

Everyone's #1 online retailing focus: mobile apps

IRSC & MAD: Our first proof of concept for a delivering a new online retailing reality



■ Thanks to the early movers who have set the foundation in 2016



It started with the early adopters who selected Nitro and CU Mobile, but today our network is driving for a CU*Answers revolution in mobile app development

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CUs with a third-party mobile app:

Includes CU Mobile, Nitro, Co-op, and other vendors

69

CUs using It's Me 247 mobile web:

Out of 251 CU*BASE CUs

242

CUs using our hybrid mobile app:

Includes 25 live plus 29 in the queue

54

58

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Mobile app delivery to the cuasterisk.com network



From 2017 to 2019 we will redefine the expectations for mobile contact points and members

- **Goal #1:** Ensure that every CU*BASE credit union has multiple mobile app solutions
 - 250 credit unions * 4 solutions each = **1,000 mobile apps** in the field by 2019
- **Goal #2:** Ensure that every CU*BASE credit union has a mobile app store via It's Me 247 online and mobile, their websites, and miscellaneous online branches
 - 250 credit unions * 7 solutions each = **1,757 mobile app stores** presented to the marketplace
- **Goal #3:** Maintain an aggressive smart phone mobile web solution and present it to all credit unions for free
- **Goal #4:** Aggressively develop hybrid mobile app solutions, including native RDC for Apple and Android outlets, and present them all to credit unions for free
- **Goal #5:** Begin selling “By Your Design” mobile app solutions to credit unions for a fee, once the DHD and It's Me 247 API programs come on board (mid-2017)



Today, CU*Answers generates about \$2.8 million/year in e-commerce revenue

Tomorrow we might as well call it revenue from mobile solutions

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From 2017 to 2022 we will redefine the expectations for mobile credit unions and members

DIY Alert:

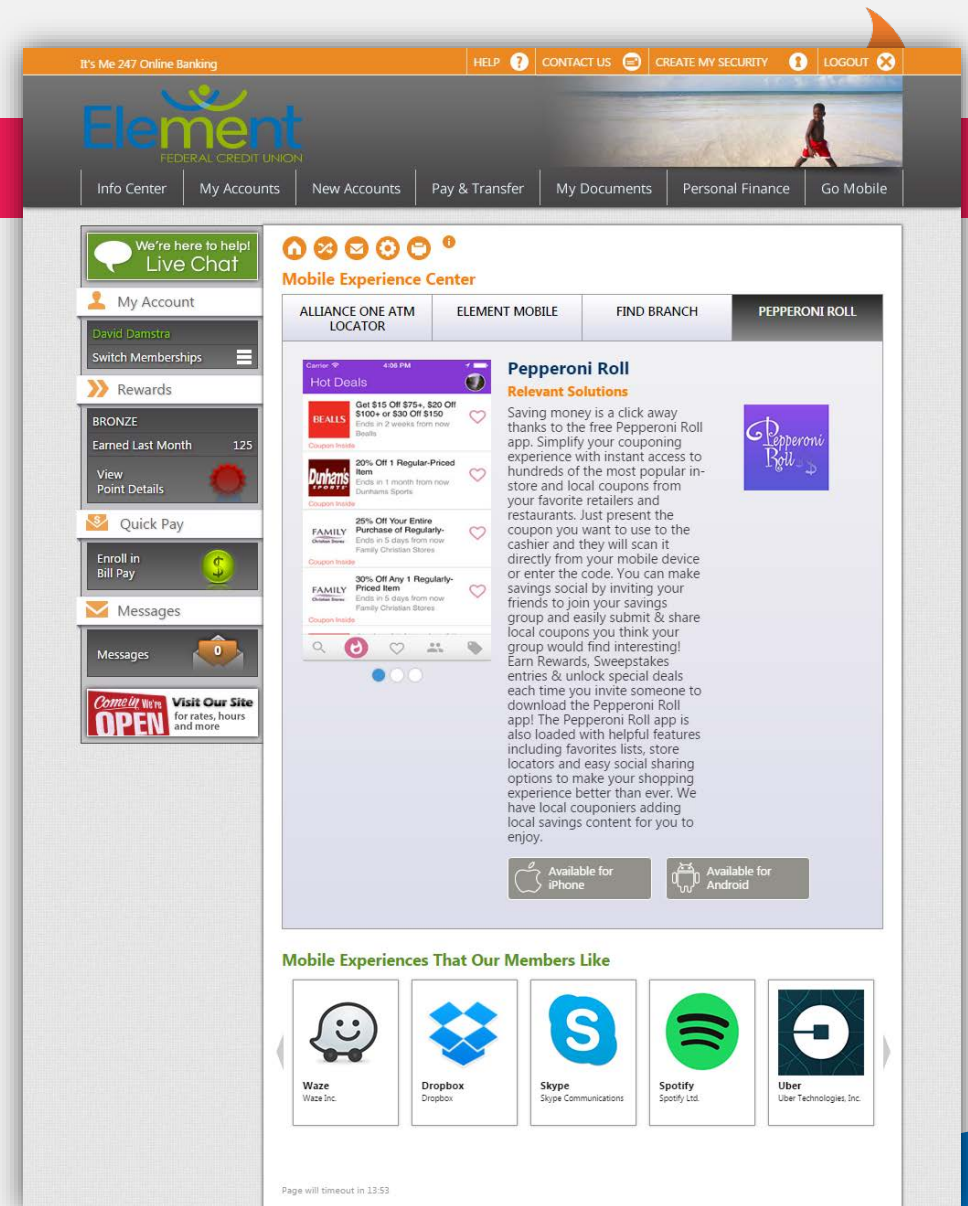
Are we getting this all wrong? Wrong colors, wrong pictures, wrong layout for transaction history? Don't worry. We're building this so you or the vendor of your choice can get it all right from your perspective. Just take on the challenge.

