Credit Union Operational Review

Success Federal Credit Union

Revised: 8/6/2020



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The Data Warehouse is Available

A brand-new feature for storing the data you always wished you had in CU*BASE!

Upload new information from any outside source (vendor reports, email platforms) for storage or analysis.

Collect the special data set called Phone Optics for deeper analysis studies.

And much more!



In the Analyst's Opinion....

Shares / Deposits

- **Share Draft** penetration is very strong at nearly 63% of membership. However roughly 30% of these share draft accounts do not have an active ATM/Debit card. It is recommend to increase plastic penetration on existing share draft accounts.
- **Top of Wallet**, 35.8% of issued <u>credit cards</u> have not been used in 30 days. 20.5% of issued <u>Debit Cards</u> have not been used in 30 days. Recommend Card Utilization Strategies.
- Dividend Application IR **Traditional IRA** is the only share product observing notable decline in the last year. Recommend conducting a product review.
- Approximately 10% of members are Opted In to **Regulation E.** Many members enjoy the benefits of a **Courtesy Pay program**, while creating additional income for the credit union.

Loans

- Although the loan portfolio value has not observed notable growths or declines, the data indicates it is performing well with low delinquency and low losses. Heavy concentration in Real Estate.
 - <u>Indirect Lending</u> Relationships could be considered
 - Loan Capture Opportunities exist within the current membership
 - There is room to grow within the <u>Credit Card Portfolio</u>
- **CU*BASE Skip-a-Pay** management systems are not in use, potentially not offered to members. Skip-a-Pay programs generally create a win-win for both the member and the credit union.

Digital Services

- Online Banking (16%) and Mobile Banking (23.8%) penetration both lag peer averages. Recommended to campaign to increase digital channel engagement.
- **eStatement Participation** is currently at 19.1%. Increasing the utilization of eStatements will directly reduce operational expenses, while improving delivery times and security.
- **Valid Email Address** is currently at 49% of members. Collecting more email addresses can reduce marketing expense while allowing you to more quickly communicate with more of your members.



Operational Overview

Success Federal Credit Union's consolidated membership dates back to 1936 as World Mills FCU. The credit union was chartered in August of 1965 as Successful Members Credit Union, primarily serving the employees of the local factories and industrial centers. With a diverse history of multiple mergers and name changes, the credit union most recently became Success Federal Credit Union in January 2016 and is currently lead by CEO,

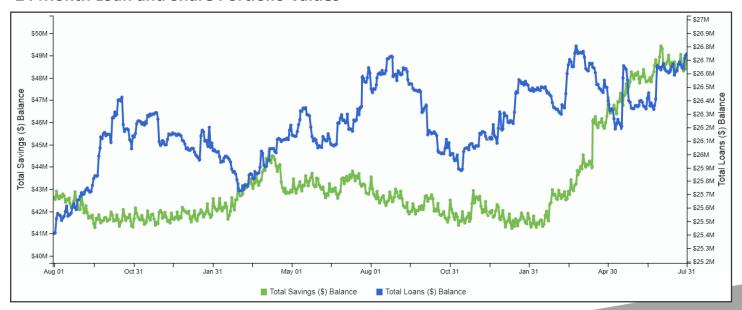
John Doe.

Digital Service Penetration Trending

| Description | | 08/2020 | 05/2020 | 02/2020 | 11/2019 | 08/2019 |
|----------------------|-----------------|---------|---------|---------|---------|---------|
| | | Members | Members | Members | Members | Members |
| ATM | | 1,485 | 1,408 | 1,455 | 1,473 | 1,469 |
| Credit Card | | 907 | 908 | 920 | 920 | 912 |
| Active Audio Respnse | | 265 | 298 | 283 | 288 | 295 |
| Active Online Bankng | | 755 | 873 | 787 | 741 | 778 |
| E-Stmt Enrolled | E-Stmt Enrolled | 869 | 850 | 824 | 812 | 798 |
| Bill Pay Enrolled | | 303 | 293 | 278 | 268 | 259 |
| Valid e-Mail Address | | 2,236 | 2,204 | 2,148 | 2,095 | 2,059 |
| E-Notice Enrolled | | 39 | 37 | 37 | 34 | 34 |
| E-Alert Enrolled | | 93 | 87 | 78 | 76 | 74 |
| Mobile Text Banking | | 100 | 90 | 82 | 78 | 71 |
| Mobile Web Banking | | 1,084 | 1,116 | 1,009 | 986 | 952 |

| Executive Spotlight | | | | | | | |
|------------------------------|--------------|--|--|--|--|--|--|
| Total Assets: | \$54,297,768 | | | | | | |
| Total Shares/Certificates: | \$48,892,802 | | | | | | |
| Total Loans: | \$26,392,512 | | | | | | |
| Loan-to-Share Ratio: | 53.9% | | | | | | |
| Total Members: | 4,469 | | | | | | |
| Number of Branches: | 3 | | | | | | |
| Charter Number: | 9999 | | | | | | |
| 1-Year Share Growth: | 18.1% | | | | | | |
| 1-Year Loan Growth: | 0.5% | | | | | | |
| 1-Year Membership Growth: | -2.3% | | | | | | |
| Delinquency Ratio: | 2.5% | | | | | | |
| Prior Year Net Income (2019) | \$280,340 | | | | | | |
| | | | | | | | |

