Let’s get started...
2020 Will Be Our Cooperative’s 50th Anniversary

I’M THROWING DOWN THIS CHALLENGE:
TO MAKE 2020 A YEAR OF CELEBRATION AND CHANCES TO RENEW OUR ENERGIES AND COMMITMENT TO THE NEXT HALF-CENTURY

Three major events will give us the chance to highlight the successes of the past and the opportunities and challenges for the future:

■ Today’s Leadership Conference and Annual Stockholders Meeting

■ November’s CEO Strategies Event
  Nov 11-14, 2019

■ Next year’s Leadership Conference and Stockholders Gala
  June 2020 (date to be announced)

More than just a party, 2020 will be the year where we call for new pioneers and the spirit to build a new, unique CU*Answers to meet the challenges of the next 50 years
New Peers to Greet

Hawaii
■ Hawaii Central FCU
  Honolulu, HI

Illinois
■ First Financial Servicing LLC
  Skokie, IL
■ Partnership Financial CU
  Morton Grove, IL

Indiana
■ Fire Police City County FCU
  Fort Wayne, IN

Maine
■ TruChoice Federal CU
  Portland, ME

Minnesota
■ Village Financial Cooperative
  Minneapolis, MN

Michigan
■ ABD Federal CU
  Warren, MI
■ Belle River Community CU *
  Richmond, MI
■ Unity CU
  Warren, MI

New York
■ Empire One FCU *
  Buffalo, NY

Ohio
■ DayMet CU
  Dayton, OH
■ First Miami University Student CU
  Oxford, OH
■ Heartland FCU
  Dayton, OH
■ River Valley CU
  Miamisburg, OH

Oklahoma
■ Cherokee Strip CU
  Ponca City, OK

Pennsylvania
■ Ingersoll-Rand FCU *
  Athens, PA

South Carolina
■ SPC Credit Union *
  Hartsville, SC
■ Santee Cooper CU *
  Moncks Corner, SC

Wisconsin
■ County-City CU
  Jefferson, WI

19 New CU*Answers Clients Since Last Time!

*Will convert in fiscal year 2020

Includes CU*Answers clients currently under contract or converted after 7/1/18
Credit Unions Served by State

# of CUs by State

Includes all cuasterisk.com network partners, all clients currently under contract
The Robert H. Mackay Leadership Award

EST. 2005

Speaking of celebrations...

THE MACKAY AWARD

"The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly."

Words to live by, shared by Bob Mackay
Taken from a quote by Jim Rohn

And our winner is...
The Robert H. Mackay Leadership Award

EST. 2005

Our 2019 honoree:

Greg Hilbert
CEO

Fox Communities Credit Union
Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>Credit union formed</td>
</tr>
<tr>
<td>1980</td>
<td>$3 million in assets, 4 employees, Greg Hilbert hired as President</td>
</tr>
<tr>
<td>1990</td>
<td>$40 million in assets, 29 employees</td>
</tr>
<tr>
<td>1997</td>
<td>$116 million in assets, converted to CU*BASE</td>
</tr>
<tr>
<td>2000</td>
<td>$200 million in assets</td>
</tr>
<tr>
<td>2010</td>
<td>$761 million in assets, 250 employees</td>
</tr>
<tr>
<td>2014</td>
<td>$1 billion in assets, 298 employees</td>
</tr>
<tr>
<td>April 2019</td>
<td>$1.75 billion in assets, 425 employees, serving 104,000 members</td>
</tr>
</tbody>
</table>

Recent Awards

- 2017  Ranked #1 Performing Credit Union in the Nation by S&P Global Market Intelligence
- 2019  Corporate Citizen Leadership Award by Fox Cities Chamber
  Community Partner of the Year Award by Heart of the Valley Chamber
  Jim Smith Community Service Award by Appleton Northside Business Association
Unique, not Original

Drawing Confidence about the Future From Our Connections to the Past
Unique

Every credit union and person in our network is unique

This moment in time is unique

The set of individuals who comprise the community is unique

The challenges are unique, the opportunities are unique

Your response to your situation must be bolstered by your enthusiasm to be unique, current, and matched with where you’re going: forward

For our cooperative to be strong, we must trust that every organization’s creativity and need to be unique is honored and fostered by our collective

It is never same old, same old...it is always a fresh start for what might be
To be original is to be the first of something

- Something that’s worth replicating
- Something’s that worth recognizing as unique
- Something that is a template for the future

What is it about the credit union model that is original and worthy of carrying forward to the future?

What is it about our cooperative network that is original and worthy of carrying forward to the future?

Why should we be confident about our abilities to meet future challenges, based on what we hold onto from what was original about both models and our network?
Unique, not Original

I AM UNIQUE, BUT I AM NOT ALONE, FOR THE ORIGINAL ARE WITH ME AND ALL AROUND ME

I AM CONNECTED

- We should be emboldened to take on the future based on our unique qualities in the here and now.

- We should be confident based on our connections to the original concepts, organizations, and individuals who proved that consumer-owners could succeed.

- We are the pioneers of our future, as were people just like us who were the pioneers of the past, creating templates for success.

- We must see the next 50 years in the same light they did.
Today’s Agenda

■ Can we be transformative pioneers for our futures?
  ■ Conversations with some industry icons

■ Can we spark a credit union retailing revolution?
  ■ It might all start with the Internet

■ What is the future of the It’s Me 247 suite?
  ■ How will the mobile business change how we think about these channels?

■ Defining teller platforms for our future
  ■ Retail strategies in flux require investments that cover the board

Have you downloaded the conference app?

Preview prototypes:
About > Coming Soon

Catch a ride:
Map > Conference Location
Can we be transformative pioneers for our futures?
Can we be transformative pioneers?

**IS THERE AN ECHO IN HERE?**

- Over the years, there have been many moments when our industry has been transformed.

- There have been many individuals who took the chance to push us forward – what can we learn from our connections to some of these pioneers?

- As we face the future, how will future generations step up and transform our industry and organizations again and again?

- The future is here.
FINISH THE JOB

by

Ed Callahan, Chairman
National Credit Union Administration

at

CUNA’s Governmental Affairs Conference

February 8, 1984
THE THREE FREEDOMS
WHY DEREGULATION WORKS

by

Ed Callahan, Chairman
National Credit Union Administration

at

Massachusetts CUNA Annual Meeting

November 3, 1984
THE NECESSITY FOR CHOICE
WHY COOPERATIVE INSURANCE OPTIONS MATTER

by
Ed Callahan, Chairman
National Credit Union Administration

at
Association of Credit Union League Executives (ACULE)
Summer meeting, June 1986
Unique, not Original

ICONS ONLY BECOME ICONS THROUGH THEIR DAY-TO-DAY EFFORTS IN SIMPLY SHOWING UP

■ We live in the present, and are focused on the future

■ So we can sometimes overstate the challenges and see the future as more daunting than anything faced in the past

■ The truth is, we can be sure the pioneers who came before us felt the same way

■ Like them, we are armed with the same skills and ability to extend our industry well into the future...if we simply step up

■ The pioneers of our future are right here in this room
Transformative

THREE WAYS CHIP FILSON BELIEVES OUR INDUSTRY CAN BE REINVIGORATED

1. Enhance intra-industry cooperation, where the fate of any individual institution is also the concern of the networks (often CUSOs) in which they participate

2. Increase the cooperative literacy, and hence, the roles that members play in the credit union—moving from being consumers of products to owners focused on effectiveness of the institution in carrying out its purpose

3. Reestablish the mutual respect between the industry and its regulators—to expand choice of regulatory oversight and cooperative innovation for system security and strength

Are we up to the challenge? Can we identify projects that would push us forward?
Five major initiatives that we are trying to push with NACUSO and national CUSOs:

1. A national CUSO fund for *de novo* credit union support
2. A CUSO-led effort to inspire private insurance alternatives in all 50 states
3. A national CUSO service scholarship fund to support struggling credit unions via CUSO services
4. A national CUSO cooperative design think tank
5. An effort by CUSOs to impact the selection process for the NCUA board of directors

NACUSO CEO Jack Antonini will be visiting CU*Answers on July 18th to discuss this agenda
Transformative

Can our community combine strategies and tactics that will set us all apart going forward?

