

NOT FOR IMMEDIATE RELEASE

NerdWallet debuts first commercial during the big game, featuring Kieran Culkin as a “genius” beluga whale

Golden Globe winner voices famously intelligent whale, shares how genius it is to use NerdWallet to make smarter financial decisions

SAN FRANCISCO, CA, February 5, 2025 - Today, NerdWallet, Inc., (Nasdaq: NRDS) a personal finance website and app that provides financial guidance to consumers and small and mid-sized businesses (SMBs), unveiled its first big game commercial.

The campaign features the brand’s first “spokesanimal” - a genius beluga whale, sharing how “genius” it is to use NerdWallet. In the campaign, the whale, voiced by actor Kieran Culkin, shares how the Nerds at NerdWallet do extensive research on the top credit cards, insurance providers, personal loans and more - so you don’t have to. By answering just a few simple questions, NerdWallet can match you with the best financial products for you, so you are confident you’re getting better perks and lower rates - not leaving money on the table.

“The Big Game is a massive cultural moment bringing so many people together, and we are excited to be a part of it,” said Alison McCoy, Vice President Brand Marketing for NerdWallet. *“With this campaign, we hope to add some memorable entertainment to the event and inspire people to see how easy NerdWallet makes it to find the best financial products for you.”*

Along with sage advice, Culkin brings his signature charm and wit to the brand’s new lovable character - making learning about finances fun and approachable, something that’s core to the NerdWallet brand. *“What I enjoyed most about the collaboration with NerdWallet was going into the booth and figuring out the tone and the humor for the beluga whale,”* said Culkin. *“I worked closely with the director and the NerdWallet people, and it was a lot of fun. We went through a variety of ways in which this character could be and sound like and I got to try a bunch of stuff. In the end- we settled on the idea of a casual chat between two people, like on a New York City sidewalk -- but in this case it’s between a guy and a beluga whale.”*

The ad which is set to debut in the 3rd quarter of the big game on Sunday, February 9 was developed by creative agency, Deutsch, and directed by Tom Kuntz, who has previously worked with dozens of leading brands including AT&T, Coca-Cola and Got Milk?

“The Big Game is the perfect stage to introduce a character who is as smart, approachable and funny as NerdWallet itself,” said Ryan Lehr, Co-Chief Creative Officer at Deutsch. *“Our genius beluga whale was the ideal vessel to share the benefits of NerdWallet in an entertaining and engaging way. Kieran was able to make this sea genius feel so real, like someone you know and trust.”*

“Who wouldn’t love the chance to work with a talking whale with Kieran Culkin’s voice and wit?” said

Director Tom Kuntz. *“ Having a genius, wise-cracking whale schooling this unassuming tourist on the beauty of NerdWallet was a perfect way to tell this story.”*

Beginning today, the Beluga Whale will be taking over NerdWallet’s social media accounts - engaging with fans as part of the big game festivities. You can follow along on NerdWallet’s Instagram, TikTok and X channels.

The commercial then kicks off a larger integrated advertising campaign - across TV/OTT, Podcast, Social & Digital Channels, as well as offline extensions - highlighting the credit card, auto insurance and personal loan tools that make it easy to find the best financial products for you. For the full spot and more Beluga-content - visit www.youtube.com/nerdwallet and nerdwallet.com for more information.

About Nerdwallet:

NerdWallet (Nasdaq: NRDS) NerdWallet (Nasdaq: NRDS) is on a mission to provide clarity for all of life’s financial decisions. As a personal finance website and app, NerdWallet provides consumers with trustworthy and knowledgeable financial information so they can make smart money moves. From finding the best credit card to buying a house, NerdWallet is there to help consumers make financial decisions with confidence. Consumers have free access to our expert content and comparison shopping marketplaces, plus a data-driven app, which helps them stay on top of their finances and save time and money, giving them the freedom to do more. NerdWallet is available for consumers in the U.S., United Kingdom, Canada and Australia.

“NerdWallet” is a trademark of NerdWallet, Inc. All rights reserved. Other names and trademarks used herein may be trademarks of their respective owners.

Media Contact:

press@nerdwallet.com