24 Month Loan and Share Portfolio Values





Financial Performance Review

Prior Year Financial Performance

| Summary | 2016 Budget | 2016 Budget 2016 Actual 2016 Actual - 20 | | Variance / 2016 Budget |
|---------|-------------|--|-----------|------------------------|
| Income | 0 | 1,934,688 | 1,934,688 | 0.0% |
| Expense | <u>0</u> | 1,656,057 | 1,656,057 | 0.0% |
| Net | 0 | 278,631 | 278,631 | 0.0% |

| Summary | 2017 Budget | 2017 Actual | Variance 2017 Actual - 2017 Budget | Variance / 2017 Budget |
|---------|-------------|-------------|---------------------------------------|------------------------|
| Income | 0 | 1,955,359 | 1,955,359 | 0.0% |
| Expense | <u>0</u> | 1,867,538 | 1,867,538 | 0.0% |
| Net | 0 | 87,822 | 87,822 | 0.0% |

| Summary | 2018 Budget | 2018 Actual | Variance 2018 Actual - 2018 Budget | Variance / 2018 Budget |
|---------|-------------|-------------|---------------------------------------|------------------------|
| Income | 0 | 2,269,024 | 2,269,024 | 0.0% |
| Expense | 0 | 1,971,006 | 1,971,006 | 0.0% |
| Net | 0 | 298,018 | 298,018 | 0.0% |

| Summary | 2019 Budget | 2019 Actual | Variance 2019 Actual - 2019 Budget | Variance / 2019 Budget |
|---------|-------------|-------------|---------------------------------------|------------------------|
| Income | <u>0</u> | 2,348,054 | 2,348,054 | 0.0% |
| Expense | 0 | 2,067,714 | 2,067,714 | 0.0% |
| Net | 0 | 280,340 | 280,340 | 0.0% |

June 30th, 2020 YTD Financial Performance

| Summary | 2020 Budget 2020 Actua | | Variance 2020 Actual - 2020 Budget | Variance / 2020 Budget | | |
|---------|--------------------------|------------------|---------------------------------------|------------------------|--|--|
| Income | <u>0</u> | <u>1,121,810</u> | <u>1,121,810</u> | 0.0% | | |
| Expense | <u>0</u> | <u>851,515</u> | <u>851,515</u> | 0.0% | | |
| Net | <u>0</u> | 270,295 | 270,295 | 0.0% | | |

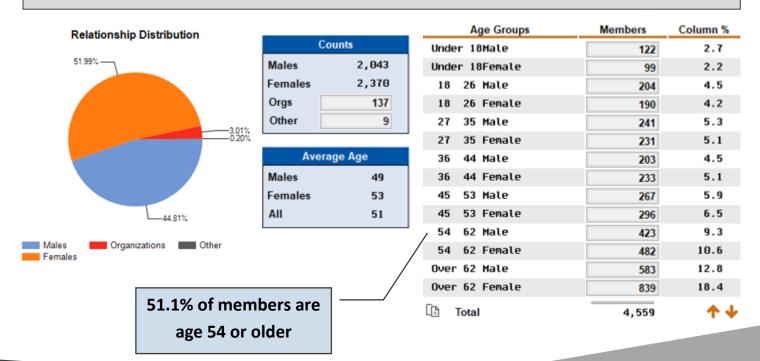


Membership Growth and Composition



The graph above is sourced from **Analytics Booth**, and represents total membership growth trends over the last year. Similar trendlines can be prepared for individual and organizational memberships separately, closed membership trends, as well as adjustments to review unique SSNs.

The membership composition data below was taken from **CU*BASE tool #752 - Relationship Analysis**, which allows for quick insights into membership age and gender composition and includes the ability to generate membership lists.





Product Portfolio Overview

| LOANS | | | | | | | |
|----------------------------------|--------------|--|--|--|--|--|--|
| Total Balance: | \$26,392,512 | | | | | | |
| Participations: | \$4,023,171 | | | | | | |
| CU Balance: | \$22,369,341 | | | | | | |
| Loan Count: | 2,073 | | | | | | |
| Mbrs w/Loan: | 1,543 | | | | | | |
| Weighted Rate: | 5.362% | | | | | | |
| 3 Month Growth: | 1.3% | | | | | | |
| 6 Month Growth: | 0.9% | | | | | | |
| 12 Month Growth: | 0.5% | | | | | | |
| Annual Int Income: (Estimate) | \$1,266,642 | | | | | | |

