



NEWS RELEASE

MeridianLink Announces Launch of MeridianLink Insight for Mortgage

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New intelligence and analytics solution for mortgage lending transforms siloed data into insights that accelerate business growth and drive faster, smarter decisions.

IRVINE, Calif.--(BUSINESS WIRE)-- **MeridianLink**, Inc. (NYSE: MLNK), a leading provider of lending software platforms for financial institutions, today announced the launch of **MeridianLink® Insight for Mortgage**, an out-of-the-box intelligence and analytics solution tailored for mortgage lending. Insight for Mortgage stands out as a best-in-class solution for data collection, dashboard creation, and end-to-end report generation, delivering ready-to-use insights from day one. Unique in the market, the solution combines powerful analytics, real-time benchmarking, and deep borrower insights from the MeridianLink® Mortgage LOS platform that are designed to accelerate decision making and drive growth.

"Financial institutions with robust data strategies are outperforming their peers," said JP Kelly, senior vice president of Mortgage at MeridianLink. "Data capabilities that reduce silos, speed up decisioning, improve customer experience, and ensure accuracy are critical to growth. With MeridianLink Insight for Mortgage, we are arming lenders with real-time, actionable insights to drive data-powered decisions across loan origination, account opening, and collections. Our centralized view of data scales to meet individual FI needs, and we're providing a unified, accurate ecosystem that speeds responsiveness, strengthens customer relationships, and powers growth."

Financial institutions face many data-related challenges today, including:

- **Data Overload & Limited Usability:** FIs have vast amounts of data from multiple sources but struggle to know how best to derive actionable insight. This overload oftentimes results in missed opportunities for growth or

operational improvements.

- **Delayed Decision-Making:** FIs rely on outdated or post-mortem reports, limiting their ability to make proactive, data-driven decisions. Slow data access and manual reporting hinder responsiveness to market changes and consumer needs.
- **Disconnected Reporting Systems:** Many FIs have siloed systems for reporting, creating inefficiencies and blind spots. Without an integrated view, it's difficult to optimize performance across all channels and business units.

Insight for Mortgage is a leading solution that automates the collection of data, the creation of dashboards, and the generation of actionable insights. This enables financial institutions to quickly assess performance and take informed action.

MeridianLink Insight for Mortgage features to specifically address the challenges faced by mortgage lenders include:

- **Centralized and Real-Time Analytics:** Insight for Mortgage empowers lenders with instant access to over 60 dynamic dashboards, built from more than 2,000 data points sourced directly from the MeridianLink Mortgage loan origination system. Designed for flexibility, the solution enables users to tailor reports to meet specific business objectives with ease. Its scalable architecture supports ongoing data growth and seamless integration with future technologies, ensuring long-term value and adaptability.
- **Enhanced Customer Experience:** Deliver faster processing capabilities that accelerate loan origination, improving approval and funding timelines to boost customer satisfaction. Financial institutions can quickly identify top performers and pinpoint areas of friction within their pipeline, enabling a more efficient approval process. The simplified workflow reduces abandonment rates, while personalized engagement strategies allow institutions to segment customers and promote relevant products. This targeted approach enhances cross-sell opportunities and helps build stronger, lasting customer relationships.
- **Real-time Peer Benchmarking:** Insight for Mortgage gives financial institutions the ability to measure performance against their peer group in real time. By comparing key metrics such as pull-through rates, processing times, and credit scores, institutions gain immediate visibility into how they compare. This eliminates the need to wait for annual industry reports and enables daily insights that highlight opportunities for improvement. With this level of transparency, lenders can take proactive steps to exceed industry standards and drive operational excellence.
- **Know More About Your Borrower:** Develop a deeper understanding of your customers, enabling more effective sales strategies and smoother loan closings. By analyzing borrower location, property state, credit scores, income levels, and age groups, institutions can uncover customer trends and identify new opportunities. This data-driven approach supports smarter decision-making and helps lenders tailor your offerings to meet the evolving needs of their audience.

MeridianLink® One empowers financial institutions to develop lifelong financial management relationships by supporting every stage of a consumer's financial journey with a comprehensive banking software platform. With solutions that span the entire digital lending journey—from deposit account opening, consumer and mortgage loan origination, data access and verification, business consulting, analytics, collections, and scoring—the platform's seamless integration eliminates the need for disparate financial systems, reduces silos, and increases efficiencies.

Learn more about MeridianLink Insight for Mortgage here <https://bit.ly/46Gx6xG>

About MeridianLink

MeridianLink® (NYSE: MLNK) empowers financial institutions and consumer reporting agencies to drive efficient growth. MeridianLink's cloud-based digital lending, account opening, background screening, and data verification software solutions leverage shared intelligence from a unified data platform, MeridianLink® One, to enable customers of all sizes to identify growth opportunities, effectively scale up, and support compliance efforts, all while powering an enhanced experience for staff and consumers alike.

For more than 25 years, MeridianLink has prioritized the democratization of lending for consumers, businesses, and communities. Learn more at www.meridianlink.com.

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