



HealthEquity Announces New Sales and Marketing Leadership

Draper, Utah – (GLOBE NEWSWIRE) – March 28, 2017 – HealthEquity, Inc. (NASDAQ: HQY) (“HealthEquity” or the “Company”), the largest HSA non-bank custodian, today announced the addition to its executive team of Bill Otten as Executive Vice President of Sales and Gary Robinson as Executive Vice President and Chief Marketing Officer.

Mr. Otten draws on more than 30 years of experience in building and leading world-class sales and delivery teams in the human capital management and technology industries. Most recently he was division vice president of sales for the Value Added Services of ADP, a comprehensive global provider of cloud-based human capital management solutions, and served in various other sales leadership roles with ADP over the last 14 years. Prior to joining ADP, he was a co-founder and CFO of Interlink Capital, Inc. and held various sales leadership roles at Enterprise Fleet Services. He holds an MBA from Johns Hopkins and a Bachelor of Science degree in business from Missouri State University.

“Bill Otten is a straight-on sales leader and coach, with a tremendous record of developing talent,” said Jon Kessler, President and CEO of HealthEquity. “Bill’s process orientation and diverse field sales experience in organizations with renowned sales systems fit perfectly with our plans to scale the sales organization.”

Mr. Robinson brings to HealthEquity a wealth of sales, marketing and product development experience. Most recently, Mr. Robinson was executive vice president of sales and business development for HealthTap, Inc., a mobile application that engages doctors, patients and data to enhance diagnostic capabilities, treatment and cost savings. Prior to joining HealthTap, he was a founder and managing director of Sapiient Health Services, LLC and senior vice president of sales at WageWorks. Mr. Robinson holds an MBA, Master of Science and Bachelor of Science from Stanford University.

“Gary Robinson is a proven winner in the business of healthcare consumerism,” commented Mr. Kessler. “There is simply no better person to help us tell HealthEquity’s positive and powerful story to consumers, partners and clients.”

“Bill and Gary are smart, experienced, hard-charging and polished go-to-market leaders,” said Mr. Kessler. “We are now strongly positioned to add to the Company’s record of market-leading growth.”

About HealthEquity

Founded in 2002, HealthEquity is one of the nation’s largest dedicated health savings custodians. The company’s innovative technology platform and tax-advantaged accounts help members build health savings, while controlling health care costs. HealthEquity services more than 2.7 million health savings accounts for 87 health plan partners and employees at more than 34,000 companies across the United States.

Forward-looking statements

This press release contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the Company’s industry, business strategy, plans, goals and expectations concerning our market position, product expansion, future operations, revenue, margins, profitability, future efficiencies, capital expenditures, liquidity and capital resources and other financial and operating information. When used in this discussion, the words “may,” “believes,” “intends,” “seeks,” “anticipates,” “plans,” “estimates,” “expects,” “should,” “assumes,” “continues,” “could,” “will,” “future” and the negative of these or similar terms and phrases are intended to identify forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond the control of the Company. The Company’s actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the continued availability of tax-advantaged consumer-directed benefits to employers and employees, the Company’s ability to acquire and retain new network partners and to cross-sell its products to existing network partners and members, the Company’s ability to successfully identify, acquire and integrate additional portfolio purchases or acquisition targets, the Company’s ability to raise awareness among employers and employees about the advantages of adopting and participating in consumer-directed benefits programs, and the Company’s ability to identify and execute on network partner opportunities. For a detailed discussion of these and other risk factors, please refer to the risks detailed in the Company’s filings with the Securities and Exchange Commission, including, without limitation, the most recent Annual Report on Form 10-K and subsequent periodic and current reports. Past performance is not necessarily indicative of future results. The Company undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing the Company’s views as of any date subsequent to the date of this press release.

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