



Banking Services

BELLA Loves me

Messaging Technology

Team

The Village

FAQ

Get your BELLA app



English

we don't need  
**customers.**

we need **people who  
care about each other.**

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**BELLA**  
*loves me.*

## Our brain **has a heart.**

BELLA is the first conversational banking experience 100% powered by human love. We deliver this through a compelling AI messaging technology. Imagine that you're ordering a macchiato when you get a text: "somebody has already paid for your coffee". It's called a Karma Account, and it's just one way to use our revolutionary algorithm to bring kindness into an industry that has always cared about money more than people. Get to know us better. We might become good friends.

Karma Account

this is a  
**reLOVEution!**

## you come first.

Have you ever received **200% Surprise Cashback on purchases** from your bank?  
 No. Because banks do not give their marketing budget straight to their customers instead of spending it on ads.  
**We do.** And it's just the beginning.  
 So, one day you might say "BELLA loves me."  
 Check out our banking solutions and BELLA's unique ideas for you.

Bella surprise!

## we don't need customers.

we need people who care about each other.

Individuals who stand for inclusivity and support all forms of love and backgrounds. That's the plan: building a community that genuinely wants to create a better place for everyone.  
 Take it or leave it.

It's up to you. Do you want to be part of something beautiful?

The Village

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Bella accounts are provided and issued by **nbkc bank**. Member FDIC and are FDIC insured up to \$5,000,000 through a network of FDIC insured banks\*

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