

MPOWER Financing Names Feintuch Communications as PR Agency of Record

Innovative Fintech Provider of Student Loans Removes Financial Barriers for High-promise International Students

WASHINGTON and NEW YORK, Feb. 6, 2017 /PRNewswire/ -- MPOWER Financing (www.mpowerfinancing.com), an innovative fintech company and provider of educational loans to high-promise international students, has selected Feintuch Communications (www.feintuchcommunications.com) as its public relations firm.

MPOWER Financing was founded in 2014 by Manu Smadja and Mike Davis, two passionate and caring entrepreneurs who had been classmates in business school at INSEAD in France (*ranked #1 in the 2017 Financial Times Global MBA Ranking of the best 100 programs*), and saw the opportunity to address a financial challenge they both experienced in their higher education journeys. The company's mission is to remove financial barriers to higher education in the U.S. by providing the financial resources necessary for international students to attend and complete their undergraduate or graduate education. MPOWER Financing helps students build their credit histories and provides them with personal finance education and gateway financial products to prepare for life after college.

In the two years since its founding, MPOWER Financing has provided financing to hundreds of students pursuing undergraduate and graduate degrees at top universities and colleges ranging from Harvard to NYU to Georgia Tech. The company has received over \$150 million in loan application volume on its platform confirming the growing need of high-promise international students who do not fit the traditional credit criteria of banks or lenders.

MPOWER Financing has developed a proprietary loan origination and servicing platform with enhanced risk management controls, powered by proprietary algorithms, that helps analyze student loan applications and supports the funding process. The flexible technology can accommodate other financial lending products and services and could be licensed to other organizations at a future time. MPOWER Financing is unique among lenders to international students in that their loans are collateral-free and do not require co-signers.

"We have grown quickly in two years as the demand for our unique loan product has exceeded our initial expectations," said Smadja, CEO and co-founder of MPOWER Financing. "We have been fortunate to have attracted a diverse group of investors who have provided us with the critical debt and equity capital to get us where we are today. We are looking to Feintuch Communications to help us educate and attract additional equity and debt investors who will view us as a unique asset class that offers above market returns at moderate risk levels."

"MPOWER Financing's phenomenal success has confirmed that financing the education of high-promise international students represents an attractive investment opportunity, with a history of minimal defaults, to a broad range of investors. The MPOWER Financing story can appeal to different classes of investors with different time horizons and investment goals, and we look forward to reaching them with this compelling story," said Henry Feintuch, president, Feintuch Communications.

The MPOWER Financing account will be led by Feintuch and Richard Anderson, senior managing director, head of the firm's financial services practice.

About MPOWER Financing

MPOWER Financing is an innovative fintech company and provider of educational loans to high-promise international students who do not fit the traditional credit criteria of banks or lenders. The company's mission is to remove the financial barriers to higher education in the U.S. by providing the financial resources necessary for these students to attend and complete their undergraduate or graduate education. MPOWER helps students build their credit histories and provides them with personal finance education and gateway financial products to prepare for life after college. For more information, visit mpowerfinancing.com, or follow MPOWER on [Twitter](#), [Facebook](#), and [LinkedIn](#).


About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its

strong service ethic, senior counsel and hands-on support.

SOURCE Feintuch Communications

For further information: Henry Feintuch / Rick Anderson, Feintuch Communications, 212.808.4901 / 718.986.1596, henry@feintuchpr.com / richard@feintuchpr.com

Additional assets available online:  [Photos \(1\)](#)