

For Immediate Release
Leslie Leach
Certent
925.730.4300
Leslie.leach@certent.com

Certent Administers Sophisticated Equity Plan for NerdWallet

Financial Transaction Processing Firm Says Certent Transformed Equity Processes

Pleasanton, CA – January 10, 2017 – Certent, Inc., a leading provider of software-as-a-service (SaaS) solutions for equity compensation and financial disclosure management, announces its partnership with NerdWallet, Inc.

NerdWallet’s mission is to bring clarity to consumers surrounding all of life’s financial decisions. The company is the go-to resource for making smart and educated financial choices and has invested heavily in the talent required to make that vision a reality. Along with a talented, fast-growing organization comes an increasingly complex equity plan – something NerdWallet turned to Certent to help successfully manage.

“Prior to using Certent, our equity management process was complicated and involved gathering information from multiple sources for reporting purposes,” said Ron Nitafan, corporate controller at NerdWallet, which provides consumers with financial tools and objective financial advice. “Certent helps us support the growing complexities surrounding our equity accounting processes – specifically our expense calculations and cap table management.”

Nitafan also works closely with the administration services team at Certent to deliver a world-class participant experience and provide simplified, pre-populated reporting data surrounding participant equity activity back to the finance team. “Certent has greatly improved the way our participants interact with their equity awards,” added Nitafan. “Our participants now have a much more seamless experience with easy access to important documentation.”

Certent Administration Services is a flexible outsourcing program enabling clients to customize the level of services they need. Whether clients are looking for one-time assistance with a project or a comprehensive approach to offload the daily activities associated with administering an equity compensation program, Certent’s team of Certified Equity Professionals (CEPs) delivers the expertise and level of controls necessary to efficiently comply with equity management and reporting requirements.

“With Certent, I have a dedicated team to handle any equity challenge that arises,” Nitafan stated. “As the company grows, we may consider incorporating a secondary offering or an ESPP, and I am confident that Certent will be there to help us successfully navigate those next steps.”

About Certent

Certent, Inc. is a leading provider of software-as-a-service (SaaS) solutions for equity compensation and financial disclosure management. Our open ecosystem allows for comprehensive partner integrations enabling best-in-class stock plan administration, robust financial reporting for ASC 718, and high quality EDGAR/SEDAR filings in XBRL, HTML, and Inline XBRL. Founded in 2002, Certent has helped more than 1,800 public, private, and pre-IPO companies worldwide innovate their stock plan and financial reporting processes.

About NerdWallet

NerdWallet gives consumers clarity around key financial decisions at every stage of their lives. When it comes to credit cards, mortgages, insurance, loans or expenses like hospital costs, consumers make almost all of their decisions in the dark. NerdWallet is changing that, helping guide consumer decisions with free, accessible tools, research and expert advice that can't be found anywhere else. We call it putting knowledge in your wallet.