| SHARES | | | | | | |
|-----------------------------------|--------------|--|--|--|--|--|
| Total Balance: | \$43,553,680 | | | | | |
| Total Accounts: | 8,663 | | | | | |
| Secondary Shares: | 4,103 | | | | | |
| Mbrs w/2nd Share: | 3,079 | | | | | |
| Weighted Rate: (Estimate) | 0.357% | | | | | |
| 3 Month Growth: | 5.4% | | | | | |
| 6 Month Growth: | 21.2% | | | | | |
| 12 Month Growth: | 18.1% | | | | | |
| Annual Div Expense: (Estimate) | \$155,848 | | | | | |

| CERTIFICATES | | | | | | | | |
|--------------------------------------|-------------|--|--|--|--|--|--|--|
| Total Balance: | \$5,339,122 | | | | | | | |
| Total Accounts: | 284 | | | | | | | |
| Mbrs w/CD: | 130 | | | | | | | |
| Weighted Rate: (Estimate) | 1.747% | | | | | | | |
| 3 Month Growth: | -5.8% | | | | | | | |
| 6 Month Growth: | -7.3% | | | | | | | |
| 12 Month Growth: | -13.5% | | | | | | | |
| Annual CD Div Expense: (Estimate) | \$93,121 | | | | | | | |

Loan Portfolio has observed notable volatility in total balance over the last year, ultimately holding ground and recording 0.50% growth over the past year.

Share Portfolio has seen substantial growth over the past year, primarily driven by growth occurring between March 1st 2020 and May 1st 2020. Tax returns and government stimulus checks are likely contributing factors.

Certificate Portfolio is the only portfolio observing a net decline over the past year, recording a 13.5% decline versus prior year.

Loans to Shares is hovering around 50%, and has generally been in the 50-60% range for the last few annuals.



Loan Portfolio Performance



Both graphics on this page are sourced from **Analytics Booth**. With the top graph representing a 1 year history of daily portfolio value. We can see approximately \$140,000 in portfolio growth (0.5% growth) over the past year.

The table below is displaying individual Loan Category balances and 365 day portfolio movement from the Analytics Booth **Loan Portfolio Dashboard**, providing clear insights into individual product performance and yields.

LOAN CATEGORY 13 - seems to be a recently configured new loan product, likely PPP SBA guaranteed loans.

| Ln. Catg | Description J1 | (Sum: 26 | alance ,392,512) : +144,941) | Current Weighted Average Rate | # Loans (Sum: 1,828) | # Rates (Sum: 215) | # Mbrs (Sum: 1,766) | CU Balance (Sum: 22,369,341) | Investor Balance (Sum: 4,023,171) |
|----------|---------------------------|------------|------------------------------------|----------------------------------|-------------------------|-----------------------|------------------------|---------------------------------|--------------------------------------|
| 20 🗆 | 1ST MORTGAGE | -1,349,826 | 13,892,959 | 5.289 | 255 | 28 | 245 | 13,892,959 | 0 |
| 60 🗆 | FIRST MORTGAGE FANNIE MAE | +1,165,920 | 4,103,826 | 3.693 | 41 | 16 | 41 | 80,655 | 4,023,171 |
| 02 🗆 | USED AUTO | -1,122 | 3,868,150 | 4.919 | 421 | 49 | 384 | 3,868,150 | 0 |
| 04 🗆 | RECREATIONAL VEHICLE | +54,513 | 993,957 | 6.169 | 101 | 35 | 96 | 993,957 | 0 |
| 22 🗆 | HOME EQUITY FIXED 2ND | +386,281 | 891,654 | 5.817 | 43 | 17 | 43 | 891,654 | 0 |
| 01 🗆 | NEW AUTO | +219,141 | 885,032 | 4.030 | 45 | 19 | 44 | 885,032 | 0 |
| 05 🗆 | UNSECURED LOAN | -318,549 | 740,911 | 13.123 | 230 | 34 | 223 | 740,911 | 0 |
| 40 🗆 | VISA PLATINUM | -75,938 | 574,139 | 12.582 | 664 | 2 | 663 | 574,139 | 0 |
| 12 🗆 | COMMERCIAL REAL ESTATE | -32,897 | 230,217 | 6.159 | 3 | 3 | 3 | 230,217 | 0 |
| 13 🗆 | SBA | +107,569 | 107,569 | 1.000 | 5 | 1 | 5 | 107,569 | 0 |
| 06 🗆 | SHARE PLEDGE | -10,151 | 104,098 | 4.795 | 20 | 11 | 19 | 104,098 | 0 |



Share Portfolio Performance



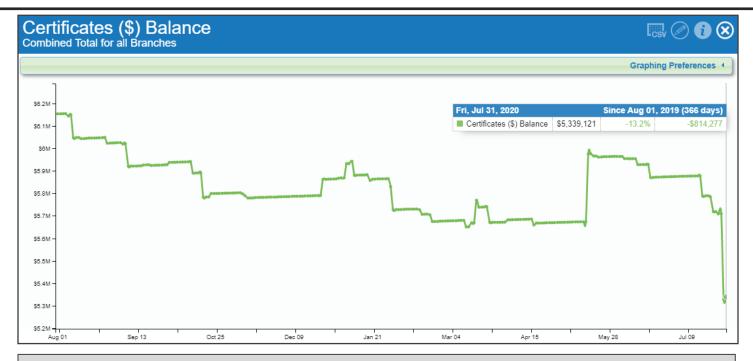
Both graphics on this page are sourced from **Analytics Booth**. With the top graph representing a 1 year history of daily portfolio value. We can see nearly \$5.9M in portfolio growth (13.7% growth) over the past year, with notable increases in growth rates first occurring around March 1st, as well as again on April 15th 2020.