- **Goal #1:** Ensure that every credit union has a mobile app
 - 250 credit unions * 4 states
- **Goal #2:** Ensure that every credit union has a mobile app
 - 250 credit unions
- **Goal #3:** Maintain an open market for credit unions for free
- **Goal #4:** Aggregate and Android outlets, and present
- **Goal #5:** Begin selling "By You" and "It's Me" 24/7 program (2017)

Today, CU*Answers generates about \$2.5 million/year in e-commerce revenue
Tomorrow we might as well call it revenue from mobile solutions

Personalized credit union mobile app stores

Mobile Experience Center launched with the 16.05 release



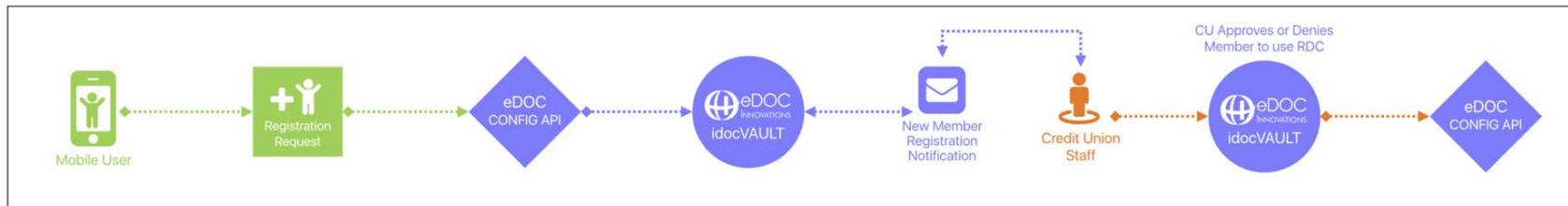
Today there are fewer than 15 mobile app stores in our community...we're shooting for 100 by the end of the year

