

Kabbage Appoints Laura Goldberg as Chief Revenue Officer

Experienced executive serving small businesses and leading national brands joins the Kabbage leadership team

ATLANTA – January 29, 2019 – [Kabbage, Inc.](#), a global financial services, technology and data platform serving small businesses, announces the appointment of Laura Goldberg as its chief revenue officer (CRO) overseeing marketing, sales and business development. With nearly 20 years of experience successfully driving strategy and performance for national brands, Goldberg will lead the acceleration of the company’s revenue growth as it supports the millions of U.S. small businesses in need of fast and flexible funding.

Beginning her career in financial services at Credit Suisse, Goldberg has served in a number of executive positions with disruptive digital brands. Most recently as the chief marketing officer at LegalZoom, she led its marketing team to make legal services more accessible to small businesses and families. In addition, she ran product for ScoreBig, an ecommerce site for live event ticketing; oversaw all digital properties and revenue growth for the NFL Online; and built one of the first digital-music subscription services at *pressplay*, a Universal Music Group-Sony Music joint venture, which led to her role as chief operating officer at Napster, where she launched its first subscription music platform and expanded the business internationally.

“Laura is an exceptional person and proven executive with the ability to propel new and established brands into their next phase of disruption,” said Kabbage CEO Rob Frohwein. “From her tenure at LegalZoom serving small businesses, to her understanding of financial services and driving impactful digital strategies, Laura brings invaluable experience to Kabbage as we endeavor to deliver small businesses the financial services needed to build thriving businesses.”

The appointment of Goldberg to CRO comes on the heels of a record year at Kabbage. In 2018, the company extended small businesses access to more than \$2 billion, reached its first \$500 million quarter, and hit a milestone of funding more than \$10 million per day to U.S. small businesses.

“I was struck by the market position of Kabbage,” said Goldberg. “It’s rare to find a company with such a high-growth market opportunity, clear vision, strong partnerships, disruptive technology and affinity across the largest customer base in its industry. It’s an honor to join the team during this important chapter for Kabbage and to be entrusted with such a material role in its success.”

About Kabbage

Kabbage, Inc., headquartered in Atlanta, has pioneered a financial services data and technology platform to provide access to automated funding to small businesses in minutes. Kabbage leverages data generated through business activity such as accounting data, online sales, shipping and dozens of other sources to understand performance and deliver fast, flexible funding in real time. With the largest international network of global-bank partnerships for an

online lending platform, Kabbage powers small business lending for large banks, including ING and Santander, across Spain, the U.K., Italy and France. Kabbage is funded and backed by leading investors, including the SoftBank Vision Fund, BlueRun Ventures, Mohr Davidow Ventures and others. All Kabbage U.S.-based loans are issued by Celtic Bank, a Utah-Chartered Industrial Bank, Member FDIC. For more information, please visit www.kabbage.com.

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