

WINESTONE LAVAL and ASAPP Join Forces to Bring Real Time Mortgage Funding Platform to Market

Toronto, ON, April 16, 2018 – **WINESTONE LAVAL & CO. LTD.** (“WINESTONE LAVAL”), in partnership with **ASAPP Online Solutions Inc.** (“ASAPP”), announced a strategic partnership to develop and launch a state-of-the-art mortgage funding platform to digitally link mortgage funders with mortgage clients in a secure, easy-to-use and compliant way.

Credit unions and select financial institutions (“FIs”) that are hosted on the online platform will have the “just-in-time” functionality to apply credit liquidity to select mortgage opportunities based on a range of qualified risk profiles. This will increase efficiencies for these FIs because only mortgage applications that the FI wants to consider will be presented. Liquidity management will also be enhanced as the FI will determine, real time, the type and volume of mortgage business it wants to participate in. The data available on the platform will be a competitive advantage.

Integrating WINESTONE LAVAL’s mortgage platform with ASAPP’s proven technology solution will enhance how credit unions and other select FIs determine, refine and manage their mortgage funding requirements and, as a result, be well-positioned to serve a broader range of clients and demographics with growing mortgage needs through digital access.

Aligning with the future of how mortgages are financed for Canadians, this cutting edge digital platform will be the first of its kind in the industry, linking mortgage seekers with mortgage funders “just-in-time,” in a safe and secure environment.

“Partnering with ASAPP is a strategic step forward for our organization and will be a disrupter in the industry,” says Michel Laval, President & Managing Director for WINESTONE LAVAL. “In this digital world, our online platform allows us to securely connect our clients seeking specific mortgage financing options in a modern way, anywhere and at any time. Connecting mortgage seekers and mortgage funders digitally lets us fulfill our mission of making the client experience more relevant to obtain a mortgage approval.”

Ryan Yates, VP Marketing & Operations for ASAPP adds, “This is another notable example of how technology can have a positive impact on how credit unions and other FIs can better serve their clients. We’re excited about our partnership with WINESTONE LAVAL and helping them realize their vision of digitally connecting qualified mortgage seekers with select mortgage funders in a real time and risk-compliant platform.”

In addition to launching the new online platform, WINESTONE LAVAL will host an advisory board to continue strengthening ties between credit unions/FIs and qualified mortgage seekers. At this event, the new marketing name for the digital platform will be revealed to the public.

About WINESTONE LAVAL:

A trusted strategic partner for customized mortgages, insurance and advisory solutions, **WINESTONE LAVAL**'s vision is to be the best financial advisor to Canadians, credit unions and select FIs. **WINESTONE LAVAL** strives to offer its qualified mortgage clients seeking mortgage financing the best and most secure platform to obtain an approval—good rates, simple closing steps and friendly mortgage funders, on a secure and compliant online platform. For more information, visit www.winestonelaval.com.

About ASAPP:

ASAPP delivers Canada's most complete omni-channel account and loan origination solution for retail and small business banking. ASAPP has been developed by industry professionals including digital marketing, banking, compliance, analytics and technology experts that have ensured the solution delivers effective and efficient business operations while increasing customer engagement for Canadian FIs. For more information, visit www.asappbanking.com.

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