



NEWS RELEASE

Financial Specialist Vivian Tu, Your Rich BFF, Named SoFi's First Chief of Financial Empowerment

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Tu will spearhead a series of new multichannel financial literacy content, and lead a Generational Wealth Fund initiative in 2026

SAN FRANCISCO--(BUSINESS WIRE)-- SoFi Technologies, Inc. (NASDAQ: SOFI), the one-stop shop for digital financial services, today announced that financial specialist, New York Times bestselling author, CEO and Founder of Your Rich BFF, Vivian Tu, has been named the company's first honorary Chief of Financial Empowerment. Throughout her career, Tu has built a community of 10 million followers across her platforms. In this new honorary role, Tu will collaborate on financial literacy content and lead a Generational Wealth Fund initiative set to launch in 2026. Together, SoFi and Tu will build people's financial confidence so they can get their money right and achieve their ambitions.

Americans now carry \$2.8 trillion in combined credit card and student debt, with only half (54%) reporting that they feel financially confident.¹ As a result, many feel overwhelmed and uncertain about where to find trusted financial guidance. To address this challenge, Tu will advise on SoFi's financial literacy content, developing new educational resources across SoFi's channels—including social media, national TV, and key member events, all to inspire people to take control of their finances.

"I've seen firsthand how SoFi's commitment to its members and innovative products has led people to confidently make the best financial decisions for themselves," said Vivian Tu, Chief of Financial Empowerment at SoFi. "Through education and guidance, I'll show them how to use SoFi's financial solutions — from high-yield savings to low-interest loans — to empower them and help them work toward their ambitions and long-term financial independence, wherever they are on their financial journey."

"Today more than ever, people want trustworthy and practical guidance on their finances," said Lauren Stafford Webb, Chief Marketing Officer at SoFi. "We are so excited to announce Vivian as SoFi's Chief of Financial

Empowerment to help people strengthen their financial literacy and confidently use SoFi products to get their money right. Together, we're empowering more people to take control of their finances and achieve financial independence so they can realize their ambitions."

This new role expands on an existing two-year partnership with SoFi, during which Tu hosted four seasons of the award-winning YouTube series "**Richer Lives**." The show interviews pop culture figures, from Tony Hawk to Yara Shahidi, showing what it looks like to navigate major financial decisions to live their richest lives.

To learn more about Vivian and SoFi, follow **@SoFi** and **@your.richbff** on Instagram.

About SoFi

SoFi Technologies (NASDAQ: SOFI) is a one-stop shop for digital financial services on a mission to help people achieve financial independence to realize their ambitions. Over 12.6 million members trust SoFi to borrow, save, spend, invest, and protect their money—all in one app—and get access to financial planners, exclusive experiences, and a thriving community. Fintechs, financial institutions, and brands use SoFi's technology platform Galileo to build and manage innovative financial solutions across 160 million global accounts. For more information, visit **www.sofi.com** or download our iOS and Android apps.

Disclosures

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SoFi Credit Cards are issued by SoFi Bank, N.A. pursuant to license by Mastercard® International Incorporated.

Loans originated by SoFi Bank, N.A., NMLS #696891 (**www.nmlsconsumeraccess.org**). Equal Housing Lender.

Brokerage products offered through SoFi Securities LLC, member FINRA/SIPC.

Advisory services are offered through SoFi Wealth LLC, an SEC-registered investment adviser. Information as of November 2025 and is subject to change.

1 Pew Research “**Roughly half of Americans are knowledgeable about personal finances**” (December 2024)

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Source: SoFi Technologies