1. Spark a retailing revolution: it all starts with the Internet (with Call Centers close behind)
2. Redefine how websites and automated banking sites interact and engage members
3. Rethink how we use the Internet to serve, vs. how we use the Internet to earn
4. Transform lending opportunities: from an application process to dynamic loan offers, 24x7
5. Build our own loan decision model as an alternative and complement to the FICO approach
6. Inspire a generation of credit union analytical leaders and a CU stakeholder community armed with data
7. Leverage APIs for builders, not just to hook up to things you buy

These are the opportunities we’ll cover over the next few hours
What’s next for Chip?

TELLING THE CREDIT UNION STORY

- Place members at the center of the story – make sure you’re working on their agendas as your own
- Connect the founders’ passion and purpose to our evolving multi-tiered cooperative system
- Highlight the incredible opportunities of the cooperative design
- Listen, analyze, and communicate my wonder about it all

https://chipfilson.com/

Chip Filson won the Robert H. Mackay award in 2012

Join the conversation... subscribe today!
“Who lives, who dies, who tells your story?”

SUFFERING JACKASSES AND PRAYING FOR CARPENTERS

The last song in the runaway hit musical Hamilton ends with a question:

Let me tell you what I wish I’d known
When I was young and dreamed of glory
You have no control
Who lives, who dies, who tells your story?

On May 17, 2019 NCUA was appointed conservator of the $3.03 billion state-charted Municipal Credit Union. The March 2019 call report data shows 580,000 members, a net worth ratio of 7.6%, delinquency of .77%, and an allowance account funded at 156% of total delinquencies. No taxi medallion loans.

For a future that would get our NCUA leaders focused on comments like Jelena McWilliams

This week, June 19, you will see that CU*Answers is trying to rally NACUSO to help us push CUSOs towards some big projects. My favorite is an effort by CUSOs to impact the selection process for the NCUA board of directors. For ten years, or more we have not seen a NCUA board member step up and rally a single project that was designed for a growth initiative, for a cooperative.
How are we inspiring pioneers?

BY OUR COLLABORATION AND OUR COOPERATIVE’S DRIVE

We simply show up and do the work to understand each other’s agendas and commit to working together on all of those agendas.

When it comes to the task of building technical solutions, pioneers are stepping up every day in our network.
How are we inspiring pioneers?

ARE THESE TOMORROW’S ICONS?

CEO Strategic Developers
Boot Camp
November 2018
Collaborating on a Builder’s Agenda

FINDING CUSTOMER-OWNERS WHO WANT TO TAKE OWNERSHIP OF WHERE WE’RE GOING, AND WHY

- **CEO Strategic Developers Boot Camp** to outline the direction that our CUSO and CEOs wanted to prioritize
- **Webinars** to let CU teams know what the CEOs were collaborating on and thinking about for the future
- **Task Force** meetings for people who would engage and be the foundation of our beta-tests and rollout

Reinforcing our culture of including the customer-owner as the most important ingredient for our cooperative
Keep an eye on the work of our network’s pioneers

IT’S EASIER THAN YOU THINK TO BE INSPIRED

ownersview.cuanswers.com

Get a Fresh Perspective with Owner’s View!

Effective Sunday, March 31, Project Monitor – a CU*Answers website which provides a look into the current state of development for all projects – will officially be replaced with a new and improved version known as Owner’s View.

ownersvoice.cuanswers.com

cuanswers.com/resources/kitchen
Unique, not Original

TYING IT ALL TOGETHER
Can we spark a credit union retailing revolution?

IT MIGHT ALL START WITH THE INTERNET
Can we spark a credit union retailing revolution?

Amazon is a sexy store, and can be held up as an example of the ultimate endpoint.

But we need to start with who we are, how we wish to change, and how that would yield a better model and a new outcome.
Advertising: Where are you focusing for the future?

THINGS VS. THEMES (WHO WOULD THINK AMAZON.COM COULD SELL 600 MILLION THINGS?)

ADVERTISING THE INTENT OF OUR SOLUTIONS:
Selling things and our task-based expertise

- Digital content about our products
- Email blasts
- Education events
- POV contacts
- Online stores
- Etc.

ADVERTISING THE HOPE OF OUR COLLABORATIVE:
The voice of our owners and our community

- Championing the virtues of the cooperative business design
- Adding our voice to industry leadership as owners of cooperatives
- Building win-wins with the owners of credit unions
- Extending our market to extend our community
Why we’re investing in CUSO Magazine

BECAUSE THE INTERNET CHANGED THE GAME: OUR COMMUNITY IS THE FOCUS

Hang this one in your breakroom!
It used to be whether you had enough branches, and whether they were on the right corners.

Today it’s more about where you’re retailing, and the forms of retailing, than just the simple duplication of a single strategy, over and over.

- Do you have a retail call center?
- Do you have the right online branch?
- Is mobile taking over your branch strategy?
- Do you have an Internet-based store?
- Are you growing in the right locations?

In the past, we looked for projects that improved an internal process...today we’re studying how to activate a retail channel and add it to your overall approach to the market.
Location, Location, Location

THE INTERNET CHANGES THE WAY YOU CAN FOCUS ON LOCAL

- A focus on time (24x7)
- Your commitment to local (Ops time zone processing)
- Your emphasis on when your retailing is available (2nd shift client support and network services)
- Your investment in a community (geographic, lifestyle, affinity) of customers

RETAILING IS ALL ABOUT THE SENSE OF “LOCAL”

THE CONSUMER IS ALWAYS LOCAL – CAN YOU MAKE THEM FEEL YOU GET THAT?

What will CU*Answers have to do so that you can feel our empathy for where – and when – you do business?

The internet changes the way you can focus on local.
Location, Location, Location

- A focus on time (24x7)
- Your commitment to local (Ops time zone processing)
- Your emphasis on when your retailing is available (2nd shift client support and network services)
- Your investment in a community (geographic, lifestyle, affinity) of customers

The Internet Changes the Way You Can Focus on Local

What would you think about a new CU*Answers location in Las Vegas?

A client support center, a programming center, and a new marketplace persona
More than anything else, the Internet has redefined how you display, describe, and inform your customer about your products, services, and inventory.

**Digital content is king**

- Access to that content must be shared between the internal employee and external customer
- Practical data about what you sell is as respected as the glitz that you use to sell it
- You can’t rely on your customer understanding the commodity you sell – you must explain it as if it was something brand new
Convenience

ANOTHER WORD FOR “IN YOUR FACE”

- Today’s retailer can be with the customer no matter where the customer is
- 90% of our projects are about convenience, either the member’s or your staff’s
- Look for even more in the future

Are you ready to collect revenue for being more convenient, in a world where customers pay for it every day?
The Online Store

IS IT TIME TO RIP OFF & DUPLICATE?

- More than just being a template, CU*Answers wants to be a firm that helps you build online stores

- If you build an online store in earnest, it will change your organization, how you see the world, and how the world sees you

- It’s more than a task, it’s an awakening to how business has been changed by Internet commerce and the expectations of consumers for everything they buy, even if they don’t buy it on the Internet

- We want to help you change your retailing
Where should credit union online stores live?

DESKTOP BANKING? MOBILE BANKING? THE WEBSITE? OR A COMBINATION OF THEM ALL?
Where should credit union online stores live?

DESKTOP BANKING? MOBILE BANKING? THE WEBSITE? OR A COMBINATION OF THEM ALL?

I haven’t given up on this goal yet, we’re just going back to the drawing board based on some Internet browser changes.
Can credit union online stores do more than serve members?