Mobile app delivery to the cuasterisk.com network

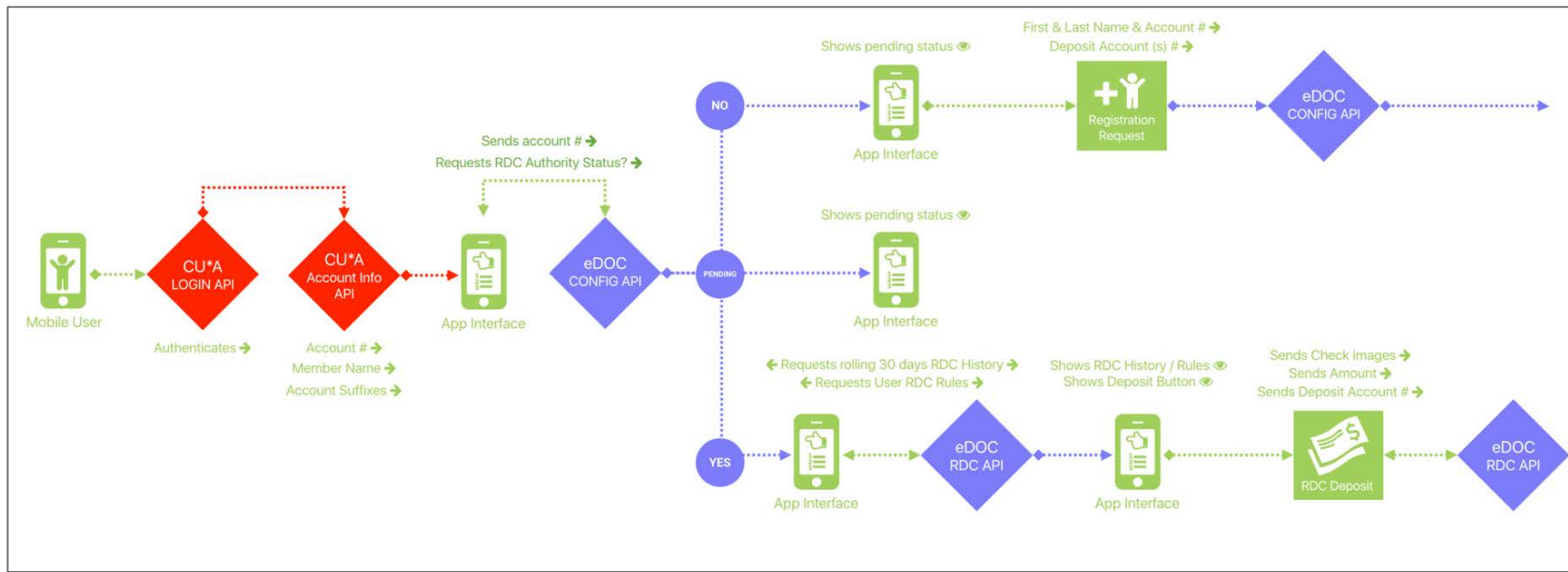
Let's talk RDC...and pretend we could control the whole process



