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FOR IMMEDIATE RELEASE:

Zafin and Treasury Strategies Collaborate on Pricing Excellence Series
Seminars Focus on the Drivers for Bank Pricing Transformation and Ways to
Leverage a Regulatory Compliance Spend to Drive Innovation

Vancouver, British Columbia - June 9, 2015 - Zafin, the leader in relationship banking for the financial services industry, is pleased to announce that it is collaborating with Treasury Strategies, the leading treasury consulting firm, on a series of seminars and a white paper to highlight the value proposition for banks to significantly overhaul their pricing strategies and operations.

In the face of downward pressure on profitability due to prolonged low interest rates and new regulations focused on bank liquidity and transparency, how banks price and offer products and services to their customers can be a considerable competitive advantage.

"Treasury Strategies is pleased to collaborate with Zafin on this seminar series and white paper," said David C. Robertson, Partner at Treasury Strategies. "To properly address pricing transformation, financial institutions must fully address strategy, practices, and systems. Zafin's customer-centric solutions deliver the tools and systems that take pricing to the next level."

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"Zafin is excited to be working with Treasury Strategies, the premier consultancy on bank pricing, to focus needed attention on the impact pricing strategy and practices can have on bank profitability," said Al Karim Somji, Zafin CEO.

Being held in New York and London, the seminars focus on finding ways for banks to transform their pricing practices, generate new fee income, block all-too-common revenue leakage, and minimize the impact of new liquidity regulations to enhance future profitability.

As bank outlays for regulatory compliance continue to rise, it has also become important to stretch budgets by leveraging that spend to achieve multiple objectives - including ways to enhance customer experience and drive innovation.

To find out more about the seminar series or to request a copy of the white paper, please contact [Jill Selgrad](#).

About Zafin

Zafin is an award-winning provider of relationship banking software solutions to the financial services industry. As the market leader in relationship banking for Retail, Corporate, Wealth Management and Correspondent Banking, Zafin is transforming the way banks manage products, pricing, loyalty and billing across the entire client relationship.

Our flexible software suite, miRevenue, is a complete Product and Pricing Lifecycle Management (PPLM) platform - a "start-to-finish" view of the way banks bring products to market quickly and easily with a focus on revenue enhancement. For more information, visit <http://www.zafin.com>.

About Treasury Strategies

Treasury Strategies, Inc. is the leading Treasury consulting firm working with corporations and financial services providers. Our experience and thought leadership in treasury management, working capital management, liquidity and payments, combined with our comprehensive view of the market, rewards you with a unique perspective, unparalleled insights and actionable solutions. Visit TreasuryStrategies.com for more information.

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