Is it too radical to think credit union internet services would directly collect revenue?
Do you do loans instantly on the Internet without any employee intervention?

A COMMON RFP QUESTION FOR OUR CUSO AND FOR CREDIT UNIONS

- We want everyone to be able to answer YES to this question
  - It only took writing one new program to be able to say our software *can* do it
  - It will take a little more work to say our community *does* it, in a big way

- This is the project that we took on with our CEOs this year: Change the minds of all our participants that this is possible, and they should do it
  - Bypass the application and make it a simple click to open a loan
  - Make sure that click is available as close to 24x7x365 as we can
  - Let credit unions ease into it, on the way to bigger and better things
  - Use the power of data and intuition to make offers, instead of waiting for requests
  - Without a doubt, reinforce that the Internet generates revenue
What makes this strategy possible?

WHAT WILL GIVE YOU THE CONFIDENCE TO JOIN US IN THIS EFFORT?

- You can catch the attention of the member (location, location, location)
- You have processes (data) to make the right offers and control the risk
- The member can accept and it’s a done deal (convenience and trust)
- The member can validate their intentions and sign on the dotted line
- The member has immediate access to funds, via a familiar environment
A New eSigning Experience in It’s Me 247 desktop and mobile

Document appears inside of It’s Me 247

Can see the document before you sign

1-step signature setup

Document zooms into the right spot so you can just tap to sign!

Check it out in the app!
1Click credit card offers via It’s Me 247 desktop and mobile

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?

- Members are identified based on credit union defined criteria
- Credit card offers will display in It’s Me 247 desktop/mobile banking
- Acceptance of the offer is member-driven, and funds are available immediately
- CU is notified of acceptance and handles card orders as usual
1Click credit card offers via It’s Me 247 desktop and mobile

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?
CD-secured loans with instant account creation

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?

<table>
<thead>
<tr>
<th>Share accounts</th>
<th>Available Balance</th>
<th>Actual Balance</th>
<th>Last Transaction</th>
<th>Accrued Dividends</th>
</tr>
</thead>
<tbody>
<tr>
<td>000 KEN 10 SAVINGS</td>
<td>$78.26</td>
<td>$83.26</td>
<td>12/27/2018</td>
<td>$0.00</td>
</tr>
<tr>
<td>001 KEN 101 CHECK</td>
<td>$472.02</td>
<td>$472.02</td>
<td>12/28/2018</td>
<td>$3.00</td>
</tr>
<tr>
<td>002 BENEFITS CHECK</td>
<td>$3.00</td>
<td>$3.00</td>
<td>9/10/2018</td>
<td></td>
</tr>
<tr>
<td>ACCOUNT TOTALS</td>
<td>$553.28</td>
<td>$558.28</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Certificates</th>
<th>Available Balance</th>
<th>Actual Balance</th>
<th>Accrued Dividends</th>
</tr>
</thead>
<tbody>
<tr>
<td>030 12 MONTH CD</td>
<td>$0.00</td>
<td>$5,000.00</td>
<td></td>
</tr>
<tr>
<td>ACCOUNT TOTALS</td>
<td>$0.00</td>
<td>$5,000.00</td>
<td></td>
</tr>
</tbody>
</table>

**Borrow Money Secured by Your Certificate**

Success Credit Union now offers CD-secured loans. No credit check is needed! Just tell us how much you’d like to borrow, up to the current balance on your CD, and choose a term to determine your monthly payment. The loan must be paid off by the time the certificate has matured.

**Start a Loan Secured by a Certificate: 12 Month CD**

- **Loan Amount (Up to $5,000.00)**
  - 3,500

- **Terms (Up to 18 Months)**
  - 18

- **Deposit Account**
  - Select an account where you would like your loan funds deposited:
    - 002 – Ken’s Checking: $1,234.90

- **Processing Fee**
  - You will incur a $25.00 processing fee when you create this loan. Select an account from which the fee should be withdrawn:
    - 002 – Ken’s Checking: $1,234.90

- **Payment Plan**
  - How would you prefer to repay this loan?
    - One-Time (At Maturity)

---

<table>
<thead>
<tr>
<th>Your Proposed CD-Secured Loan</th>
<th>Loan Rate</th>
<th>Estimated Amount Due</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.20%</td>
<td>$3,612.00</td>
<td>2/11/2018</td>
</tr>
</tbody>
</table>
CD-secured loans with instant account creation

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?
Loan modification requests (auto-approved or sent directly to your underwriter queue)

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?
Loan modification requests (auto-approved or sent directly to your underwriter queue)

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?
On-demand ACH deposits for a fee

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?

"Post Now" appears on deposit transactions waiting in the warehouse
Introducing a new alternative for auto-decisions

CAN CREDIT UNION ONLINE STORES DO MORE THAN SERVE MEMBERS?

So you approved a loan because you knew the person and trusted the experience you already had with them...

CLR Path will help you validate what you claim to know, and confirm that you checked
What data do you think defines a relationship?

CU*ANSWERS HAS ARCHITECTED OUR DATABASE – WHAT ARE YOU DOING?

- Later today we’ll talk about the AI team, but I want you to consider what you’re doing with new database administration tools that allow you to define data, collect it, and use it interactively with CU*BASE and It’s Me 247 products.

- Beyond what CU*Answers plans for CLR Path, what data might you add via UDM that would give your member the nod of approval for a loan?
  - CU-directed data floods to UDM is coming in the 19.10 release.

- Harness the power of data in 2020.

We’ll start with a yes/no evaluation of the member’s relationship… where it goes from there is up to you.
What’s up with our LOS solutions?

- **Ready-to-look (R2L) loans:**
  - Vendors: 9
  - Integrated relationships: 83
  - Apps YTD: 41,073
  - Loan $ YTD: $226,028,780

- **Ready-to-book (R2B) loans:**
  - Vendors: 2 (1 in development)
  - Integrations: 5
  - Apps YTD: 7,502
  - Loan $ YTD: $103,389,715
Other Resources from Lender*VP

WE WANT TO INSPIRE YOUR TRUST...YOU’LL WANT TO TRUST BUT VERIFY

JOIN US ON THE WAY TO THE FUTURE
What is the future of the It’s Me 247 suite?

How will the mobile business change how we think about these channels?
What is the future of the **It’s Me 247** suite?

**LET'S FOCUS ON ONLINE BANKING FIRST**

- Online banking mirrors CU*BASE in that it is one software application that serves many
  - **It’s Me 247** serves nearly 300 CUs with 2.5 million members, and handles over a million sessions a month

- The **It’s Me 247** brand and its general look turns 12 years old this year
  - Last November CEOs discussed what’s next for the brand and the look-and-feel – is it time for a simple facelift, or is it time for a radical change?

- Now that the foundation of **It’s Me 247** is approaching a tipping point as to its use of APIs, we do have radical options should we decide to invest – the biggest idea is blending online banking services with websites (Online ‘19)

- The primary projects we’ll take on over the next 12 months:
  - Internet LOS already discussed
  - A partnership with MTG to revitalize PIB as a base security platform for how members use these channels
  - A partnership with MTG to complete a new navigation for our HTML **It’s Me 247 Mobile Web**
  - Deeper dive with **It’s My Biz 247**

Everyone will drive the OLB team over the next 18 months to activate their priority APIs
Personal Internet Banking (PIB) re-envisioned for the next decade

MOBILE AND MACO MAY FINALLY MAKE THIS A MEMBER TOOL

- Since the introduction of PIB in 2006 (yes, PIB even pre-dates It’s Me 247!), the world has changed
  - We built an amazing foundation to appease the regulatory/security community, but the member experience was something CUs never really wanted

- Opportunities to take everything prime time:
  - Create a mobile PIB dashboard, ready for members to use
  - Revisit and remove some security concepts that have fallen out of favor
  - Re-document, retrain, and recommit our network to the idea that members control their experiences via desktop banking or mobile access

### QUICK PIB STATS

FOR CU*ANSWERS ONLINE CLIENTS
AS OF 11/2018

- 67 CUs (35%) have it enabled
- 69 CUs (37%) don’t have PIB enabled at all
- 54 CUs (28%) don’t let members change their own PIB settings
Personal Internet Banking (PIB) re-envisioned

No more wizard...jump right to the setting you need

Check it out in the app!
A new navigation for mobile web, both It’s Me 247 and It’s My Biz 247

■ Early in 2019 we committed to a mobile web solution for It’s My Biz 247
  ■ While it’s not clear that every business wants a mobile solution, it does provide us a new opportunity

■ We decided to introduce a new mobile navigation through It’s My Biz 247 users, as a proof-of-concept and testing ground
  ■ By now both the market and our internal teams have a new expectation for what mobile web should look like and what features it should have

By October 2020, we will work with CUs to introduce this new nav as the foundation for all It’s Me 247 mobile web users in the network

It’s My Biz 247 mobile web beta tests are underway right now, but the limited audience is both a blessing and a curse – we need to get more people involved
A new nav for mobile web, starting with full support for tablets.

