

PRESS RELEASE

December 13th, 2021



GFT Canada will support Montreal's banks industry in their digital transformation

- **GFT strengthens its position in the Montreal banking sector** thanks to Martine Lapointe's appointment
- The group's technological expertise is a significant asset in **helping banks succeed in their digital transformation**
- **GFT to hire 100 additional professionals in its Montreal office** to support clients' fast-paced development

Montreal, December 13, 2021 — The banking industry is rapidly evolving. Customer loyalty is eroding and banks must offer a new omnichannel user experience in order to stay relevant. Customers increasingly expect financial services from banking to insurance to be unified in a shared interface, and they expect banks to engage more closely with them and with their communities. The key for banks to stay on top of these trends is in the intelligent use of cutting-edge technology, especially cloud computing, artificial intelligence and DLT/blockchain.

GFT is looking to leverage its expertise and extensive experience in this sector to support Canadian banks in their transformation projects. Key in this initiative is the **appointment of Martine Lapointe as the new vice president of its Montreal office**. Martine and her team will also be able to draw on the innovative capacity, in-depth knowledge of cloud computing and advanced technologies such as artificial intelligence and DLT/blockchain of GFT's teams around the world.

Martine Lapointe, a seasoned manager from the banking and IT sectors

Martine has solid experience in the business and information technology sectors, with over twenty-five years of relevant experience in the financial sector. Her expertise and network of contacts in the financial sector will be major assets in **developing the banking sector within GFT Canada**.

Ms. Lapointe has worked with Desjardins, the National Bank of Canada and the Laurentian Bank. She has also worked as a consultant in digital transformation. This experience has allowed her to participate in the organizational transformations of large organizations such as Canadian National, Air Canada, Revenu Québec and Hydro-Québec.

Martine holds a Bachelor's degree in Information and Systems Management, an MBA, and a Master's degree in Project Management. She also holds a certification from the Project Management Institute (PMI) and is a Fellow of the Life Management Institute (FLMI). Martine Lapointe also completed the ASC certification as a Certified Corporate Director, awarded by the Collège des administrateurs de sociétés de l'Université Laval.

Accelerating the digital transformation of the banking industry

As the digital revolution gains momentum in the financial industry and banks look to provide 24-hour solutions at the click of a button, Martine Lapointe has made it her mission to strengthen GFT's leadership in this sector in Montreal, drawing on the **group's international experience and the expertise of its Quebec teams**.

"There is currently a growing demand from the banking industry to accelerate the integration of technology tools and business processes to make the user experience as seamless as possible. With our international expertise and in-depth market knowledge, GFT Canada is able to implement scalable IT solutions to increase productivity. This allows our clients to access new IT applications and innovative

business processes more quickly, while reducing risk,” says Martine Lapointe, vice president, Montreal, GFT Canada.

GFT has **extensive expertise in solution integration, cloud computing, security, business intelligence (BI) and applied artificial intelligence**, and Ms. Lapointe intends to put this know-how to work for banking institutions in the Greater Montreal area.

100 permanent jobs to be created

To continue its development, support its rapid growth and consolidate its leadership, **GFT Canada will be recruiting 100 professionals in Montreal over the next year.**

GFT Canada has several strong arguments for attracting talents, including the possibility of six weeks of vacation per year upon hiring, regardless of experience levels, a flexible work organization (adaptable schedules, telecommuting, etc.), training in cutting-edge technologies and career opportunities within the company.

“IT in the insurance and banking industry is evolving at a rapid pace. We are working with artificial intelligence and many advanced technologies today. For IT and business professionals, this sector offers rewarding career opportunities. Joining GFT Canada means participating in the development of new ways of working and in the major transformations in insurance and banking,” concludes Martine.

About GFT – Shaping the future of digital business

As a pioneer for digital transformation GFT develops sustainable solutions across new technologies – from cloud engineering and artificial intelligence to Blockchain/DLT.

With its deep technological expertise, strong partnerships and comprehensive market know-how GFT offers advice to the financial and insurance sectors, as well as in the manufacturing industry. Through the intelligent use of IT solutions GFT increases productivity and creates added value for clients. Companies gain easy and safe access to scalable IT-applications and innovative business models.

Founded in 1987 and located in more than 15 markets to ensure proximity to clients, the GFT team consists of over 8,000 determined talents. GFT provides them with career opportunities in all areas of software engineering and innovation. The GFT Technologies SE share is listed in the Prime Standard segment of the Frankfurt Stock Exchange (ticker: GFT-XE).

www.gft.com

www.blog.gft.com

www.linkedin.com/company/gft-group/

www.twitter.com/gft

This press release is also available for download via the [GFT newsroom](#)

Your press contact:

Mélissa Bradette, TACT

Cell.: 418-540-0324

mbradette@tactconseil.ca