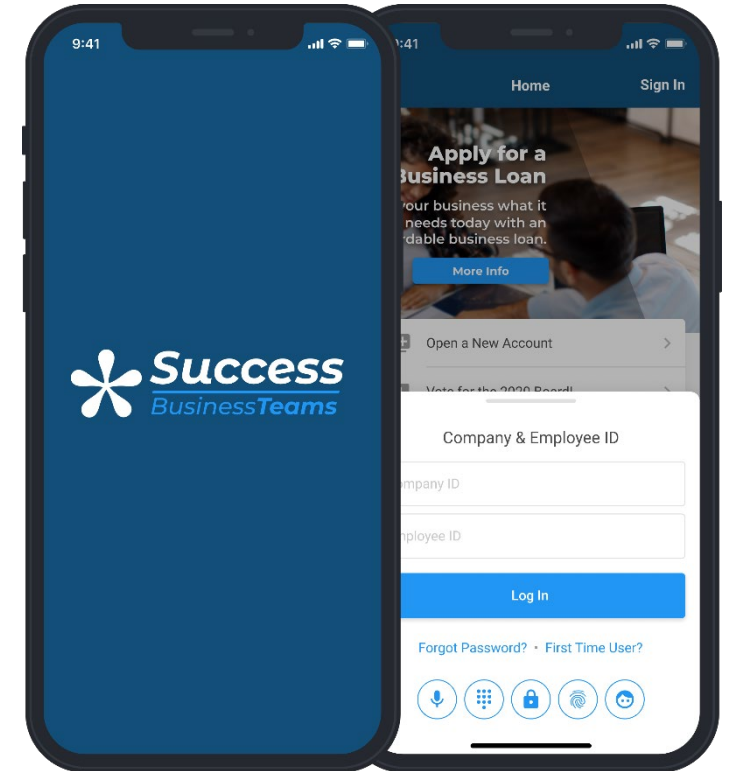
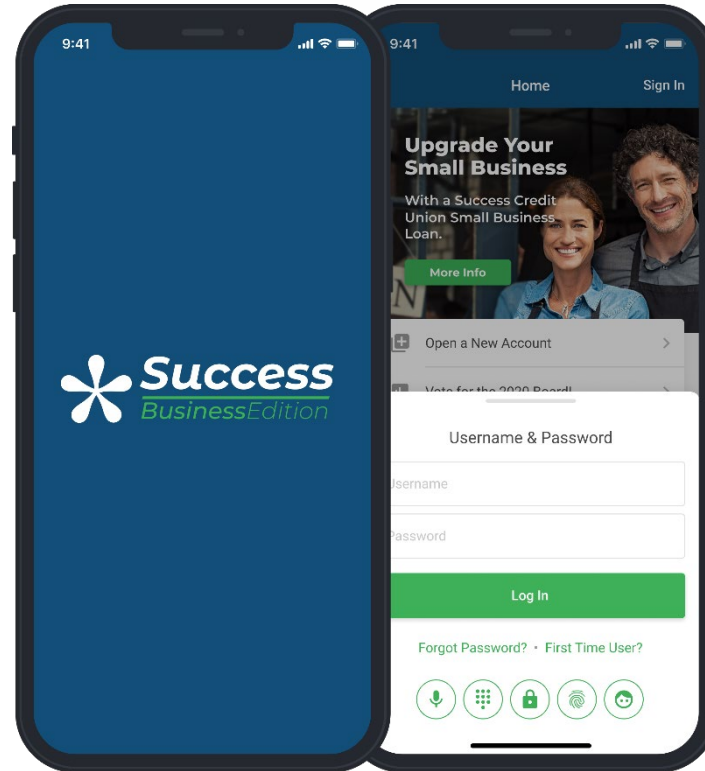
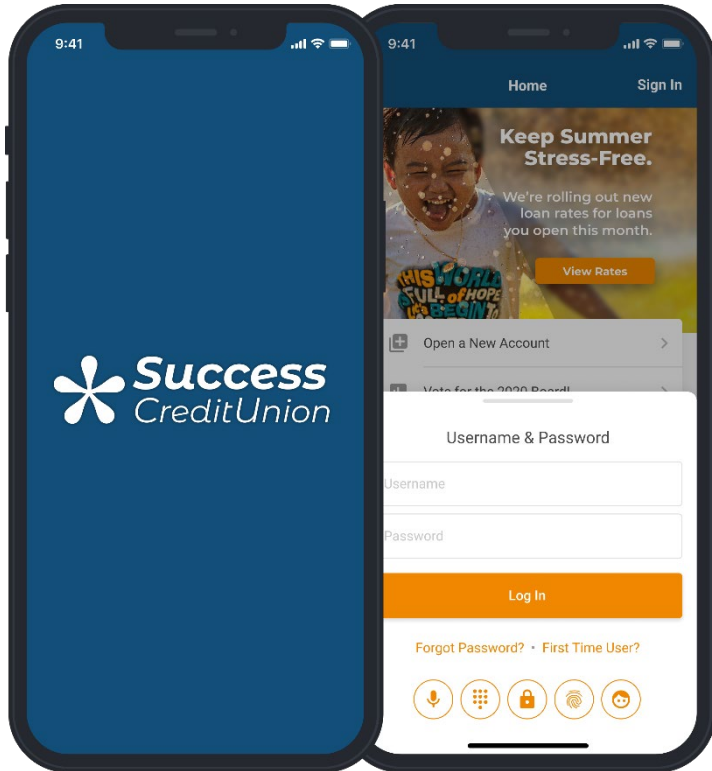


The vision of modules launched a new capability for delineating internet audiences

LOOK-AND-FEEL DESIGNS THAT FIT ADDRESSABLE AUDIENCES



Which kind of credit union are you?