Choose your "favorites" to show on the home page.

Quick look at balance and recent transactions.

Full support for tablets.
Is the Internet the best place to engage a new class of members?

Are business services old school, or can we start with a new school approach?

<table>
<thead>
<tr>
<th>RETAIL</th>
<th>BIZ</th>
<th>PRO</th>
<th>EXPERT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Existing It’s Me 247 for individual members</td>
<td>• Re-skin of It’s Me 247 retail for members who happen to have businesses</td>
<td>• Business online/mobile banking platform for businesses who are members</td>
<td>• Business online/mobile banking platform for businesses who are members</td>
</tr>
<tr>
<td>• Single login authentication (PIB)</td>
<td>• Single login authentication (PIB)</td>
<td>• Multi-login authentication (PIB MLO)</td>
<td>• Multi-login authentication (PIB MLO)</td>
</tr>
<tr>
<td>• Standard bill pay</td>
<td>• Standard bill pay</td>
<td>• Business bill pay (?)</td>
<td>• AutoBooks</td>
</tr>
<tr>
<td>• RDC</td>
<td>• RDC</td>
<td>• RDC</td>
<td>• Merchant Capture</td>
</tr>
<tr>
<td>• VSB</td>
<td>• VSB</td>
<td>• VSB</td>
<td>• Multi-login VSB (?)</td>
</tr>
<tr>
<td>• Packaged with the e-Commerce fee</td>
<td>• $0.50/user/month</td>
<td>• $0.75/user/month</td>
<td>• $1.00/user/month</td>
</tr>
</tbody>
</table>
Is the Internet the best place to engage a new class of members?

Are business services old school, or can we start with a new school approach?

<table>
<thead>
<tr>
<th>RETAIL</th>
<th>BIZ</th>
<th>PRO</th>
<th>EXPERT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing It's Me 247 for individual members</td>
<td>Re-skin of It's Me 247 retail for members who happen to have businesses</td>
<td>Business online/mobile banking platform for businesses who are members</td>
<td>Business online/mobile banking platform for businesses who are members</td>
</tr>
<tr>
<td>Single login authentication (PIB)</td>
<td>Single login authentication (PIB)</td>
<td>Multi-login authentication (PIB)</td>
<td>Multi-login authentication (PIB MLO)</td>
</tr>
<tr>
<td>Standard bill pay</td>
<td>Standard bill pay</td>
<td></td>
<td>AutoBooks</td>
</tr>
<tr>
<td>RDC</td>
<td>RDC</td>
<td></td>
<td>Merchant Capture</td>
</tr>
<tr>
<td>VSB</td>
<td>VSB</td>
<td></td>
<td>Multi-Login VSB (?)</td>
</tr>
<tr>
<td>Packaged with the e-Commerce fee</td>
<td>$0.50/user/month</td>
<td>$0.75/user/month</td>
<td>$1.00/user/month</td>
</tr>
</tbody>
</table>

We’re implementing this fee in October 2019.
The Internet is a perfect place to hang out your shingle.

BUT BUILDING SIGNIFICANT REVENUES WITH BUSINESS MEMBERS TAKES FAR MORE THAN HANGING OUT A SHINGLE.

### It's My Biz 247

#### At a Glance

**OVERVIEW**

- **Credit Union Utilization**: 8% of all CU*BASE credit unions have turned on It's My Biz 247 online banking.
- **Membership Utilization**: Participant CUs generally see low numbers of membership utilization, with a few exceptions.
- **Monthly Login Activity**: The It's My Biz 247 memberships average 75% active with at least 1 login in a given month.

<table>
<thead>
<tr>
<th>All Network</th>
<th>It's My Biz 247</th>
<th>Biz Footprint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Unions</td>
<td>22</td>
<td>8%</td>
</tr>
<tr>
<td>Memberships</td>
<td>733</td>
<td>0.03%</td>
</tr>
<tr>
<td>User Profiles</td>
<td>1292</td>
<td>--</td>
</tr>
<tr>
<td>User Profiles per Membership (Avg)</td>
<td>1.8</td>
<td>--</td>
</tr>
<tr>
<td>% Memberships Logging In</td>
<td>75%</td>
<td>+ 39%</td>
</tr>
<tr>
<td>Monthly Logins (Avg)</td>
<td>14.4</td>
<td>- 0.2</td>
</tr>
</tbody>
</table>

#### TRENDING FIRST-TIME USE

A trend of memberships first setting up It's My Biz 247 logins displays recent growth of the service in 2018 into 2019.

- 40%, or 2 in 5 of all memberships currently set up with It's My Biz 247 have started using it this year - 2019.

The first login is identified from the membership's recorded EULA acceptance date.
Announcing our first 2020 Boot Camp:
A formal business platform design team

2019 SAW A RASH OF INQUIRIES ABOUT OUR BUSINESS PLATFORM DESIGN

Throughout 2020, I want to work with CU leaders who are focused on the business member community and its opportunities:

- Developing a member approach and the data configuration that identifies opportunities and results
- Plant the stake: what to call out on the Internet that announces your arrival as a CU for businesses
- Approaches for savings products and miscellaneous savings-related services
- Approaches for lending prices and miscellaneous loan services
- Internet online/mobile channel products
- Analyzing business members as direct members and their potential membership impact as SEGs
- Developing packages for business profiles
- 3rd party vendor integrations and products, and services the CU is planning on

Is developing a business platform a CUSO investment, or is it a credit union *a la carte* shopping experience? We need to answer this question in 2020
Announcing our first 2020 Boot Camp:
A formal business platform development and advisory board.

Throughout 2020, I want to work with CU leaders who are focused on the business member community and its opportunities:

■ Developing a member approach and the data configuration that identifies opportunities and results
■ Plant the stake: what to call out on the Internet that announces your arrival as a CU for businesses
■ Approaches for savings products and miscellaneous savings-related services
■ Approaches for lending prices and miscellaneous loan services
■ Internet online/mobile channel products
■ Analyzing business members as direct members and their potential membership impact as SEGs
■ Developing packages for business profiles
■ 3rd party vendor integrations and products, and services the CU is planning on

Is developing a business platform a CUSO investment, or is it a credit union a la carte shopping experience? We need to answer this question in 2020.

The CMS consulting team that will coordinate our business platform development and advisory board.

