



February 24, 2023

Company Announcement

APPOINTMENT OF JOSEPH LIU AS CHIEF EXECUTIVE OFFICER

San Diego based Zebit, Inc. (**Zebit** or **Company**) announces today that Joseph Liu, Chief Revenue Officer, has been promoted to Chief Executive Officer (**CEO**). He succeeds Marc Schneider, who will serve as strategic advisor to Liu for a smooth and orderly transition. Mr. Liu was hired in April 2021 to build out and scale the Company's marketing, merchandising, product and customer care organizations, while working closely with Schneider to learn the business. Mr. Liu has over 18 years leading, building, and scaling businesses to profitable growth within retail and financial service industries. Before Zebit, Mr. Liu served as SVP, General Manager at Synchrony Financial for multiple business divisions driving growth, innovation, and overall financial performance. Mr. Liu has a BS in Chemical Engineering from Washington University in St. Louis and an MBA from the University of Alabama in Birmingham.

Zebit's former CEO, Marc Schneider (who is currently the Co-Founder and President of the Company) said, "I have voluntarily passed the baton to Joseph after mentoring him and the team for the last two years. He has demonstrated a command over the business, a deep passion for Zebit's mission, and extraordinary leadership. Joseph is well respected in the organization and can now take the Company to the next level, given his background, capabilities, and commitment. I plan to continue to support Joseph as he executes the next chapter of Zebit's strategy. I continue to be bullish on the company and its impact on transforming consumers into excellent customers and repayors with a fair value proposition."

Mr. Liu commented, "There are no words to describe Marc's contributions, leadership, and impact on the business. He built Zebit from the ground-up over the last eight years and will always be part of the Company and its extended family. The support he has given during this transition, combined with the deep preparation over the last two years, has provided a solid foundation for me to take the reigns with the rest of team to achieve profitability and extend Zebit's value proposition to more of the 100M credit-challenged consumers."

For more information, please visit [Zebit Investor Center](#)

For investor inquiries, please email ir@zebit.com