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## MoneyGram Opens Cutting-Edge Social Media Command Center

*Transforming the customer experience through global data insights*

DALLAS--(BUSINESS WIRE)-- A new and innovative digital monitoring system is bringing [MoneyGram](#) (NASDAQ: MGI), a leading global money transfer and payment services company, closer to its customers.



The MoneyGram Command Center is the first of its kind in the industry. Stationed at the company's Dallas headquarters, it offers insight into customer needs and market dynamics by monitoring and analyzing online comments in real time. The command center is another example of MoneyGram's commitment to investing in technology that enhances customer experience.

"MoneyGram's new command center gives us a more accurate view of what our customers are saying, enabling us to make more informed and proactive business decisions," said Juan Agualimpia, chief marketing officer at MoneyGram. "We can monitor social channels, identify trends, collect data, and, most importantly, we will learn more about our customers and how we can best serve their needs."

(left to right) Christina Martin, VP Digital Marketing; Alex Holmes, Chief Operating Officer & Chief Financial Officer; Juan Agualimpia, Chief Marketing Officer; and Pete Ohser, EVP, U.S. & Canada join the MoneyGram Digital Team for the grand opening of the MoneyGram Digital Command Center. (Photo: Business Wire)

MoneyGram announced its goal to generate 15% to 20% of money transfer revenue from self-service channels in 2017. To reach this objective, the company will expand self-service to more markets, implement user enhancements, improve back-end processes and market more aggressively in self-service channels. The new command center will support these initiatives as more consumers turn to online, kiosk, and other self-service options.

The command center is an important step toward achieving MoneyGram's vision of providing consumers with innovative options for moving money. Earlier this year,

"The double-digit revenue and transaction growth in our self-service products clearly demonstrates that consumers are using new channels to send and receive money," said Alex Hoffmann, executive vice president of Global Product Management and Emerging Channels. "They use the same channels to share their MoneyGram experience. The command center provides consumer data that will help us improve that experience across all of our channels."

The center was designed, configured and built by Ideacage. Information and visuals are powered by Brandwatch Vizia's analytics platform which allows MoneyGram's team of data analysts to view and analyze the data, benefiting customers worldwide.

### **About MoneyGram International, Inc.**

MoneyGram, a leading money transfer company, enables consumers who are not fully served by traditional financial institutions to meet their financial needs. MoneyGram offers money transfer services worldwide through a global network of 339,000 agent locations - including retailers, international post offices and financial institutions - in more than 200 countries and territories. MoneyGram also offers bill payment services in the U.S. and Canada.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140630005868/en/>

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