MEMBER INFO & RDC REGISTRATION WORKFLOW



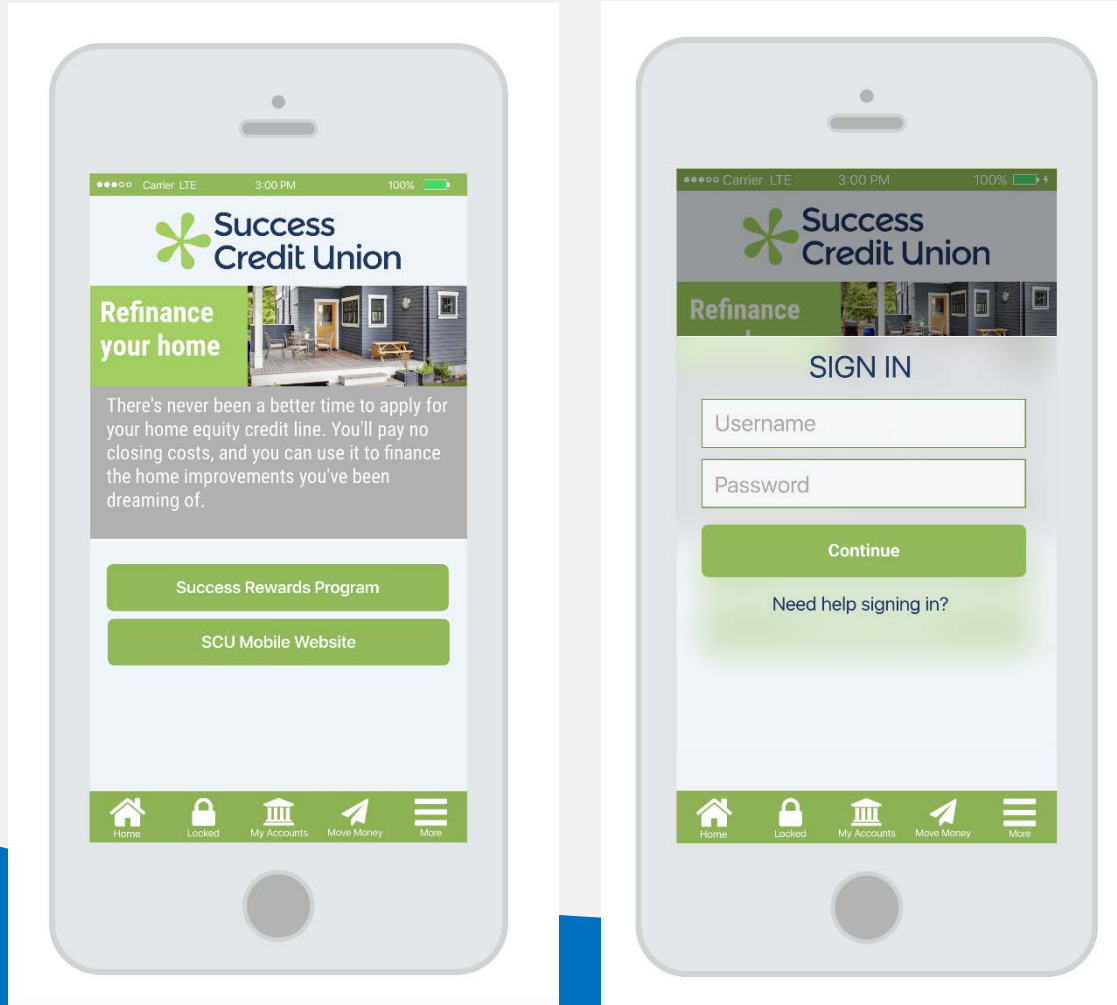
MEMBER RDC WORKFLOWS



1. Confirm the member is approved for RDC
2. Process the member's deposit image
3. Pass the image to a check processor
4. Reach out to the clearing system for the CU's money
5. Post the money to the member's account

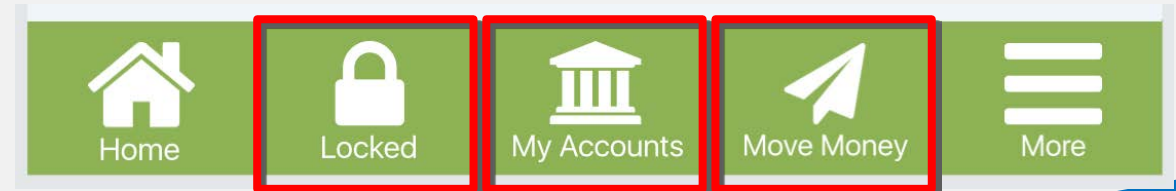
Let's talk RDC

How could we automate a smart request for member credentials?



- We don't want to hide your mobile app features and marketing behind a login like most banking apps do, so we're taking a different approach with a **scalable authentication method**