Traditional IRA is the only Dividend Application which observed notable decline in the past year.

| GL Acct. | Application Type | Dividend Application | Description | | Balance ,553,680) +6,689,257) | Split Rate | # Share (Sum: 8,663) | # Members (Sum: 8,497) | Average Balance per Account |
|----------|---------------------|-------------------------|----------------------|------------|-------------------------------------|------------|-------------------------|---------------------------|-----------------------------|
| 901.00 | SH | SH | PRIME SHARES | +3,178,537 | 26,908,201 | <u>Y</u> | 4,560 | 4,560 | 5,901 |
| 903.10 | SD | LC | LOW COST DRAFT | +2,053,175 | 5,404,238 | <u>Y</u> | 2,299 | 2,280 | 2,351 |
| 903.00 | SD | SD | REGULAR SHARE DRAFT | +792,562 | 3,489,631 | <u>Y</u> | 473 | 473 | 7,378 |
| 901.10 | SH | SS | SIDE SHARE | +307,655 | 1,581,508 | <u>Y</u> | 586 | 446 | 2,699 |
| 902.20 | SH | VC | VACATION CLUB | +283,015 | 326,717 | <u>N</u> | 60 | 60 | 5,445 |
| 904.10 | SD | MP | MONEY MARKET PLUS | +111,759 | 1,338,618 | <u>N</u> | 33 | 33 | 40,564 |
| 903.20 | SD | SB | SMALL BUSINESS DRAFT | +70,212 | 985,712 | <u>N</u> | 50 | 50 | 19,714 |
| 903.15 | SD | DP | SHARE DRAFT PLUS | +18,520 | 62,804 | <u>Y</u> | 11 | 11 | 5,709 |
| 906.20 | IR | RT | ROTH IRA | +15,908 | 320,925 | <u>N</u> | 35 | 35 | 9,169 |
| 901.61 | TX | FM | ESCROW NMS FANNIEMAE | +15,860 | 44,021 | <u>N</u> | 30 | 30 | 1,467 |
| 906.10 | IR | ED | EDUCATIONAL IRA | +2 | 104 | <u>N</u> | 1 | 1 | 104 |
| 904.00 | SD | MM | MONEY MARKET | -917 | 74,428 | <u>N</u> | 5 | 5 | 14,886 |
| 902.00 | SH | CC | CHRISTMAS CLUB | -6,527 | 229,611 | <u>N</u> | 222 | 220 | 1,034 |
| 801.95 | TX | TX | ESCROW | -28,115 | 273,424 | <u>N</u> | 172 | 168 | 1,590 |
| 906.00 | IR | IR | TRADITIONAL IRA | -122,389 | 2,513,738 | <u>N</u> | 126 | 125 | 19,950 |



Certificate Portfolio Overview



Both graphics on this page are sourced from **Analytics Booth**. With the top graph representing a 1 year history of daily portfolio value. We can see approximately 800,000 in portfolio decline (-13.2%) over the past year.

The table below is displaying individual Certificate Type balances and 365 day portfolio movement from the Analytics Booth **Certificate Portfolio Dashboard,** providing clear insights into individual product performance and rates.

Certificate Type 02 - the only listed 12 month certificate term, has seen 54% decline over the last year.

Additional insights into certificate portfolios can be gathered via CU*BASE tool #591 Portfolio Analysis—CDs, as well as #1165 The Certificate Accrual Dashboard, which provides insights into certificate dividend expense.

