



NEWS RELEASE

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Payments and product leader, William Broadlick, to lead Authvia's strategic partnership program

AUGUST 4, 2020 (EL SEGUNDO, CALIF) - Authvia, the maker of conversational commerce technologies that enable instant payment authorization via any payment processor and over any digital communication channel such as text, social media, chat, email, and messenger, has announced the appointment of Will Broadlick to the newly formed position of vice president, strategic partnerships. In this role, Broadlick will build and facilitate strong operational relationships with integrated partners to maximize satisfaction and serve as Authvia's primary contact for critical partnerships, ensuring its relationships are strategically aligned with ongoing performance goals and objectives.

"The focus of our 'API-first' business is the success of our partners as they introduce TXT2PAY® to their merchants and business customers," said Trevor Rubel, Authvia president and chief operations officer. "I am confident Will's experience with enterprise-level partnerships and product integration will guide our partners toward expanded revenues and increased customer satisfaction."

Broadlick's background includes more than eight years of payments and technology experience, along with a successful track record of innovation and delivery. Prior to Authvia, he was director of product management at Merchant e-Solutions, where he was responsible for strategy, delivery, and the successful launch of products into market. He led a team of product managers and business analysts, whose technology products were used by over 200 partners that supported nearly \$20 billion in payment processing volume. Will was also formerly a product manager at CareCap, a cloud-based payment management solution.

"We are laser focused on providing best-in-class APIs that enable software partners to incorporate conversational commerce seamlessly into the business ecosystem," said Broadlick. "This allows the business clients they serve to easily adopt Authvia's innovative TXT2PAY® functionality, and get paid faster, while remaining completely contact-free. I'm excited for this chance to empower our partners as they bring these solutions to market."

About Authvia:

Authvia is a Los Angeles-based technology firm offering patent-pending applications and a frictionless, API-driven platform that facilitates contactless, secure, and fast payment acceptance via popular messaging platforms such as text, social media, and chat. Authvia APIs connect out-of-box to 20+ payment processors and gateways, are easily integrated into any business management software solution, and accelerate merchant cash flow using digital engagement to streamline real-time payments and receivables.