



NEWS RELEASE

SoFi Ranks #1 in JD Power 2026 U.S. Investor Satisfaction Study for DIY Investors

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SoFi Invest is recognized for delivering award-winning Do-it-Yourself (DIY) digital investing experience, earning the highest Overall Satisfaction score among a new generation of investors.

SAN FRANCISCO--(BUSINESS WIRE)-- SoFi Technologies, Inc. (NASDAQ: SOFI), the one-stop shop for digital financial services, today announced SoFi Invest has ranked #1 among do-it-yourself (DIY) brokerages nationwide in the JD Power 2026 U.S. Investor Satisfaction StudySM.

SoFi Invest #1 JD Power 2026 U.S. Investor Satisfaction Study for DIY Investors

The recognition underscores SoFi's leadership in digital

financial services, with its top-ranked investing platform serving as a cornerstone of a fully integrated, digital-first experience for a new generation of investors with a wide selection of products and greater control over their full financial lifecycle.

Investors can build truly diversified portfolios, with access to a wide range of investment options, including stocks, ETFs, IPOs, alternative assets, and options through SoFi Securities. It also includes integrated financial tools and data that help members make informed decisions through SoFi Invest brokerage accounts and tax advantage IRA accounts across their entire portfolio, helping members manage their full financial lives in one place.

"Being ranked #1 in DIY investor satisfaction by JD Power reflects our commitment to building world class products that help our members get their money right," **said Anthony Noto, CEO of SoFi.** "To achieve that, we believe in a simple formula: spend less than you make, and invest the rest. SoFi makes it easy for our members to put that into action by combining seamless technology with a fully integrated suite of products and guidance to help people reach financial independence."

The study, which benchmarks the experiences of 7,982 advised and 4,335 DIY investors, evaluated the largest DIY



investment platforms across seven key dimensions: digital channels; ease of doing business; people; product and service offerings; resolving problems or complaints; trust; and value for fees paid.

SoFi achieved the highest overall satisfaction score among DIY platforms, outperforming both traditional financial institutions and fintech competitors and ranked #1 across multiple critical dimensions, including:

- #1 in digital channels, reflecting an easy-to-use, mobile-first experience
- #1 in ease of doing business, simplifying investing for all experience levels
- #1 in value for fees paid, delivering strong perceived value
- #1 in product and service offerings meeting investor needs

These top scores highlight SoFi's ability to deliver an intuitive, digital-first platform that simplifies investing at every stage of a member's financial life. As part of its mission to help people achieve financial independence, SoFi continues to invest in innovation across its platform, expanding capabilities, enhancing user experience, and delivering personalized insights that empower members to reach their financial ambitions.

For more information on SoFi Invest or to start investing with a platform designed to help you get your money right visit www.sofi.com/invest.

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. 13.7 million members trust SoFi to borrow, save, spend, invest, and protect their money and buy, sell and hold their crypto – 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 128 million global accounts. For more information, visit www.sofi.com or download our iOS and Android apps.

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About the JD Power 2026 U.S. Investor Satisfaction Study

SoFi received the highest score in the do-it-yourself segment of the JD Power 2026 U.S. Investor Satisfaction Study, which measures the satisfaction of investors who trade/invest on their own without any professional advice. For JD Power award information, visit jdpower.com/awards. JD Power 2026 Ranking methodology can be found at jdpower.com/business/awards. Award issued 3/18/2026. Study is independently conducted, and the participating firms do not pay to participate; however, use of award and promotional materials is subject to a license fee.

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SoFi Invest is a trade name used by SoFi Wealth LLC and SoFi Securities LLC offering investment products and services. Robo investing and advisory services are provided by SoFi Wealth LLC, an SEC-registered investment adviser. Brokerage and self-directed investing products offered through SoFi Securities LLC, Member **FINRA/SIPC**.

For disclosures on SoFi Invest platforms visit [SoFi.com/legal](https://sofi.com/legal). For a full listing of the fees associated with SoFi Invest please view our **fee schedule**.

SoFi can't guarantee future financial performance, and past performance is no indication of future success. Screens simulated for illustrative purposes.

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