| GL Acct. | Application Type | СО Туре | Description UT | Current I (Sum: 5,3 (365D Chg: | 325,066) | Current Weighted Average Rate | Current Average Rate | # CDs (Sum: 283) | # Rates (Sum: 64) | # Members (Sum: 160) |
|----------|---------------------|---------|---------------------|--------------------------------------|-----------|----------------------------------|-------------------------|---------------------|----------------------|-------------------------|
| 908.00 | CD | 02 | 12 MONTH CERT | -1,399,062 | 1,183,073 | 1.015 | 0.938 | 68 | 5 | 35 |
| 908.00 | CD | 05 | 24 MONTH CERT-MTHLY | +18,969 | 386,662 | 2.261 | 2.233 | 24 | 6 | 14 |
| 908.00 | CQ | 06 | 24 MONTH CERT | +26,702 | 664,937 | 2.023 | 1.982 | 20 | 9 | 20 |
| 908.00 | CD | 07 | 36 MONTH CERT-MTHLY | +234,462 | 312,885 | 2.164 | 1.788 | 9 | 5 | 9 |
| 908.00 | CQ | 08 | 36 MONTH CERT | +288,955 | 753,369 | 1.506 | 1.867 | 23 | 11 | 16 |
| 908.00 | CD | 09 | 60 MONTH CERT-MTHLY | -23,974 | 666,614 | 2.129 | 1.993 | 52 | 11 | 21 |
| 908.00 | CQ | 10 | 60 MONTH CERT | +21,824 | 884,614 | 1.880 | 1.993 | 72 | 10 | 37 |
| 908.10 | CI | 54 | 36 MONTH IRA CERT | +273 | 10,450 | 2.650 | 2.650 | 2 | 1 | 1 |
| 908.10 | CI | 55 | 60 MONTH IRA CERT | +3,516 | 462,462 | 1.848 | 1.807 | 13 | 6 | 7 |



Loan Application Pipeline

| Monthly | # of Applications | % Change From Prior Period | Total Application Amount |
|--------------|-------------------|----------------------------|--------------------------|
| JAN - 2020 🍳 | 72 | 0.0 | 961,640 |
| FEB - 2020 Q | 40 | 44.4- | 407,975 |
| MAR - 2020 🝳 | 59 | 47.5 | 1,039,648 |
| APR - 2020 Q | 41 | 30.5- | 619,977 |
| MAY - 2020 Q | 52 | 26.8 | 1,134,920 |
| JUN - 2020 🧕 | 65 | 25.0 | 1,314,651 |
| JUL - 2020 🔯 | 80 | 23.1 | 973,186 |

The table above was sourced from **CU*BASE tool #455 - Loan Application Statistics Inquiry**, and provides summary insights into monthly loan application volume and amounts.

The two tables below originate from **CU*BASE tool #484 - Look-to-Book Ratio Analysis.** The first table reviews all loan applications from the 3 months ending July 31st 2020, and subtotals them by Loan Category.

The 2nd table details both the credit quality of the primary borrower of the loan application, as well as the current status of the application itself.

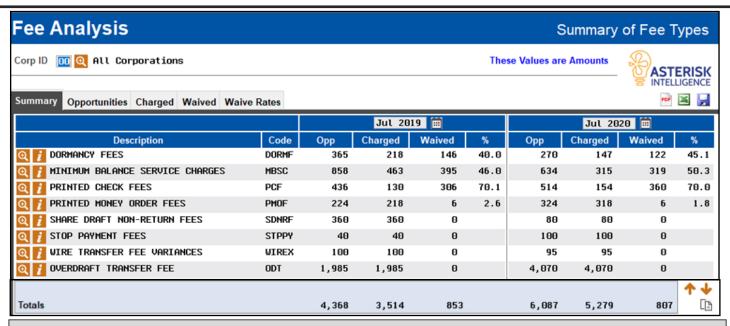
We can see **Used Auto Loans** represented 45% of loan application volume during this period, with 80% of all applications getting booked when credit scores are 725+.

Look-to-Book Analysis **Loan Category** 5/01/2020 and 7/31/2020 for Mbrs/Non-mbrs Current status for loan applications created between TOTAL ALL #codes 10 **Credit Score** Code/Description # Apps % Apps \$ Amount of Apps % Amt \$ Amount Per App High Low Avg 02/USED AUTO 954,843 27.3 837 510 651 05/UNSECURED LOAN 47 23.2 176,683 5.0 3,759 814 521 653 04/RECREATIONAL VEHICLE 224,561 808 512 24 11.8 6.4 9,356 655 776 4.4 533 40/VISA PLATINUM 9 6,400 . 2 711 632 60/FIRST MORTGAGE FANNIE MAE 915,455 26.2 130,779 789 681 734 25,289 3.0 151,735 4.3 735 22/HOME EQUITY FIXED 2ND 282,500 47,083 788 655 3.0 8.1 733 20/1ST MORTGAGE 2.5 663,780 19.0 765 679 132,756 713 13/SBA 5 2.5 107,569 3.1 21,513 741 599 627 06/SHARE PLEDGE 1.0 15,378 7,689 622 498 560

