FOR IMMEDIATE RELEASE

Dedapulse U.S. 2025: Deda Sphere Brings Credit Union Leaders Together for Innovation, Collaboration, and the Future of Financial Services

Dallas, October 29, 2025 – Dedapulse – *Accelerate Your Business*, the flagship event created by Dedagroup, made its U.S. debut this week with a three-day conference bringing together over 200 attendees.

The event marked a milestone as it was the first conference under Deda Sphere, the newly launched company formed from the merger of Share One and VisiFI, effective October 1, 2025. The conference offered a unique opportunity for clients across the U.S. to unite under one brand, learn from one another, and envision the future of financial services together.

The agenda reflected Dedagroup's global vision while staying rooted in the needs of the U.S. credit union sector. Sessions covered the transformative potential of AI in uncovering hidden patterns within data, the intersection of technology and culture in driving organizational change, the evolving economic and regulatory landscape, and financial inclusion as a driver of growth and relevance.

Panels and presentations also explored Deda Sphere's core and digital strategies, highlighting the role of innovation in strengthening member experience, expanding access, and enabling sustainable growth.

Marco Podini, CEO and Executive President, Dedagroup: "*At Dedagroup, we believe technology creates lasting impact when it connects people, communities, and ideas. This vision inspired Deda Sphere — uniting deep industry expertise and advanced digital capabilities to help credit unions grow with resilience and innovation. With decades of experience across more than 50 countries, we combine Italian creativity with local expertise to empower financial institutions and fashion brands through data, AI, and digital ecosystems. Deda Sphere embodies our belief that collaboration across territories and industries fuels innovation and responsible growth — the future we're building at Dedagroup."*

"At Dedagroup, we believe technology should help financial institutions stay true to their purpose while embracing digital transformation," said Marcello De Angelis, CEO of Deda Sphere. *"For credit unions, this means using innovation not just to modernize systems, but to remove friction, simplify operations, and refocus on what matters most, their members and communities. With Deda Sphere, we're building an ecosystem where technology becomes a strategic enabler of purpose, helping institutions balance innovation with identity. By harnessing data, automation, and AI responsibly, we empower them to turn digital transformation into a path back to purpose — amplifying human value and driving sustainable growth."*

"At Cornerstone Community Federal Credit Union, technology is about more than innovation—it's about access. By leveraging digital banking and shared branching, we give members the freedom to manage their finances anytime, anywhere, while reducing barriers and costs. Our partnership with Deda allows us to deliver customized solutions, like our rewards program, without additional expense—proving that smart, member-focused innovation strengthens communities, supports local growth, and directly benefits the people we serve." said Eric Hepkins, CEO at Cornerstone Community Federal Credit Union.

Leia Ragland, AVP of Marketing and Business Development of Legacy Community FCU: "*Technology is more than a tool for efficiency, it's a catalyst for regional and community growth. When used intentionally, digital innovation can open doors for people and small businesses that might otherwise be left behind. At Legacy Community FCU, this means combining data, digital banking, and AI-driven tools with a proactive, human-centered mindset to meet member needs faster and more personally. By scaling access while keeping relationships at the heart of everything, technology helps credit unions turn a community-first vision into tangible impact.*"

"*At Dedagroup, we help organizations turn complexity into growth by connecting data across systems, surfacing what matters, and explaining the 'why' behind every insight. In the credit union industry, for example, this means integrating core systems, digital channels, CRM, and external data into a single, governed source of truth. AI does the heavy lifting, but people stay in charge — making faster, smarter decisions, improving member experiences, and unlocking growth. By learning from patterns across industries, from retail to manufacturing, we accelerate results while keeping judgment and accountability human-centered.*", said Chandra Subramanian, CEO, Deda Ai North America.

Throughout the event, clients, partners, and Dedagroup companies shared how digital transformation is already delivering measurable results—making operations more efficient, enhancing member experience, and creating pathways to financial inclusion. From AI and cloud adoption to mobile innovation and compliance strategy, Dedapulse showcased technology as both a business accelerator and a catalyst for economy good.

Dedapulse U.S. featured nationally recognized leadership expert **Andy Janning** as conference moderator, **Lynn St. James** as keynote speaker, and credit union leaders from across the country as panelists and presenters.

About Deda Sphere
Deda Sphere delivers integrated core processing and digital banking solutions built exclusively for credit unions. With a modular, secure, and connected technology ecosystem from next-generation core platforms to mobile banking, lending, and member experience tools, Deda Sphere helps credit unions enhance service, streamline operations, and accelerate growth. Headquartered in the U.S. and backed by Dedagroup, a global technology leader, Deda Sphere is committed to driving innovation and long-term relevance for credit unions nationwide.
www.dedasphere.com

About Dedagroup
Dedagroup (Deda) is one of Italy's leading technology groups, acting as a Business & Technology Accelerator for companies, financial institutions, and public services. Through the years, Dedagroup has created a community of people and companies that share values and approaches according to its "Stay dedicated" purpose claim, thus aiming to leverage the power of dedication to support its people and their continuous improvement and to help its clients in accelerating their business, therefore enhancing technology's positive impact on the economy and society. Founded in 1999 and headquartered in Trento, the Group counts more than 5,000 employees, serves over 4,000 clients in 50+ countries, and operates offices in the U.S., U.K., Mexico, and the UAE.
www.deda.com

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