First Mutual Holding Co. Partners with LemonadeLXP to Level Up Frontline Bankers with Microlearning and AI Conversations

Holding company gains one view of training performance across its five mutual banks

OTTAWA, ON — November 4, 2026 — LemonadeLXP, the all-in-one learning and knowledge platform for financial institutions, today announced its partnership with First Mutual Holding Co. (FMHC), a member-owned holding company with $3.2 billion in assets across five mutual banks.

FMHC needed its frontline to keep learning long after onboarding. But new hires were overloaded with information, in-branch role play varied from branch to branch and leaders had no data on who needed help. The holding company sought a modern learning platform that would keep bankers' skills sharp, prepare them for customer conversations and give leaders clear reporting across every affiliate bank.

"Our retail training team is a mighty team of two, so LemonadeLXP was a no-brainer," ***said Melinda Fellenstein, retail training manager at First Mutual Holding Co.*** "Reporting across five member banks used to be a nightmare for me. Now the reporting LemonadeLXP gives us is bar none. And with AI Conversations, every banker gets a private place to practice until they're confident."

The partnership marks another milestone in LemonadeLXP's ongoing expansion within the financial services sector. LemonadeLXP delivers a modern learning experience for frontline teams, bringing microlearning, game-based learning, technology walkthroughs, AI Conversations and performance reporting together in one platform.

"We're proud to partner with First Mutual as they bring more confidence to their frontline," ***said John Findlay, CEO and co-founder of LemonadeLXP***. "Their bankers sharpen their skills with quick microlearning, and they don't wait for a role-play partner anymore. They rehearse with AI Conversations on their own time and walk into customer conversations ready. And when sales and service is the top priority for every president and CEO across their banks, that's not a training win. That's a growth strategy."

For the full story, including why First Mutual Holding Co. chose LemonadeLXP and videos from their team, check out our blog.

About First Mutual Holding Co.

First Mutual Holding Co. (FMHC) is a member-owned mutual holding company headquartered in Ohio. FMHC supports independent mutual banks by providing resources, operational expertise and growth opportunities that help them serve their communities and prosper while preserving local leadership and mutual ownership.

About LemonadeLXP

LemonadeLXP is an AI-powered learning and knowledge platform for community banks and credit unions. It powers staff training, frontline enablement, and customer education through engaging, interactive learning experiences to drive growth across every channel. Learn more at www.lemonadelxp.com.

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