

## LOOK WHO'S CHARGING EXPANDS ITS DEVELOPMENT EXPERTISE WITH TWO SENIOR HIRES

**Sydney, 26 May 2020** - Look Who's Charging, an Experian company, is delighted to announce the appointment of Sergey Arhipenko and Imad Hashmi, as Senior Developers.



*Sergey Arhipenko*

Look Who's Charging's technology enables banks and consumers, for the first time, to truly understand bank statement data. It utilises the latest AI and Machine Learning capabilities to provide a deep, meaningful, and accurate view of a consumer's income, expenses and financial position in real-time. Over 15 financial institutions, including the four largest banks in Australia, are integrated with Look Who's Charging.

Arhipenko and Hashmi will bring market leading expertise in fields such as AI and Machine Learning to further enhance Look Who's Charging's search engine and to help to develop its suite of new product offerings.

Stuart Grover, Co-Founder and CTO of Look Who's Charging, said "The success of Look Who's Charging has been built off advanced technology and deep customer relationships. We are thrilled to bolster our development capabilities with Sergey and Imad."

Arhipenko and Hashmi bring over 30 years of experience including roles with fast moving technology scale-ups as well as large financial institutions.



*Imad Hashmi*

Commenting on his new appointment, Arhipenko said "I'm excited at the prospect of working for Look Who's Charging. The combination of an agile team with the backing and resources of Experian is a great combination to further build on the world leading technology that Look Who's Charging has developed.". Hashmi added "The ability to leverage data and technology has become a differentiator between organisations that succeed and those that get left behind. I'm looking forward to working with Look Who's Charging and Experian to deliver valuable data driven solutions to the market".

Arhipenko and Hashmi will be based alongside the Look Who's Charging team within Experian's North Sydney office. These appointments reinforce Experian's ongoing investment in Look Who's Charging.