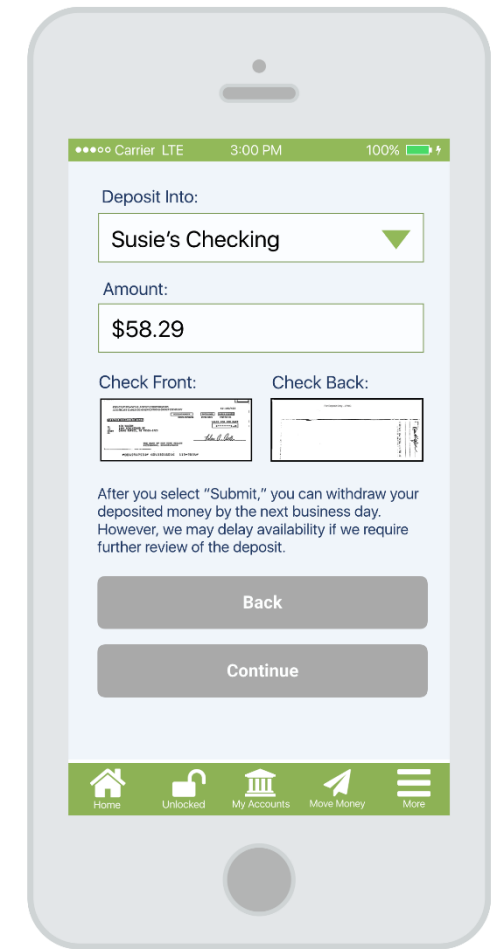
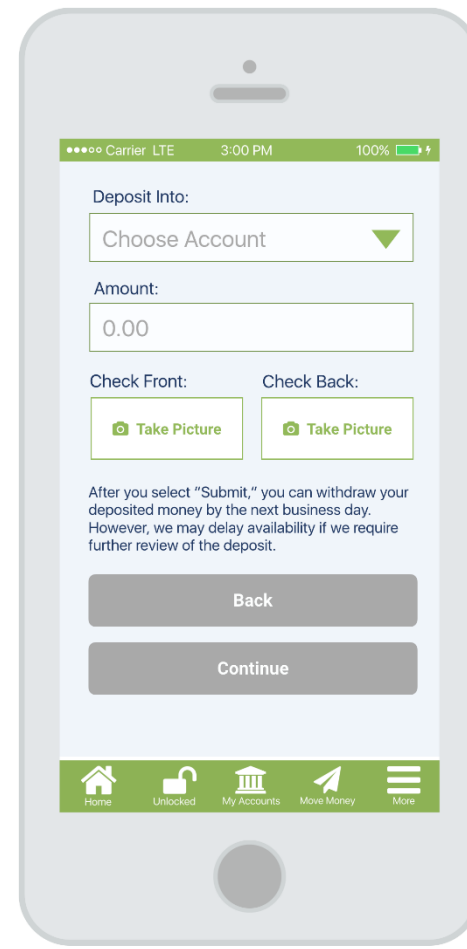
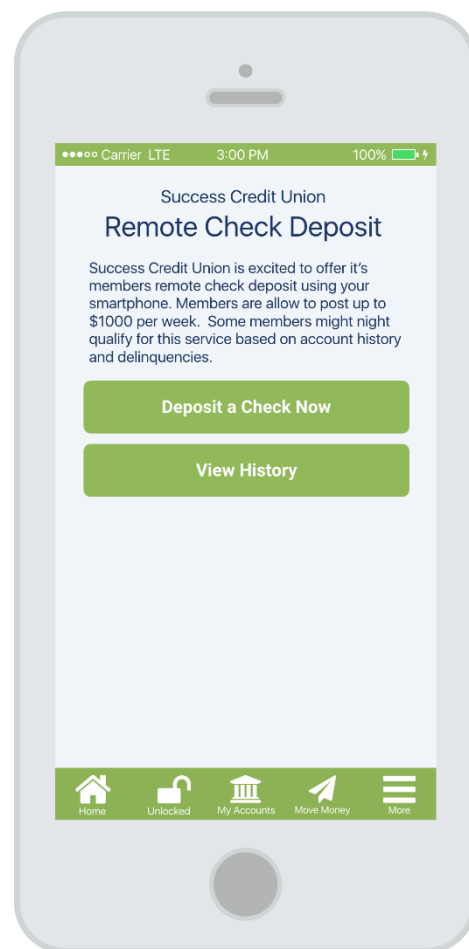
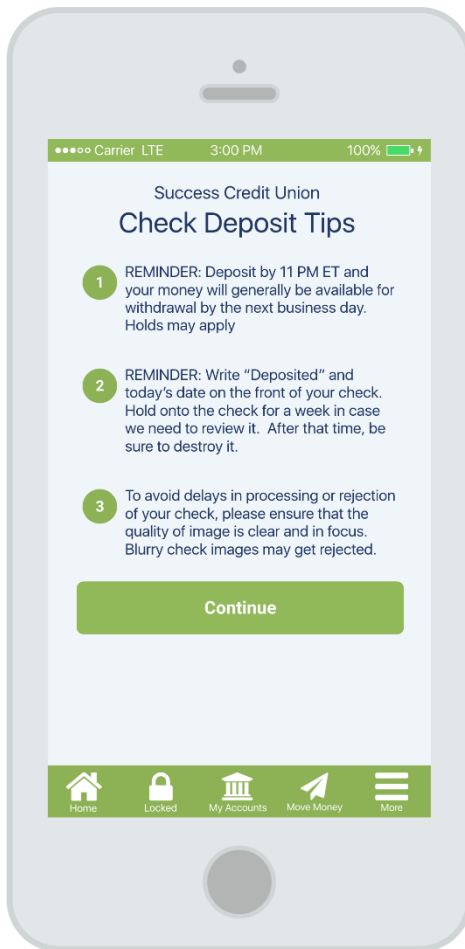
- The login window shows only as needed, not before
- A member only needs to log in once (per session)

