



Mobile App Vendor Survey Results

Based on 27 clients who participated



Result Highlights

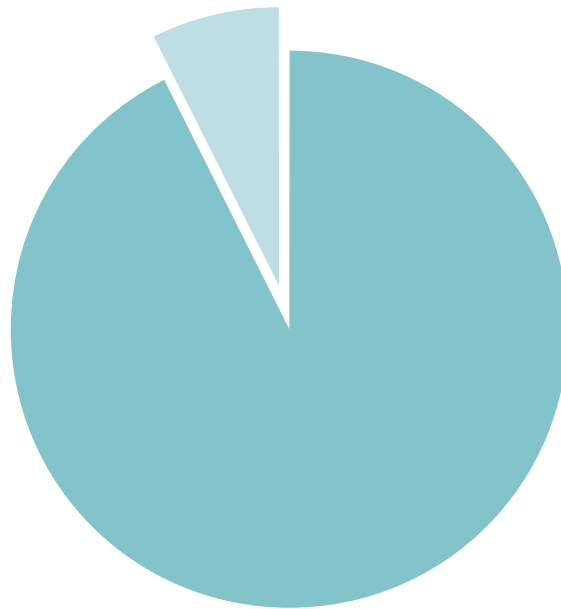
Clients Who Definitely Want a Mobile App



- 85% Definitely
- 15% Not Sure

Result Highlights Cont.