KICKOFF MEETING AT THE NOVEMBER 2019 CEO STRATEGIES EVENT
<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**The 2019 CEO Strategies Event**

**SUN, NOV 10**
- **Update on Last Year’s CEO Strategic Developers Boot Camp**

**MON, NOV 11**
- **The CU*Answers 50th Birthday Project:** Where will CEOs take us in the next 50 years?

**TUE, NOV 12**
- **9am-4pm** Where Will CEOs Take Us Day 1: Our Vision
- **5pm** Cocktail hour and networking, optional dinner

**WED, NOV 13**
- **9am-3pm** Where Will CEOs Take Us Day 2: CU Vision/CEO Roundtable
- **3pm-5:30pm** 50th Birthday Open House Celebration
- **6pm** Optional networking dinner

**THU, NOV 14**
- **Update on Last Year’s CEO Strategic Developers Boot Camp**

**FRI, NOV 15**
- **9am-1pm** Boot Camp Update Day 2
  - Online ‘19
  - Online/Mobile Banking

All events at the DeVos Convention Center
Speaking of boot camps...

THE 2019 DHD BOOT CAMP HAS FILLED OUR DOCKET, AND HAS US ALL THINKING

- **Cody Morris, Honor CU**
  - It’s My Biz 247 Enhancements

- **David Jezewski, CommStar CU**
  - Predictive retailing/cross sales enhancements (“Nostradamus”)

- **Karen Padrevita, Metrum CCU**
  - Cross sales enhancements

- **Jonathan Weirauch, Frankenmuth CU**
  - Integration between phone systems and CU*BASE (Mitel)

- **Kelli Hall, TBA CU**
  - Online/Mobile Payments (Magic-Wrighter)

- **Linda Bodie, Element FCU**
  - Direct deposit analysis/Earnin’-style mobile app

We’re going to take these projects to the next phase in 2020, so look for your opportunity to start all over again in 2021.
Takeaways from the 2019 DHD boot camp

PROJECTS I HOPE TO UNVEIL AT THE 2020 LEADERSHIP CONFERENCE

<table>
<thead>
<tr>
<th>Nominations from the Boot Campers</th>
<th>CU*Answers’ Vision (Phase 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s My Biz 247 Enhancements</td>
<td>3 skins for It’s My Biz 247 (Base, Pro, and Expert)</td>
</tr>
<tr>
<td>Predictive retailing/cross sales enhancements (“Nostradamus”)</td>
<td>Calculator engine/program to spit out a verifiable answer (similar to the PPM/SPM calculator)</td>
</tr>
<tr>
<td>Integration between phone systems and CU*BASE (Mitel)</td>
<td>Write an integration between CU*BASE Phone Op and a call center software tool (Mitel)</td>
</tr>
<tr>
<td>Online/Mobile Payments (Magic-Wrighter)</td>
<td>Write a new tool to pull funds from a credit/debit card and post them as a deposit/payment into a member account (offset to a Magic-Wrighter receivable)</td>
</tr>
<tr>
<td>Direct deposit analysis/Earnin’-style mobile app</td>
<td>A new dashboard to identify direct deposit members, based on the CU’s definition</td>
</tr>
</tbody>
</table>

I hope you will encourage these project champions to hang in there and work with use for the next 12 months – there are some valuable solutions here.
Positive Pay: A partnership between eDOC and CU*BASE

One of the products that seems to be on people’s minds for 2020 is Positive Pay

How it works:

- A business member’s check register is used to verify whether a check should be cleared or not by the check processor
  - eDOC holds the member’s check register
- The checking account needs to be identified in CU*BASE in case any checks are presented via in-house drafts or converted to an ACH item
  - CU*BASE verifies activity against eDOC’s member check file

Potential issues:

- Should CU*Answers support multiple check processing vendors? What happens if the check processor’s approach is different?
- How do we handle CUs who may want to provide check clearing services across the counter to these members? What other features will CUs differ on in using a Positive Pay platform?
- There is no standard to certify against or ratify for the CU or the member – just competitive solutions to consider
Positive Pay from eDOC Innovations

Upload a CSV file or click Manual to add information manually.
Speaking of things specific to check processors...

**LIVE FOR CU*CHECK IP CLIENTS IN 19.05; DOORS OPEN FOR OTHERS IN 19.10**

Access to check images from trans history and working daily exceptions.
See Scott Page at the DHD vendor table if you need an updated API catalog for your 2020 projects.
New first-time user activation scheme for It’s Me 247

IN BETA NOW, RELEASING IN 19.10

Project champion: TruChoice FCU
Private Contacts via It’s Me 247
COMING SPRING 2020

Project champion: TruChoice FCU
Private Contacts via It’s Me 247

Can optionally activate secure replies, or use it simply to receive more detailed incoming messages from members

Work/View Online Banking Requests

- Request # 290052
- Request Date: May 12, 2018
- Account #: 76099

Subject: Question about a credit card payment

I normally make a $475.35 monthly payment on my car loan and $785 but I will be going on vacation for two months in Europe. Can I make advance payments to cover the months I will be gone, so I don't have to worry about delinquency fines or problems with my loan while I'm out of the country?

Also, I had a question about what you need to do to make sure my credit card will work I'm out of the country as well.

Project champion: TruChoice FCU
The Spirit of CU*Answers Award

EST. 2011

Since 2011 this award has recognized the CU that:

- Best exemplifies our Leadership Conference theme
- Maintains a strong and vital volunteer program
- Demonstrates the principle of being all about the member
- Shows an innovative example of collaboration and cooperation (the highest Collaborative Score)
- Has started a business in the network
- Exhibits strong execution and performance, especially in the face of adversity
- Has hit the ground running with adoption of CU*BASE tools or plunged into tools in a new way
- Has started a new initiative that really demonstrates the credit union spirit, that moves the industry in a positive direction, that is inspirational to other CUs

And the winner is...
The Spirit of CU*Answers Award

EST. 2011

Our 2019 honoree:

TruChoice

FEDERAL CREDIT UNION

trufcu.com
Introducing the Mobile Technologies Group (MTG)

BUILDING THE NEXT GENERATION OF MOBILE APP PRODUCTION
Introducing the MTG

BUILDING THE NEXT GENERATION OF MOBILE APP PRODUCTION

- Providing mobile apps is not like CU*BASE; it’s a different business
  - Due to device stores and their requirement for CUs to have a developer’s identity, MTG must do everything over and over, once per client
  - It’s more of a shrink-wrap, *a la carte* business

- While it starts with a common template, that template must be enhanced to create the CU’s image of the app
  - These enhancements require repetitive work and, eventually, processing fees

- In the earliest years of app development, we focused on creating a foundation for our It’s Me 247 mobile flagship apps:
  - Mobile Web
  - Apple
  - Android

- We did this collectively as a CUSO, and guaranteed these apps would always be free to participants going forward

- But starting later this year, we are going to start managing these flagship apps a bit differently
Introducing the MTG

IT STARTS WITH A SPECIALIZED BUSINESS DEVELOPMENT TEAM

- Like our data initiative with Asterisk Intelligence, the production of mobile apps and the business design to market, support, and evolve them, requires a distinct and separate approach.

- Ken and Kristian have proven themselves as specialists in this area.

- They’re now fast-tracking as business developers, alongside their technical capabilities, to help us make MTG more than just a brand among brands.

As much as the products we develop in 2020, CUs will recognize a new approach to customization, integration, and independent solutions from our CU*BASE and It’s Me 247 suites.
Project priorities for MTG

OVER THE NEXT 12 MONTHS

Business development projects:
- Partner with AI on an independent QC and documentation team
- Develop a new release strategy for flagship apps, starting with Mobile 4.0
- Develop new client markets for mobile solutions, outside of cuasterisk.com
- Become a vendor for the individual cuasterisk.com CUSOs
- Develop and release the first pricing guide to cuasterisk.com credit unions for an extended menu of mobile products (due Oct 1, 2019)

Technology development projects:
- Mobile app 4.0 release (Q4 2019)
- Micro-apps
  - Pay Anyone P2P standalone app
  - Payments 1.0
  - RDC
- Activating CU*Publisher with the CU community
  - Form Generator/Request Center
  - Mobile Manager for flagship apps
  - Biz Mobile Manager for It’s My Biz 247 apps

HELP US BUILD THE MTG
SPECIAL EVENT PLANNED FOR THIS FALL

- Elect an MTG advisory board (3-5 people)
- Deep dive on the new MTG pricing model
- In-depth review of the 2019-2020 MTG project development queue
- Brainstorming on the future
- Understanding the MTG micro-app approach
Micro-apps

**Pay Anyone (P2P) Micro-app**

**Payments 1.0 Micro-app**

Coming soon:
RDC deposits to pay loans or buy a CD!

