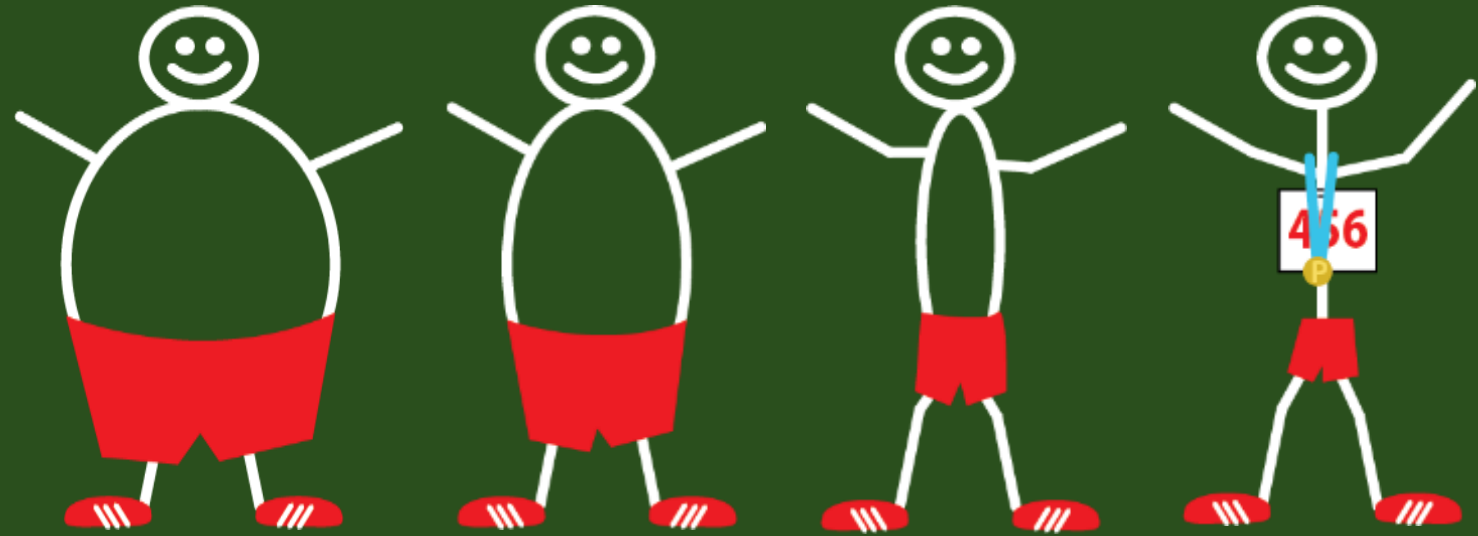


# CU or CUSO, we need to design new financial futures

A LONG-TERM VISION FOR CHRISTMAS IN JUNE



- Envision a new you
- Change your mindset
- Find the time to train and change
- Commit

# How do we change for the EFT marathon?

INCOME PRESSURE ON CU  
ATM/DEBIT/CREDIT CARD  
PROGRAMS NEEDS A LONG-  
TERM INVESTMENT



- Starting Oct 2017 we will reduce **ATM/debit card click fees** by 2.5% each year for the next 4 years
  - Ultimately a 10% reduction, or approx. \$400K/year by 2021, with a goal to go even deeper
- We will eliminate the **resource utilization fee** over the next 3 years
  - 50% in 2018, 25% more in 2019, 25% more in 2020
  - This will reduce revenue by \$1.8 million annually by the end of 2020
  - The offset: **Statement processing fees** will be charged to CUs starting in 2018

# How do we support the online marathon?

EVERY CU MUST PRESENT AN INTERNET RETAILING STRENGTH



- Starting October 2017, CU\*Answers will waive **EFT click fees** for all CUs with 2,000 or fewer members
- We'll also waive **e-commerce fees** for all CUs with 2,000 or fewer members
- We've already talked about our intent to reduce **fees for RDC** until every CU can offer it
- We will reduce **closed-member fees** by 1¢ – a reduction of 4%
- We will lower the monthly **service charge fee** by \$2.50 per fee
- Approximate impact of all these changes: **\$125K annually**

# What do we carry to the future?

CHANGE IS INEVITABLE;  
PLANNING FOR IT IS OPTIONAL



- It's an art form to drive yourself to count on change, and prosper from being in the right place at the right time
- We must lighten the loads we carry to the future and make room for the investments of tomorrow
- We must envision ourselves running a race we never thought possible, and embrace the race like it's a cooperative thing