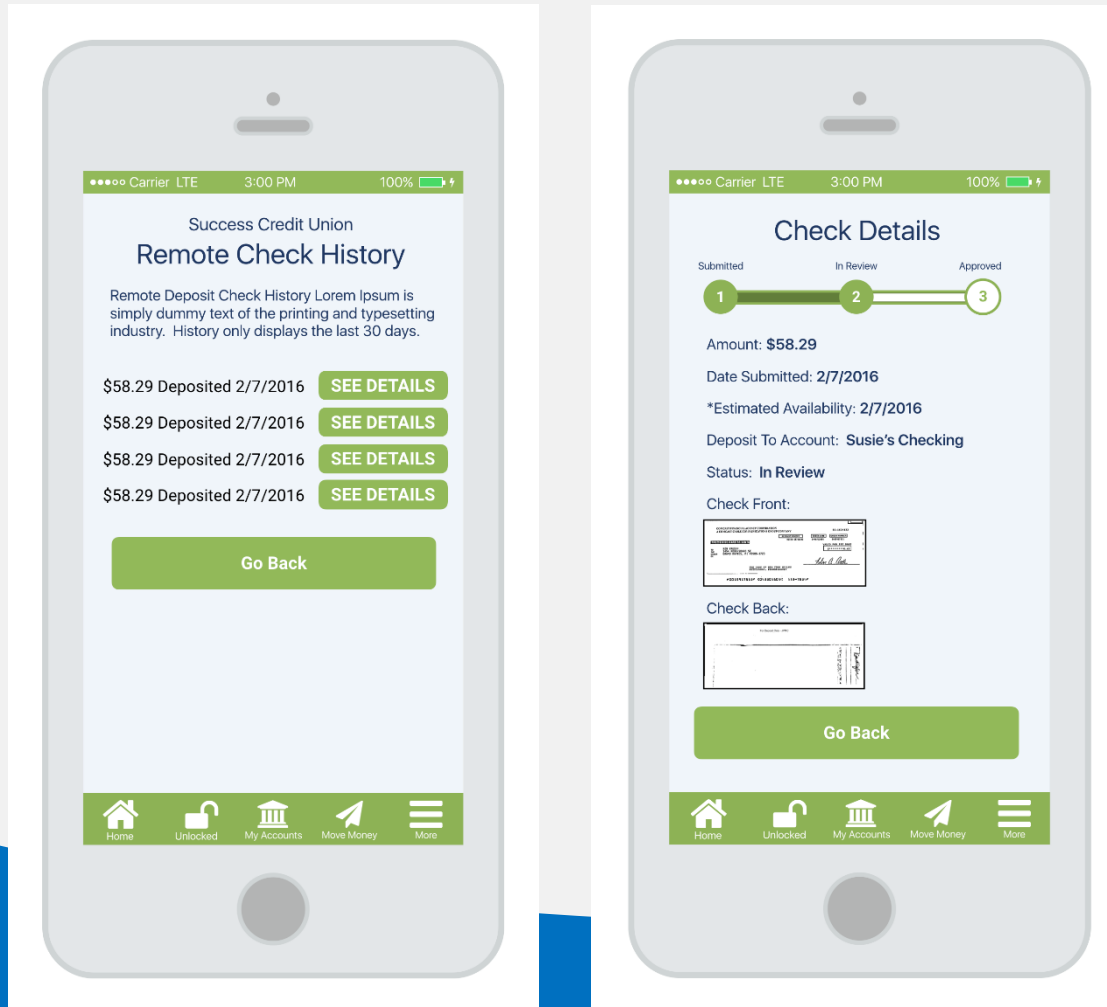


In the future, maybe balances will pop up before the member even needs to sign in

Let's talk RDC

How would we walk the member through the deposit and the image process?





- This process will get smarter and smarter
 - From knowing 24x7 whether members can do RDC deposits
 - From knowing 24x7 what checks are in process
 - To blending RDC with other member relationships tactics and gamification
 - To automated deposits, 24x7 and almost no CU employee intervention required
- Then the trick will be deciding how to plug and play additional vendors, start from third-party mobile apps, or let a CU design the whole thing

In 2017, we'll declare that we're in the RDC business

Field testing with CU members starts August 2016



If you already have a hybrid app, you're only one update away from including native RDC

If you don't, the IRSC is ready for a flood of requests

What's next for mobile apps from CU*Answers?



Some of our favorite daydreams

- An active community of mobile app designers and developers coming forward from our community (you)
- The CU*Answers custom mobile app design department (By Your Design) becomes a reality in 2017, and a new source of revenue for the CUSO
- A CU*Answers app to manage plastics and respond to the new alert mandates
- CUs aggressively add alternative affinity apps, alongside their primary branded apps
- Single-purpose (kitchen-sink) alternatives that specialize in different member experiences
- Mobile apps that validate or authenticate alternative delivery channel activity
- “Check the value of your credit union investment” – an ownership app for every member
- Maybe an app that’s appropriate for in the shower?