FLUID



- ➔ Single tool with two brands
- ➔ These two brands are the left and right hands of a CU that wants to address traditional members, as well as businesses that act like traditional members

CLEAR SEPARATION



- ➔ Two separate tools
- ➔ When presented this way, these two brands are the left and right hands of a CU subsidiary that focuses only on business members
 - ➔ Sole proprietors and LLCs who act like traditional members
 - ➔ Larger organizations and their employees who all need to interact with the software

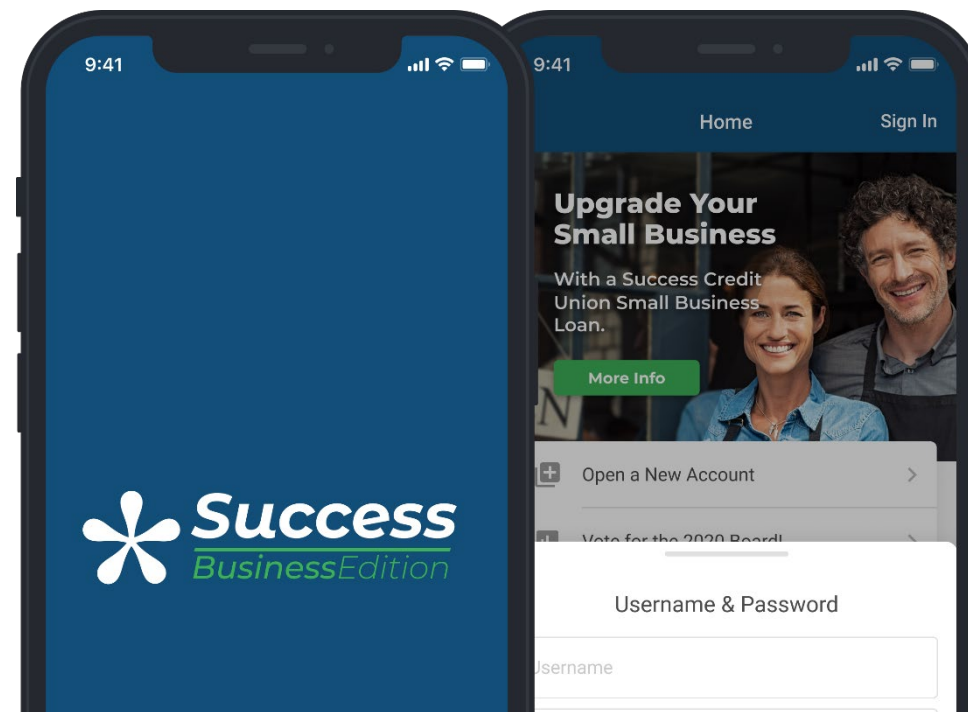
MyBIZ

Personal
Business
Banking

Launching later this year!

BUSINESS BANKING THAT WILL LAUNCH 100+ BUSINESS PROGRAMS FOR CU*BASE CREDIT UNIONS

- ➔ Engaging thousands of businesses hiding among our everyday members
- ➔ Proven tactics (retail banking), labeled and presented as business banking for small and medium-sized businesses
- ➔ A new calling card for CUs who want to address and evolve their relationship with this audience
- ➔ A CU*Answers freemium on the way to premium business banking for all



The vision is to allow every CU*BASE credit union to launch a member business program in the next 3 years

BIZ LINK247

Online Banking for Business

IT'S BEEN A HECK OF A JOURNEY; LET'S REVIEW

- ➔ A multi-logon business product for a limited audience
 - ➔ Maybe ??? CUs and ??? business members max
- ➔ Last step will be to bring it up to speed with modules and master navigation controls
 - ➔ More consistency between all three online banking solutions
 - ➔ Coming later this year!



2014 Launched It's My Biz 247 desktop

2018 Launched It's My Biz 247 mobile

2021 Rebranded to BizLink 247

2021 Active at 20 CUs
Used by 1,652 members in May

As we add features, we'll always have to consider the fork in the road

FLUID



- ➔ Consumer to business “jump”
- ➔ AutoBooks available for both
- ➔ RDC available for both
- ➔ Merchant Capture for MyBIZ
- ➔ Consumer bill pay for both
- ➔ One URL (itsme247.com)
- ➔ Two mobile apps

CLEAR SEPARATION



- ➔ BizLink 247 cannot jump
- ➔ AutoBooks available for both
- ➔ RDC and Merchant Capture for both
- ➔ Bill pay? (even I have to check)
- ➔ Two URLs (itsme247.com, bizlink247.com)
- ➔ Two mobile apps