Check this one out in the app!
It continues to amaze me that when I challenge how many requests your members can make from the Internet, CUs have no number, and have made no effort to aggressively prove the point that they’re Internet retailers.
Feature linking: link your ads to another feature of your app

Do a live test-run of your app
Summing it up and preparing for 2020

TWO CHANNELS MOVING BEYOND ONE-TIME TASKS

<table>
<thead>
<tr>
<th># of apps</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s Me 247 mobile web</td>
<td>1</td>
</tr>
<tr>
<td>It’s My Biz 247 mobile web</td>
<td>3</td>
</tr>
<tr>
<td>It’s Me 247 mobile app for Apple</td>
<td>1</td>
</tr>
<tr>
<td>It’s My Biz 247 mobile app for Apple</td>
<td>3</td>
</tr>
<tr>
<td>It’s Me 247 mobile app for Android</td>
<td>1</td>
</tr>
<tr>
<td>It’s My Biz 247 mobile app for Android</td>
<td>3</td>
</tr>
<tr>
<td>MTG micro-apps 2020</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total # of apps</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

The Mobile Experience Center was our first version of Internet retailing.
Defining Teller Platforms for our Future

RETAIL STRATEGIES IN FLUX REQUIRE INVESTMENTS THAT COVER THE BOARD
A renewed focus on tellers and the lobby retailing channel

MANY OF YOU ARE THINKING, “IT'S ABOUT TIME, IDIOT”

<table>
<thead>
<tr>
<th>T1: Soup-to-nuts</th>
<th>T2: KISS (Express Teller)</th>
<th>T3: Floating</th>
</tr>
</thead>
<tbody>
<tr>
<td>The next generation of our existing comprehensive teller platform</td>
<td>Across-the-counter teller tool, streamlined and simplified for today’s tellers</td>
<td>App for roving teller, API-based to support non-CU*BASE teller integrations</td>
</tr>
<tr>
<td>Will borrow enhancements from what we learn with T2</td>
<td>“New write” – building from the ground up, not just rewriting T1</td>
<td>Facilitating ITM vendor solutions, preparing for an MTG app solution</td>
</tr>
<tr>
<td>Will track through our normal release processes through 2019-2021</td>
<td>Expect a grand opening by fall of 2020</td>
<td>Reliant on champions and third-party investments</td>
</tr>
</tbody>
</table>

These have been some of the most fun sessions for me in 2019 – getting back to some of our earliest designs
On the way to the future, things change

TRUST WE’RE MOVING FORWARD, BUT CONSTANTLY VERIFY WHERE AND HOW

Designing Teller Platforms for Our Future (Teller 3P)

May 29 & 30
DESIGNING TELLER PLATFORMS FOR OUR FUTURE (TELLER 3P)
A CEO Strategic Boot Camp Initiative

A CEO Strategic Boot Camp Initiative
November 2018: During the CEO Strategic Developers Boot Camp in November 2018, CEOs brainstormed on the future of teller platforms from a big-picture, strategic point of view. We want to work with CU leaders who are interested in designing new teller tools and transactions for the future. A teller system with a single Swiss-army-knife or kitchen-sink approach will not fit enough credit union tactical units any longer. Now is the time to design a new approach to take to the future.

Open the slides from the 2018 CEO Boot Camp session (PDF)
Open the assignments due December 14 (DOCX)
Open the other handouts and homework

Congrats to the Winners of the Bounty Project
We appreciate all of the creative people who participated in the Teller 3P Bounty contest. The rules required at least five entries per area (T1, T2, and T3) in order for contest winnings to be awarded. On April 8th we announced that we had received a total of 17 entries, and all $30,000 in prize money was awarded. Congratulations to our winners (in alphabetical order):

Grand Prize Winners ($7,500 each)
- Allegan Credit Union
- Pinnacle Credit Union
- RVA Financial

Honorable Mention Winners ($2,500 each)
- Honor Credit Union
- Horizon Utah Federal Credit Union
- Notre Dame Federal Credit Union

open.cuanswers.com/Teller3P

Conversations with Subject-matter Experts
Teller 3P Project Webinars were held on Thursday February 14, to update interested CU leaders on the progress of the project. More conversations will be held later this year.
Prototyping Express Teller

SOME OF OUR FAVORITE IDEAS THAT ARE HEADING FOR T2 – AND ULTIMATELY FOR T1

A new standard for GOLD screens

Images displayed right on your CU*BASE screen!

Exploring new look-and-feel ideas, making better use of white space

Mockups only; subject to change
A new standard for search

Mockups only; subject to change
Prototyping Express Teller

A new standard for receipts

A new style of eReceipt from CU*Answers Imaging Solutions

Are we headed towards truly paperless teller lines?

Mockups only; subject to change
Prototyping Express Teller

A new standard for workflow controls

More than 50 workflow controls exclusive to Express Teller

Mockups only; subject to change
Stepping up to today’s (and tomorrow’s) screen sizes

Room for Tracker conversations? Recent transactions? Account comments? Other warnings? Or...?

Mockups only; subject to change
What we’ve committed to for Express Teller phase 1

WORKING PROTOTYPES BY JUNE 2020!

- New search engine
  - CU-defined defaults, advanced search
- Zoned marketing images on the search screen
  - Graphics upload management engine
- GOLD look-and-feel changes
- Screen sizing (S, L, XL)
- Integrated auto-security
- “Currently Serving” as standard flow

- Photo IDs on the ID verification screen
  - Via API integration to eDOC vault
- New workflow controls
  - Separate from existing controls for S2N
- New host screens and back-end coding for all supported transactions

- Other probables:
  - No more proc codes, fewer features
  - Auto-prompt for drawer activation, quick-change button to choose a drawer
  - Changes to receipt handling

WORKING PROTOTYPES BY JUNE 2020!

...and we’ll keep a running list of all other ideas!
An update from our T3 General Contractor

It’s a race to see who will change credit union lobbies more...

The ITM manufacturers, or an MTG tablet app?

Keep up with our progress in the Kitchen

open.cuanswers.com/Teller3P
TODAY ONLY!

SPECIAL 2019 LEADERSHIP CONFERENCE OFFER

- First 10 credit unions to order VSB Premium from the Online Store get the implementation fee waived...a $3,000 value!

- First 10 credit unions to order the New Member Engagement program from the store get the implementation fee waived...a $500 value!

store.cuanswers.com

Orders must be received during the conference

Our VSB contract has been extended to 2022!
The AI Team

HELPING CREDIT UNIONS BECOME AS GOOD WITH DATA AS THEY ARE WITH MONEY
Update on Asterisk Intelligence initiatives

2019: SET THE FOUNDATION . . . 2020: PROVE ITS VALUE

Keegan Daniel
VP Professional Services, Asterisk Intelligence

Josh Peacock
Manager, Asterisk Intelligence
Product Development

2019 Business Initiatives

DA
Data Analytics
Analyzing data as a business

DT
Data Transfers
Moving data from one place to another as a business

DS
Data Storage
Isolating data for analysis/processing as a business

DP
Data Processing
Refining data through execution as a business
Building an army of practitioners