| | Totals | | | Pending | | | Denied | | Booked | | | |
|------------|---------------|------|--------|---------------|------|------|---------------|------|--------|---------------|------|------|
| Score | # Application | % | Ratio | # Application | % | Days | # Application | % | Days | # Application | % | Days |
| 725 to 999 | 55 ℚ | 27.1 | 1.25 🔍 | 4 @ | 7.3 | 45 | 7 🧿 | 12.7 | | 44 🝳 | 80.0 | 3 |
| 680 to 724 | 29 🧿 | 14.3 | 1.53 🧿 | 5 🭳 | 17.2 | 54 | 5 🭳 | 17.2 | 1 | 19 🧿 | 65.5 | 2 |
| 640 to 679 | 31 🧿 | 15.3 | 1.63 🧿 | 4 🭳 | 12.9 | 41 | 8 🭳 | 25.8 | 2 | 19 ℚ | 61.3 | 1 |
| 600 to 639 | 34 🧿 | 16.7 | 1.89 🧿 | 2 🭳 | 5.9 | 28 | 14 🭳 | 41.2 | 2 | 18 🧿 | 52.9 | 5 |
| 400 to 599 | 54 🭳 | 26.6 | 2.84 🧿 | 8 🝳 | 14.8 | 54 | 27 🧿 | 50.0 | 2 | 19 ℚ | 35.2 | 4 |
| 000 to 399 | | | | | | | _ | | | | | |

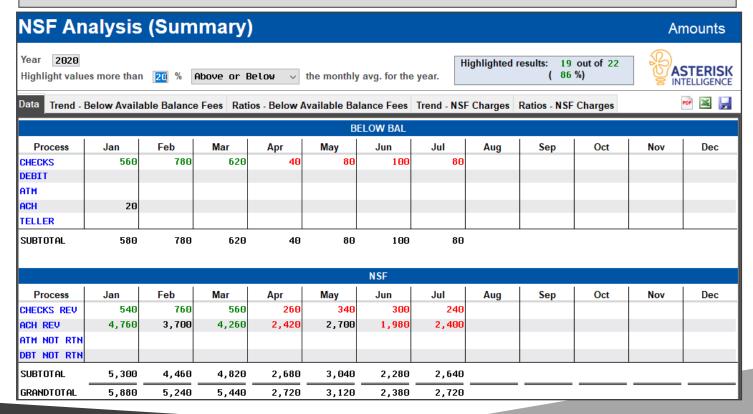


Non-Interest Income Review



The table above was sourced from **CU*BASE tool #369 - Fee Income/Waivers Dashboard**, and provides period to period comparison of Fee Income, currently configured for July 2019 vs July 2020.

CU*BASE tool #557 - NSF/ANR Statistics Dashboard, shown below, details 2020 monthly ANR/NSF fee income. We can see both NSF and ANR fee income were drastically reduced April 2020. Perhaps fee waivers in response to the COVID-19 pandemic?





Product and Service Penetration

| Description | | 08/2020 | 07/2020 | 06/2020 | 05/2020 | 04/2020 | 03/2020 | 02/2020 | 01/2020 | 12/2019 | 11/2019 |
|----------------------|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Description | | % | % | % | % | % | % | % | % | % | % |
| ATM | | 32.6% | 32.4% | 31.8% | 30.6% | 31.5% | 31.2% | 31.5% | 31.8% | 31.5% | 31.6% |
| Credit Card | | 19.9% | 19.8% | 19.7% | 19.7% | 19.7% | 19.8% | 19.9% | 19.9% | 19.8% | 19.7% |
| Active Audio Respnse | | 5.8% | 5.9% | 6.2% | 6.5% | 5.9% | 6.2% | 6.1% | 6.2% | 6.3% | 6.2% |
| Active Online Bankng | | 16.6% | 16.9% | 17.3% | 19.0% | 16.8% | 16.4% | 17.0% | 16.3% | 16.5% | 15.9% |
| E-Stmt Enrolled | | 19.1% | 18.9% | 18.7% | 18.5% | 18.1% | 18.0% | 17.8% | 17.8% | 17.7% | 17.4% |
| Bill Pay Enrolled | | 6.6% | 6.6% | 6.5% | 6.4% | 6.2% | 6.1% | 6.0% | 5.8% | 5.8% | 5.8% |
| Valid e-Mail Address | | 49.0% | 48.6% | 48.1% | 47.9% | 47.3% | 46.9% | 46.5% | 46.0% | 45.1% | 45.0% |
| E-Notice Enrolled | | 0.9% | 0.9% | 0.8% | 0.8% | 0.8% | 0.8% | 0.8% | 0.8% | 0.8% | 0.7% |
| E-Alert Enrolled | | 2.0% | 2.0% | 1.9% | 1.9% | 1.7% | 1.7% | 1.7% | 1.7% | 1.7% | 1.6% |
| Mobile Text Banking | | 2.2% | 2.1% | 2.0% | 2.0% | 1.8% | 1.8% | 1.8% | 1.7% | 1.7% | 1.7% |
| Mobile Web Banking | | 23.8% | 23.2% | 23.4% | 24.3% | 22.1% | 21.8% | 21.8% | 21.2% | 21.0% | 21.2% |
| Wrong Address | | 1.0% | 1.2% | 1.3% | 1.4% | 1.4% | 1.5% | 1.4% | 1.5% | 1.7% | 1.7% |
| CU Marketing Opt-in | | 96.0% | 96.1% | 96.1% | 96.1% | 96.0% | 96.0% | 96.0% | 96.0% | 96.0% | 96.1% |
| Third Party Mkt Opt | | 94.8% | 94.8% | 94.9% | 94.8% | 94.7% | 94.7% | 94.7% | 94.8% | 94.8% | 94.8% |
| Reg E Opt-in | | 10.8% | 10.7% | 10.4% | 9.5% | 8.2% | 7.8% | 7.5% | 7.2% | 7.2% | 7.0% |

