serves on the Board of Trustees at the Brooklyn Children's Museum. She holds a B.A. from Columbia University and an M.B.A. in Finance from The Wharton School of the University of Pennsylvania.

About Finance of America

Finance of America Reverse LLC dba Finance of America (NMLS 2285 Equal Housing Opportunity) 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 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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