



Sterling Bancorp Announces Strategic Investment in Goalsetter

Pearl River, N.Y., November ____, 2021 — [Sterling National Bank](#), the wholly-owned operating bank subsidiary of Sterling Bancorp (NYSE: STL), today announced it has made a strategic investment in [Goalsetter](#), a financial services mobile app aimed at promoting financial literacy and empowerment amongst K-12 students. Financial literacy is at an all time low across the country, with 87% of young people saying they don't know how to manage their money. Through its innovative debit card and app, Goalsetter is helping American families to become financially healthy and well-positioned to achieve their goals. The Goalsetter FDIC-insured Cashola Card allows for online and in-door spending, as well as real-time transfers, while offering educational resources, budgeting tips, and planning tools that work together to promote financial literacy.

This investment marks the continuation of Sterling's relationship with Goalsetter, which began earlier this year during the financial services apps' "Drafted" campaign. During this campaign, Sterling funded the accounts of 1,000 students from Eagle Academy Foundation, a public school network for young men of color in New York City, N.Y. and Newark, N.J., with the goal of empowering young minority communities to achieve financial independence.

"We are thrilled to continue our relationship with Goalsetter through this investment," said Bea Ordonez, Chief Financial Officer of Sterling Bancorp. "Sterling is committed to enhancing the financial wellbeing of underserved communities and ensuring young people have all the resources they need to become the next generation of savers and investors. Goalsetter is providing one-of-a-kind resources to address these paramount issues."

"There's no time like the present to equip the students of today to become the financial leaders of tomorrow," said Tanya Van Court, Founder and CEO of Goalsetter. "We're extremely grateful for Sterling's partnership to help us get critical resources into the hands of our young people."

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About Sterling National Bank

Sterling National Bank specializes in the delivery of financial services and solutions for small to mid-size businesses and consumers within the communities we serve through a distinctive team-based delivery approach utilizing highly experienced, fully dedicated relationship managers. Sterling National Bank offers a complete line of commercial, business, and consumer banking products and services. For more information, visit www.snb.com.

About Goalsetter

As a family saving, financial literacy and smart spending app, Goalsetter makes it easy for the whole family to go cashless and learn how to be money smart. Goalsetter's smart money app for families includes: FDIC-Insured Savings Account; the Cashola Teen and Tween Debit Card, Game-based financial literacy quizzes; "Learn before you Burn" parental controls on the debit card and the "Learn to Earn" financial reward feature. Goalsetter was founded by Tanya Van Court, a former Nickelodeon and ESPN executive. [Click here](#) for more about Goalsetter's app and offerings.