



ABOUT CREDIT KARMA

Founded in 2007, [Credit Karma](#) is a personal finance company that's focused on helping everyone make financial progress. Whether they're interested in getting a better deal on a loan, looking for ways to save, or simply monitoring their credit, we offer a range of tools and personalized recommendations designed to help them make the most of their money. Our business model is unique in that no matter what new products or services we introduce, we're committed to providing a service that's always free. With more than 75 million members, we help people gain insight into their finances and credit information — and ultimately, improve their financial standing.

Credit Karma is best known for providing more than two billion free credit scores to its members, but has since become a financial assistant for consumers, proactively identifying opportunities to help people make the most of their money.

COMPANY FACTS

- Highest-valued venture-backed personal finance company in the world
- Headquartered and founded in San Francisco in 2007
- More than 75 million members in the U.S. and Canada
- More than 700 employees
- Platforms: Web, Android, iOS
 - Ranked one of the top personal finance apps on Google Play™ and the App Store®
 - App store rankings as of Sept. 19, 2017: 4.7 stars on [Google Play™](#) | 5 stars on the [App Store®](#)
- Total funding to-date: \$368.5 million

CREDIT IN THE U.S.

- Almost half of all Americans have never received their credit report.¹
- 68% of Americans make a major mistake in managing their credit before entering their thirties.²
- 72% of Americans receive no formal personal finance education before starting college.³
- 73% of Americans believe that the credit mistakes they made while they were young made had a negative effect on their quality of life.⁴

¹ <http://www.consumerreports.org/cro/magazine/2015/01/how-your-credit-report-can-help-you-or-hurt-you/index.htm>

² "Credit Fumble" survey from Credit Karma, conducted with Qualtrics, of 1,051 Americans aged 31-44, Nov. – Dec. 2015

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⁴ ""

AWARDS

- 2016 – [Glassdoor’s Best Places to Work](#)
- 2016 – [San Francisco Business Times Tech & Innovation Award, Best Fintech Company](#)
- 2015 – [Edison Awards, Gold Medal in Financial Services/Banking](#)
- 2014 – [PYMNTS.com Innovator Award](#)
- 2013 – [PYMNTS.com Innovator Award](#)
- 2012 – [San Francisco Business Times Fast 100: Fastest Growing Bay Area Companies](#)
- 2012 – [Inc. 5000 Fastest Growing Companies in America](#)
- 2008 – [Finovate Best in Show](#)

MEMBER RESOURCES

Credit Karma Tax™

Credit Karma Tax is the only major online self-directed tax preparation service that allows members in the U.S. to prepare and file their federal and state tax returns for free, without any income restrictions, upsells or hidden fees.

Credit Scores

Credit Karma’s product is an industry-first, the only company to offer its members their free credit data and credit scores from major bureaus online in both the U.S. and Canada, dramatically simplifying what was historically a costly and complicated process.

Full Credit Report

Credit Karma pulls in a large amount of information from credit reports directly from major bureaus, including account overviews, payment history, credit inquiries and public records, and builds a level of personalization on top of this to guide members and highlight items that require their attention. The credit report identifies recent actions that may be negatively impacting someone’s credit health, like a recent hard inquiry, an account with missed payments or credit cards with large amounts of available credit used.

Credit Monitoring

Credit Karma provides free credit monitoring in the U.S. and Canada. The service tracks a member’s credit report on a rolling, daily basis and notifies them of any significant changes, such as if a new account is opened in their name or if a creditor registers a delinquency.

Direct Dispute™

Credit Karma members in the U.S. can dispute an account error directly from their free credit report with only a few simple clicks. Direct Dispute is the most streamlined, proactive integration of a dispute resolution feature, giving members both the context to understand and identify errors and the means to dispute them immediately.

Thin File Experience

Credit Karma members with a credit file too “thin” to generate a credit score can review their credit profile, learn about why they don’t currently have a credit score and how to build a credit history. Members can also access educational content about credit scoring and Credit Karma’s free financial management tools.

Credit Factors

Credit Karma breaks a member’s credit health down into different categories – such as credit card utilization (how much of an available credit limit is being used), payment history, length of credit history, number of accounts, credit inquiries and derogatory marks – and assesses each category with an easy-to-understand rating to help members make the most of their credit.

Credit Score Simulator

The free Credit Score Simulator lets U.S. members see what might happen to their credit score in different scenarios, like opening a new account or having an account go into collections, using actual credit report data and the real-time connection of a major credit bureau.

My Recommendations

Credit Karma analyzes its members’ financial situations to provide them with data-driven, personalized recommendations on how to save across all their financial products. Our database of financial information and rates is updated daily by dozens of financial institutions. In some cases, Credit Karma can also show members if they’re pre-qualified, giving them the confidence to apply without unnecessarily damaging their credit health.

Financial Account Monitoring

Members in the U.S. can connect Credit Karma directly to their checking and savings accounts, providing them with a 360-degree view of their financial health.

My Spending

Members in the U.S. can monitor their spending with Credit Karma, tracking purchases over time and by specific category, with the ability to review all transactions from connected credit cards, loans and bank accounts.

Financial Product Reviews

Credit Karma assesses member feedback alongside available information on interest rates and benefits to spotlight financial products that have been declared “the best.” Where relevant, Credit Karma can draw from historical data to provide information on credit requirements. From any web browser, members can access reviews for a wide range of financial products, including auto insurance or auto loans, credit cards, bank accounts, mortgages, home equity and personal loans.

Insurance Quotes

Credit Karma members in the U.S. receive recommendations and free quotes from national and local carriers on potential auto insurance options.

Unclaimed Money

Credit Karma helps Americans find unclaimed money for free. Where available, Credit Karma searches for unclaimed money for its members and proactively notifies them of potential matches in supported states. In other states, consumers are directed to relevant online public state records of unclaimed money.

Additional Tools and Advice

Credit Karma provides its members with access to the resources, calculators and tools to help them better educate themselves about complex credit and financial concepts. Members can also share their financial questions and concerns with the rest of the Credit Karma community in an online forum.

LEADERSHIP

Kenneth Lin, Founder and Chief Executive Officer

Ryan Graciano, Chief Technology Officer

Joseph Kauffman, Chief Financial Officer

Greg Lull, Chief Marketing Officer

Nichole Mustard, Chief Revenue Officer

Nikhyl Singhal, Chief Product Officer

Susannah Wright, General Counsel

→ **PRESS INQUIRIES**

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