Preferred Mobile App Vendor

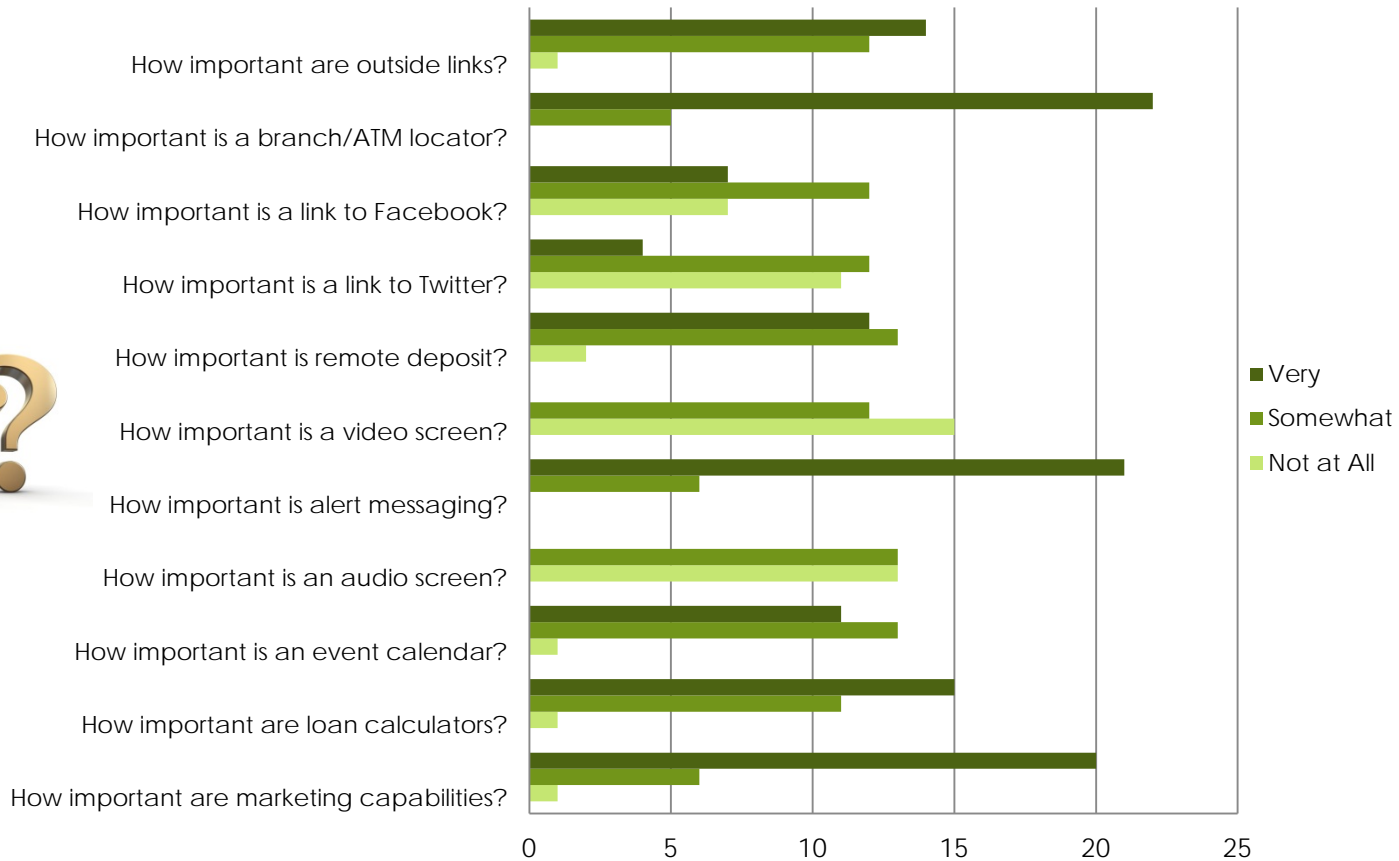


- 93% CU Mobile Apps
- 7% FI-Mobile



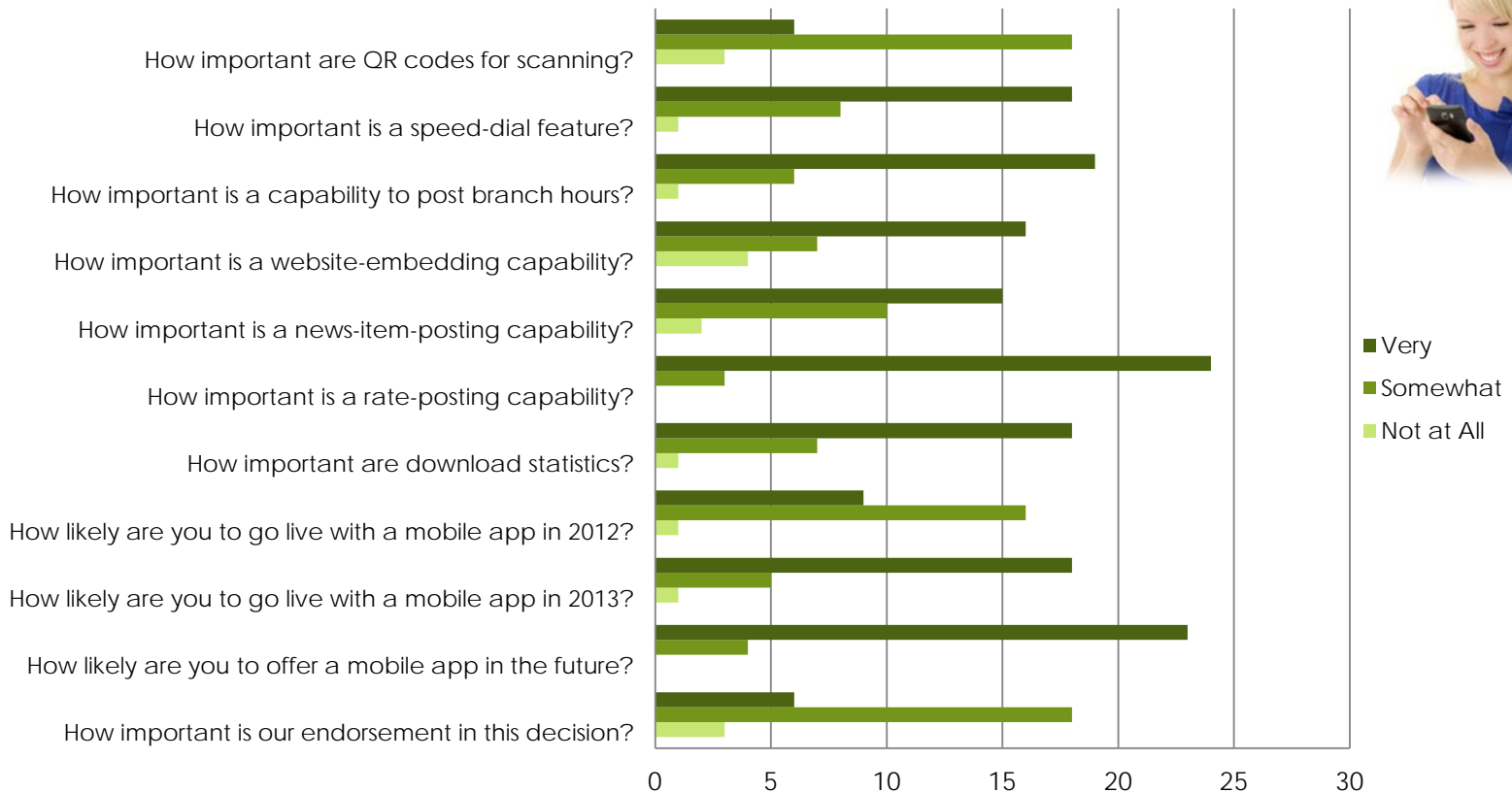
Result Details

Clients were asked to rate the importance of various mobile app features.



Result Details Cont.

In addition to being asked about mobile app features, clients were also asked about their commitment to offering their members a mobile app.



Comments



*I really liked
the CU
Mobile Apps
product.*

- We like CU*Mobile Apps the best, but their pricing is too high. We are currently looking at other options to see if there is a less expensive way to get an app.
- One issue that we are having is there is no way for the members to mark a "remember me" so they do not have to constantly type in their username, password, and security question.
- I felt that CU Mobile Apps had a better layout. However, the remote deposit capability of FI-Mobile was a huge plus.
- From a CU standpoint, a mobile application with data analytics is very important. Build in the QR reader to see what a member is shopping for, then add a promotional item. Build in a search tool, then capture the search items.
- I really liked the CU Mobile Apps product. Their web interface was much easier.
- I preferred the look, flow, overall feel, and functionality of CU Mobile Apps. However, the FI-Mobile app had better analytics and the ability to offer remote deposit services. The only other thing I noticed from FI-Mobile, is that they mentioned that their app automatically downloads updates with the app - I do believe this would be a great convenience for our members.

Comments Cont.

- I prefer CU Mobile Apps for a couple key reasons: it looks great, simple, intuitive, easy to navigate, and has marketing capabilities. I work more on the marketing end of things, so when they mentioned the ability to send push notifications to those who have downloaded the app, I was doing mini-fist pumps. Also scrolling banners on a mobile app would be great.
- I thought CU Mobile Apps was put together better on a member facing side of things.
- CU Mobile Apps had more wow factor and their pricing was better. They understand the significance of being able to interact with the member.
- It would be most important to us that the app be cross platform, so FI-Mobile would be the choice for us, because they offer an HTML version that helps future proof the app, whereas CU Mobile Apps limits us to only Apple and Android.



Q & A



- What questions do you have?
- Have you begun offering your members a mobile banking app?
- What do you think is the most important feature of a mobile banking app?
- How could a mobile banking app increase membership?