

First Foundation Bank Chooses Digital Onboarding, Inc. for Its Go-To Digital Client Engagement and Communication Platform

Boston, MA (June 4, 2020) – **First Foundation Bank**, a wholly-owned operating subsidiary of First Foundation Inc. (NASDAQ: FFWM) with \$6.5 billion in bank assets, selected Digital Onboarding, Inc., which serves more than 40 financial institutions, to provide its go-to client engagement, communication, and follow-up platform.

“First Foundation is excited to pair its best-in-breed new account opening solution with Digital Onboarding’s best-in-breed engagement platform to increase client satisfaction, deepen relationships, and reduce support call volume,” said Jimmy Ton, SVP, Director of Digital Channels, First Foundation Bank. “We are growing our Digital Bank by delivering a first-class user experience and digital capabilities. Digital Onboarding, Inc. is a partner that will help us succeed by making it easier for clients to adopt critical services like online and mobile banking, direct deposit, automatic payments, and e-Statements.”

First Foundation historically relied on paper communications to educate clients about value-added services. While informative, the paper tactics did not motivate clients to act. With the Digital Onboarding platform, the bank can engage clients from the start of the relationship and throughout the client lifecycle.

“The future of banking is digital and we could not be happier to help First Foundation succeed in building a world-class Digital Bank,” said Ted Brown, CEO, Digital Onboarding, Inc. “It is only logical to promote digital banking services with digital communications and I am thrilled that First Foundation chose Digital Onboarding as its go-to client engagement and communication platform.”

About Digital Onboarding, Inc.

Digital Onboarding Inc. is a SaaS technology that offers a fully automated digital engagement platform that is purpose-built for financial institutions. The platform enables banks, credit unions, credit card companies, and investment management firms to create personalized emails, texts, and step-by-step digital guides to optimize customer lifecycle communications at every stage. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.

About First Foundation Bank

First Foundation, (NASDAQ: FFWM), a financial institution founded in 1990, provides personal banking, business banking, and private wealth management. The Company has offices in California, Nevada and Hawaii with headquarters in Irvine, California. For more information, please visit www.firstfoundationinc.com.