FROM BI TEAMS TO EVERY OPERATIONAL UNIT IN A CREDIT UNION

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Getting Started with Unique Data Management (UDM) - Introduction to Visual Analytical Tools (VAT)</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Asterisk Intelligence Week (4 days) - Dashboard Dive: Accurate Dashboard (loan Interest, Certificates, and Dividends)</td>
</tr>
<tr>
<td>MARCH</td>
<td>Educating Your Board with Data - Dashboard Dive: Low Productivity Dashboard</td>
</tr>
<tr>
<td>APRIL</td>
<td>Microsoft Excel for Credit Unions - Dashboard Dive: Where Your Members Borrow</td>
</tr>
<tr>
<td>MAY</td>
<td>Getting Started with Unique Data Management (UDM) - Report Builder 2: Building Custom Reports</td>
</tr>
<tr>
<td>JUNE</td>
<td>Dashboard Dive: Loan-Wise Off-Loan Off-History Dashboard</td>
</tr>
<tr>
<td>JULY</td>
<td>Dashboard Dive: Why Your Members Call - Introduction to Visual Analytical Tools (VAT)</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Dashboard Dive: Transaction Count by Delivery Channel</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Educating Your Board with Data - Dashboard Dive: Account/Membership Retention Dashboards</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Dashboard Dive: Data Warehousing Library Management Tools</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Asterisk Intelligence Week (4 days) - Dashboard Dive: Low Productivity Dashboard</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Dashboards Dive: Portfolio Analysis Tools - Loan and Savings</td>
</tr>
</tbody>
</table>
Making our point in 10 minutes

Harnessing insight doesn’t have to be a weeks-long team project

Data Fact Topics - 60 and Counting!

- Funds Moving In & Out of Money Market Shares
- Membership Growth Patterns
- Members by Age Group
- Member Retention by Year Grouped
- Where Your Members Are Shopping
- Credit Card Portfolio Analysis
- Electronic Services Participation
- Credit Score History Analysis
- Loan Application Statistics
- Losing the Loan / Member Behavior Patterns
- Lending Throughput
- Daily QL and Transaction Activity Validation
- Loan Productivity Statistics
- Statement Utilization Statistics
- Study Preferences of Different Age Groups
- Cashing Activity
- Savings Account Analysis
- Fee Refund History by Employee
- Branch-Level Look at Average Product Balances
- Closed Member Stats Current and Prior Year
- NSF Facts Last Year
- How Staff Use CURVAS (Tools)
- Loan Payment Activity
- Keeping Your Member Contact Database Clean
- Lending Opportunity Scorecard
- Why Your Members Call
- Who’s Joining? And Who Decides to Leave?
- Address Changes and Quality of Contact Info
- Deposit Balance Trends
- FRA Relationships & Stats on Savers
- Products and Services per Member
- EFT Portfolio Analysis
- Specialty Member Groups - Business
- Specialty Member Groups - Residential
- How Many Fees Are You Waiving
- Christmas Clubs in Review
- Your Query Library
- Transaction Channel Usage
- Where Your Members Bank
- Outside Lending Opportunities
- Branch Traffic Patterns
- Loan Relationship Start
- Deposit and Payment Mix
- Loans Maturing in 4+ Months
- Loans with 2+ Collaterals
- Chart Risking Strategies
- Loan Portfolio Growth
- Fee Income Year over Year
- Trends are up in ACU
- Transaction Activity Statistics
- Usage - Share Online and Mobile
- Using the Cheapest 180 Day Portfolio
- Teller Line Volume
- Member Online Bill
- New Memberships
- Security
- Credit
- Marketing
- Call Center Op

Data Facts from AI

Raising Data Awareness in the Network

Have you been surprised by data about your credit union lately? Some interesting facts that you think you knew but didn’t?

- There are thousands of facts available, not about your credit union, but about them (and their competitors). Do you know the numbers? Do you use them?

The Asterisk Intelligence team has been working to provide the simplicity and value by presenting only facts that can get you to action. Let’s use the facts in an email and make it easy for you to decide if they’re relevant to something you’re working on and research further.

2019 Review

Asterisk Intelligence is on track to generate and share 360+ data facts in 2019. Every Credit Union member institution will get at least 1 data fact each week. What if you could have 1 every day? DATA & Facts

- 3 Fast Building Data Easy
- 115 emails delivered by June 2019
- 6 data alerts

Comments from Credit Unions

“Very useful. We would love to get more information... we’d like more to know and produce experiments.”

“Could you tell the feedback? Very good feedback about the content and direction I received from a business perspective.”

This is great! I think it’s important to do a review to see how things are working best. This might be the most important email that I have received from Credit in a long time. Well done!”

100%
A COPYRIGHT READY TO CHALLENGE CU*BASE AND THE IT’S ME 247 SUITE AS ONE OF OUR MORE IMPORTANT PROPERTIES

Just Released - New Web Tool!
Static Pool Analysis
Analyze and manage your loan pools, track pool performance, losses, and yields all within Analytics Booth. If you have questions, this tool has the answers!

Customizable Pooling Options and Reporting Periods

<table>
<thead>
<tr>
<th>Measurement</th>
<th>2013 Pool</th>
<th>12/31/2014</th>
<th>12/31/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Loan Count</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Open Loan Count</td>
<td>1,843</td>
<td>1,773</td>
<td>920</td>
</tr>
<tr>
<td>Closed Loan Count</td>
<td>224</td>
<td>683</td>
<td>1,113</td>
</tr>
<tr>
<td>WO Loan Count</td>
<td>1</td>
<td>15</td>
<td>33</td>
</tr>
<tr>
<td>C/C Loan Count</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Pool Current Loan Balance</td>
<td>33,719,638</td>
<td>14,965,349</td>
<td>8,351,371</td>
</tr>
<tr>
<td>Open Loan Balance</td>
<td>23,712,556</td>
<td>14,804,122</td>
<td>8,252,087</td>
</tr>
<tr>
<td>Closed Loan Balance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WO Loan Balance</td>
<td>7,002</td>
<td>143,715</td>
<td>2,347,144</td>
</tr>
<tr>
<td>C/C Loan Balance</td>
<td></td>
<td>14,521</td>
<td>14,521</td>
</tr>
<tr>
<td>Pool Current Average Loan Balance</td>
<td>11,216</td>
<td>7,234</td>
<td>4,111</td>
</tr>
<tr>
<td>Avg Open Loan Balance</td>
<td>2,649</td>
<td>10,806</td>
<td>8,970</td>
</tr>
<tr>
<td>Avg Closed Loan Balance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pool your Portfolio**
Loan pools can be created by loan category, purpose code, or security code as well as process type and GL Account supporting multiple preferred pooling strategies.

**Align Reporting Periods with your Operations**
Reporting month can be adjusted to align with your fiscal year, and enjoy full control in reporting frequency, allowing you to review the data you need at the frequency of your choice!

**Review Performance over Periods**
Review pool performance and status period to period quantifying balance changes, loss and delinquency.

**Trend Pool Pay Down**
Track and trend pool characteristics, maturity. Analyze balance changes, period, write offs, and loan collateral.

**Data Export for Analysts**
Ready to dig deeper? Or looking to perform your own pool analysis? Export to Excel or GSV and dive into the data using Excel techniques and applications.

**Release Date:**
June 10th, 2019

**Contact:**
ACE Analytics
(800) 337-3478 ext 220
aceanalytics.com/analyticbooth
REACHING OUT TO EVERY CU*BASE USER AND EVERY CREDIT UNION STAKEHOLDER AS THE COMMON DATA VIEW FOR YOUR CREDIT UNION
Will you introduce Analytics Booth to your board?

YOU AND YOUR BOARD ARE INVITED TO THE 1ST ANNUAL
CREDIT UNION BOARD OF DIRECTORS DAY

Focus: Developing online tools for data conscious board members to interact with Analytics Booth as the ultimate tool for engaging volunteers

DETAILS TO BE ANNOUNCED AT CEO STRATEGIES IN NOVEMBER

Will you allow your consultants, regulators, and data vendors see it all?