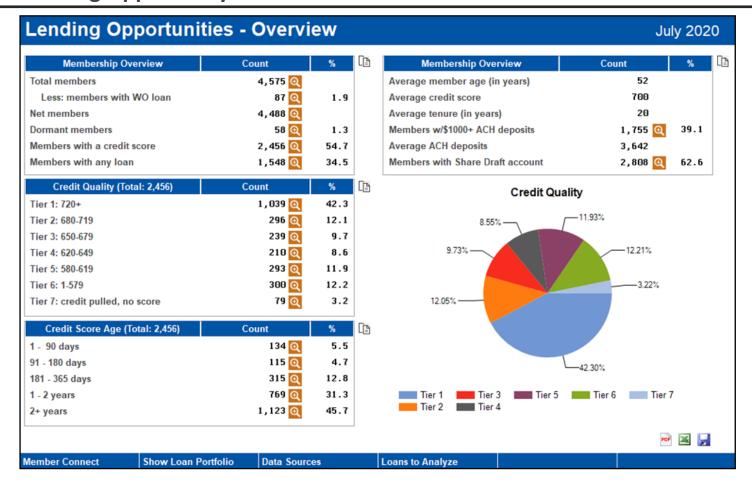
The above table was sourced from the **Analytics Booth Tiered Services Comparison Dashboard** and provides insights into member service participation with the credit union

Key Talking Points:

- Nearly 20% of members have an active credit card (Strength)
- Less than 20% of members utilize eStatements (Opportunity)
- Less than 50% of members have a valid email address available (Opportunity)
- About 16% and 24% of members use Online Banking, and Mobile banking respectively (Opportunity)
- 11% of members have opted-in to REG E (Opportunity)



Lending Opportunity Overview



CU*BASE tool #1855 - Lending Opportunity Dashboard, shown above, was designed to provide insights into your membership, their credit profiles, as well as product and service participation with the credit union.

Key Talking Points:

- 55% of members have a credit score available in CU*BASE (Opportunity)
- 34.5% of members hold an active loan record with the credit union (Opportunity)
- 63% of members hold an active share draft account with the credit union (Strength)
- Average Member Tenure is over 20 years! (Strength)
- 23% of members have an available credit score less than a year old (Opportunity)

Click the "Loans to Analyze" link within the Dashboard for 1-Click marketing lists



Loan Write-Off / Charge-Off Review

| Written O | ff | Board Approved | | Total Loans | | | | | |
|------------------|----------------|----------------|-----|-------------|-----------|------------|--|--|--|
| Year | Count | \$ Amo | unt | Count | \$ Amount | % Approved | | | |
| Q 2020 | | 9 | 0 | 11 | 53,564 | .0 | | | |
| Q 2019 | | 9 | 0 | 14 | 22,525 | .0 | | | |
| Q 2018 | 1 | 9 | 0 | 18 | 97,079 | .0 | | | |
| Q 2017 | (| 9 | 0 | 22 | 52,460 | .0 | | | |
| Q 2016 | (| 9 | 0 | 24 | 35,411 | .0 | | | |
| Q 2015 | 1 | 9 | 0 | 28 | 61,934 | .0 | | | |
| Q 2014 | (| 9 | 0 | 51 | 103,408 | .0 | | | |
| Q 2013 | (| 9 | 0 | 59 | 125,517 | .0 | | | |
| Q 2012 | 1 | 9 | 0 | 33 | 124,418 | .0 | | | |
| Q 2011 | | 9 | 0 | 44 | 104,988 | .0 | | | |
| Q 2010 | 1 | 9 | 0 | 113 | 163,424 | .0 | | | |
| Q 2009 | (| 9 | 0 | 347 | 1,057,035 | .0 | | | |
| Show Charged off | Totals | 9 | 0 | 964 | 2,001,763 | .0 | | | |
| ← → ↑ ॥ ॄ | <i>8 i</i> ? @ | | | | | | | | |

