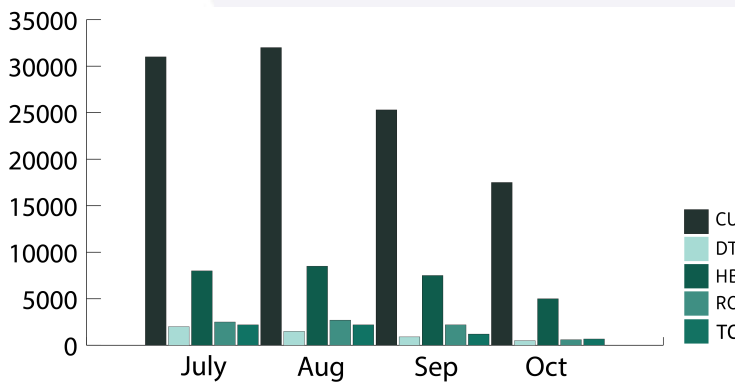


APPLYING FOR LOANS ONLINE

Internet Retailing in the Network

MEMBER ACTIVITY - TOP 5 DELIVERY CHANNELS



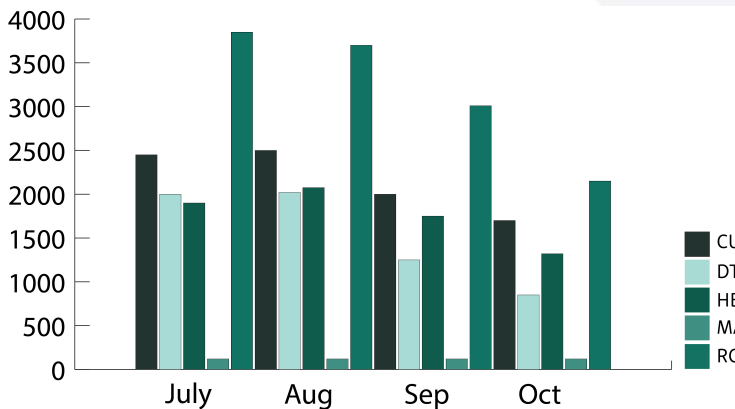
Key Statistics:

Total Loan Apps	151,451
Home Banking Apps	30,105
Highest Online Volume	August 2018
Home Banking App Dollars	\$279,060,390
Unique Members Submitting Apps	122,768
% of Members Submitted in Home Banking	19.72%

*Data collected for July – October 2018

Online Banking applications account for 19.7% of all applications submitted by members in the network. The top 5 delivery channels in the network are applications submitted through CU*BASE (CU), Online Banking (HB), Route One (RO), Dealer Track (DT), and TCI (TC), respectively.

NON-MEMBER ACTIVITY - TOP 5 DELIVERY CHANNELS



Key Statistics:

Total Loan Apps	35,899
Home Banking Apps	7,094
Highest Online Volume	August 2018
Home Banking App Dollars	\$85,028,977
Unique SSN Submitting Apps	32,827
% of Non-Members Submitted in Home Banking	19.76%

*Data collected for July – October 2018

Online Banking applications account for 19.8% of all applications submitted by non-members in the network. The top 5 delivery channels for non-member applications are Route One (RO), Online Banking (HB), CU*BASE (CU), Dealer Track (DT), and Indirect Auto Dealerships (MA), respectively.

HAVE A QUESTION?

CONTACT ASTERISK INTELLIGENCE

6000 28TH Street SE Grand Rapids, MI 49546
 (800) 327-3478 x870 ai@cuanswers.com