YOU AND YOUR BOARD ARE INVITED TO
ANALYTICS BOOTH OPEN HOUSES

Focus: Encouraging your allies to ask you for permission to engage your data via Analytics Booth, to enhance their interactions

DETAILS TO BE ANNOUNCED AT CEO STRATEGIES IN NOVEMBER
NCUA Remote Audits

THE PACE OF DATA EXCHANGES WITH THE NCUA IS GOING TO SPEED UP

- Promises, promises, promises...

- But even the NCUA realizes that the world is ready for a different approach to transparency, adjustments, and examination interactions

- You should start now
  - Rethink your 5300 processes
  - Analyze all data exchanges with the NCUA (AIRES)
  - Practice exchanging data with the world, in preparation for new processes (Analytics Booth)
A PARTNERSHIP THAT WILL
LEAD TO A BREAKTHROUGH
IN 2020

In the Kitchen: Fraud-related Projects for 2019-2020

KEEP AN EYE ON THE KITCHEN FOR UPDATES
Wrapping It Up

SOME EVENTS THAT GOT US THINKING, AND SOME EVENTS TO PLAN FOR
ANR and ACH

ACH EXCEPTION HANDLING: AN EVENT THAT GOT US THINKING

■ What happens when the world changes and your processes don’t?

■ A changing ACH environment is a perfect reason to rethink our network’s approach to courtesy pay income and CU*BASE ANR configurations

■ Channel pricing – should the ANR fee be different for ACH, checks, debit cards, etc.?

■ Add a no-fee transaction amount to ANR processing (today we have no-fee available balance tolerance)

■ Redesign ACH re-post process (see the Kitchen)
Bill Pay and the 19.05 Release

SOMETIMES “CHANGE BEFORE YOU HAVE TO” CAN TRY YOUR PATIENCE

This Week’s Bill Pay Challenges and Our Path to the Future

ATTENTION ONLINE CREDIT UNIONS AND CUASTERISK.COM PARTNERS

From the desk of Randy Kames, CU*Answers CEO

CU*Answers apologizes for the interruptions and issues with bill pay programs this week. I’m sure most of you are aware of the major goals we are pushing for, as we promised to change the game when it came to bill pay vendor services and our network. It is our pursuit of these goals that have caused the interruptions and short-term issues with bill pay across the network this week.

Two of these goals are:

1) To continue adding vendors to the CU*BASE / “It’s Me 247” native UI. This is to ensure credit unions have the ability to easily add or subtract the bill pay vendors that power their programs without major issue for their members.

Our first API-based interface was the Payverts native user interface, and now we’ve partnered with iPay to connect one of their solutions to our native UI. Uniquely, iPay will offer two solutions to CU*Answers clients for the foreseeable future: the current SSCL format and now a second native UI integration.

With this release, we added the new platform in preparation for the initial beta launch in the next few weeks. Unfortunately, the two iPay environments had a conflict and caused the service for mobile bill pay via iPay to be offline for an extended period of time. (We’re projecting to be back online by the end of next week.)

2) To create a bill pay vendor integration/support model. This is a model where credit unions can actually service their membership community with more than one bill pay vendor program at a time.

Bill Pay vendors vs. Payment vendors: No community of vendors is trying harder to redefine themselves and stake out a territory

What’s next? Why do we think it’s great for your future?
Coming this fall: New Production POWER i Systems

HOPEFULLY A GENTLE WAVE, BUT LET'S PREPARE FOR A TSUNAMI

<table>
<thead>
<tr>
<th>Current POWER8</th>
<th>Proposed POWER9</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.074M</td>
<td>Purchase Price</td>
<td>$1.74M</td>
</tr>
<tr>
<td>$25K</td>
<td>Burst Expense</td>
<td>TBD</td>
</tr>
<tr>
<td>$27.5K per month</td>
<td>Lease Payment</td>
<td>$48.5K per month</td>
</tr>
</tbody>
</table>

### Who We Were in August 2016

- **# of online CUs**: 161
- **# of online members**: 1,635,034
- **Monthly ATM/debit trans**: 15,759,645
- **Monthly credit card trans**: 1,191,968
- **Daon licenses**: None
- **MACO logins**: None
- **Ready-to-book loan channels**: Did not exist
- **Asterisk Intelligence**: Did not exist
- **Data warehouses (FILExxDW & FILExxSS)**: Did not exist
- **Data optics (phone & online/mobile banking)**: Did not exist
- **Custom Training Edition**: Did not exist
- **24x7 operations**: Did not exist
- **Time-zone processing**: Did not exist
- **Pressure for encryption**: Did not exist

### Who We’ll Be in August 2019

- **# of online CUs**: 173
- **# of online members**: 1,826,329
- **Monthly ATM/debit trans**: 17,972,916
- **Monthly credit card trans**: 1,257,990
- **Daon licenses**: 116,000
- **MACO logins**: 4.9M
- **Ready-to-book loan channels**: ✔
- **Asterisk Intelligence**: ✔
- **Data warehouses (FILExxDW & FILExxSS)**: ✔
- **Data optics (phone & online/mobile banking)**: ✔
- **Custom Training Edition**: ✔
- **24x7 operations**: ✔
- **Time-zone processing**: ✔
- **Pressure for encryption**: ✔

### 3-year Growth

- **# of online CUs**: 7.5%
- **# of online members**: 11.7%
- **Monthly ATM/debit trans**: 14.0%
- **Monthly credit card trans**: 5.5%
- **Daon licenses**: 100%
- **MACO logins**: 100%
- **Ready-to-book loan channels**: 100%
- **Asterisk Intelligence**: 100%
- **Data warehouses (FILExxDW & FILExxSS)**: 100%
- **Data optics (phone & online/mobile banking)**: 100%
- **Custom Training Edition**: 100%
- **24x7 operations**: 100%
- **Time-zone processing**: 100%
- **Pressure for encryption**: 100%
Speaking of the POWER i upgrade...

Evolving Security for Your Examination Community

- Giving in to the password nuts and easing conversations between your examination coordinators and regulators about CU*BASE credentials

- Later this fall we’ll adopt a new security protocol from IBM for expanded password requirements
  - This might be the only screen that signals the change
Also in your packet:
Thinking about Tonight’s Stockholders Meeting

UNIQUE ORGANIZATIONS PIONEERING THE NEXT 50 YEARS

In 2020 our shareholders will be too busy partying at the gala to dig into the work, so we’ll get started tonight.

In 2009 we rolled back Base Member Fees to $0.55 for any CUs paying more per member.

In 2019 we rolled back Base Member Fees for 93 CUs who were paying more than $0.57 – saving these CUs $151,000 in 2019 alone.

Resource Utilization Fee

- Purpose: To cover platform technology updates, disk retention, and statements overhead.
- The RUF is being phased out:
  - In 2017 this generated nearly $2M in annual revenue.
  - Reduced by 50% in both 2018 and 2019.

TAKEAWAY: The power of the cooperative at work – a $1.8M line item comes out of our income statement so that our CUs can invest more in their agendas.

In 2020 our shareholders will be too busy partying at the gala to dig into the work, so we’ll get started tonight.
As always... thank you to our hard-working crew!
Keeping up: It really takes a plan

COMING IN 2020: CU*BASE RELEASE MANAGEMENT FROM CMS

- We win accolades from the marketplace for our existing approach for release management, and all the things we do to help credit unions keep up on our software changes
  - Release summary announcements, release training webinars, online help, reference booklets, AnswerBook items, etc.
- But there can be a gap between these tactics and your strategic moments, like board planning sessions and writing your business plan
- Announcing a new service that can help to close the gap: CU*BASE Release Management

We know that we make mountains out of thousands of molehills, all year long, hoping some of it will stick
Give these words some consideration...

...and thank you for the day!

Excerpt from “Some of It”  
by Eric Church

Some of it you learn the hard way  
Some of it you read on a page  
Some of it comes from heartbreak  
Most of it comes with age  
And none of it ever comes easy  
A bunch of it you maybe can't use  
I know I don't prob'ly know what I think I do  
But there's somethin' to  
Some of it