| | Charged Off | Board | Approved | Total Loans | | | | | |
|-------------|---------------------|------------|-----------|-------------|-----------|------------|--|--|--|
| | Year | Count | \$ Amount | Count | \$ Amount | % Approved | | | |
| Q 20 | 020 | 0 | 0 | 6 | 27,438 | .0 | | | |
| Q 20 | 019 | 0 | 0 | 3 | 10,796 | .0 | | | |
| | 018 | 0 | 0 | 43 | 203,020 | .0 | | | |
| | 017 | 0 | 0 | 94 | 204,035 | .0 | | | |
| | 016 | 0 | 0 | 28 | 61,621 | .0 | | | |
| | 015 | 0 | 0 | 294 | 1,091,739 | .0 | | | |
| | 014 | 0 | 0 | 13 | 0 | .0 | | | |
| | 013 | 0 | 0 | 8 | 0 | .0 | | | |
| • | 012 | 0 | 0 | 16 | 0 | .0 | | | |
| | 011 | 0 | 0 | 15 | 0 | .0 | | | |
| | 010 | 0 | 0 | 5 | 0 | .0 | | | |
| Q 20 | 009 | 0 | 0 | 108 | 0 | .0 | | | |
| Show V | Written off Totals | s <u> </u> | Θ | 805 | 1,598,649 | .0 | | | |
| 4 - | → ↑ !! <u>#</u> & i | ? @ | | | | | | | |

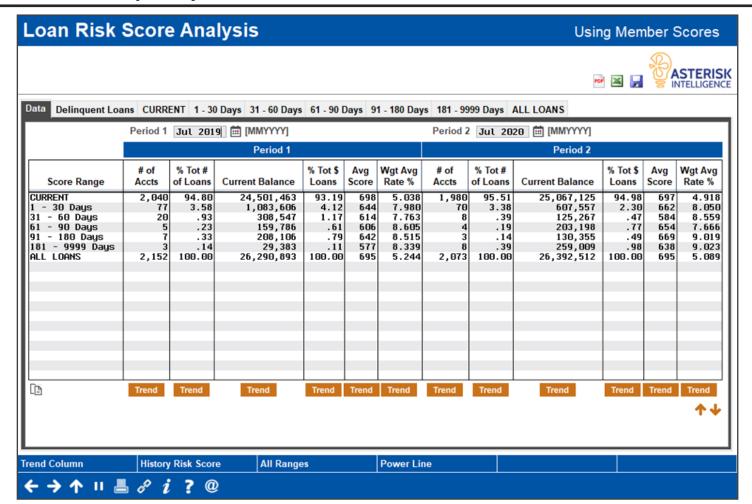
CU*BASE tool #476 - Write-Off/Charge-Off History Dashboard, shown above, can be used to quickly review annual loss data for trending, individual charts are available for WO loans and CO loans individually.

Written Off Loan balances were noticeably higher 2010 - 2014—Averaging \$124,000 per year, as compared to 2015 - 2019 averaging about \$54,000, about a 56% reduction.

2020 (7 periods) has seen \$53,000 YTD in written-off loans, simply annualizing this figure produces a current run rate of \$92,000 in WO loans for 2020.



Loan Delinquency



CU*BASE tool #473 - Loan Risk Score Analysis, shown above, can be used to compare current month delinquency, to prior period delinquency. Reviewing the chart above, we can see a year ago, July 2019, **93.2%** of your loan portfolio was in a current status. This compares to **94.98%** of loans being current as of July 2020 EOM processing.

This tool can also be used to provide insights into which credit score ranges are generating delinquencies, as shown below specifically reviewing the 180+ day delinquent bucket.

| | Period 1 | Jul 201 | 9 🛗 [MMYYYY] | | | Period 2 Jul 2020 🛗 [MMYYYY] | | | | | | | |
|-----------------|---------------|------------------|-----------------|-------------------|--------------|------------------------------|---------------|------------------|-----------------|-------------------|--------------|-------------------|--|
| | | | Period 1 | | | Period 2 | | | | | | | |
| Score Range | # of Accts | % Tot # of Loans | Current Balance | % Tot \$ Loans | Avg Score | Wgt Avg Rate % | # of Accts | % Tot # of Loans | Current Balance | % Tot \$ Loans | Avg Score | Wgt Avg Rate % | |
| 181 - 9999 Days | 3 | .14 | 29,383 | .11 | 577 | | 8 | . 39 | 259,009 | . 98 | 638 | 9.023 | |
| 0725 TO 0999 | 0 | .00 | 0 | . 00 | 0 | . 000 | 3 | .14 | 61,632 | . 23 | 732 | 9.038 | |
| 0680 TO 0724 | 1 | . 05 | 1,067 | .00 | 696 | . 000 | 1 | . 05 | 21,076 | . 08 | 683 | 6.500 | |
| 0640 TO 0679 | 0 | . 00 | 0 | . 00 | 0 | . 000 | 0 | . 00 | 0 | . 00 | 0 | . 000 | |
| 0600 TO 0639 | 0 | .00 | 0 | .00 | 0 | . 000 | 0 | .00 | 0 | . 00 | 0 | . 000 | |
| 0002 TO 0599 | 2 | . 09 | 28,315 | .11 | 517 | 8.654 | 4 | .19 | 176,300 | .67 | 556 | 9.319 | |
| 0000 TO 0001 | 0 | .00 | 0 | . 00 | 0 | . 000 | 0 | .00 | 0 | . 00 | 0 | . 000 | |

