2020 CEO Strategies
an interactive event

THIS SHOULD BE YOU

YOUR IDEAS

COME JOIN US

SHARE WITH US

COME GET INVOLVED
WHAT CEOs NEED TO KNOW ABOUT

The Next Generation of Asterisk Intelligence Offerings

Webinar #5
Thursday, 11/12/2020
11:00am-12:30pm

STUDIO B GUESTS:  Keegan Daniel and Pete Winninger
You have heard the Asterisk Intelligence story for a few years now, and data has dominated CEO Schools for a decade.

So I am going to be very focused today – let’s get down to the biggest ideas for your 2021 business plans.
In 2020 the “Prove It” data fact email campaign was one of our most successful client outreach programs ever.

It had one goal – to prove analytics works.

In 2021 we plan to extend the program to be more aggressive and active (can you say Member Reach?)

We will automate the Analytics Booth toolset to push these trend lines, tables, graphs, and other ideas related to data directly to you, your leadership, and even your board.
Data Warehouses
In 2021 we will add a new theme to the Prove It campaigns: **data warehouses and new sources for data**
- Proving that they are for everybody
- Proving they are affordable
- Proving they are inspiring in the search for more opportunity

**Inhouse DW vs. shared DW**
- What’s the diff?

In 2021 we will take the **premium service route** for retailing shared data warehouse spaces
- We are going to produce new kinds of data, heavy volume data for intense BI teams, and data beyond processing, data that is designed for **opportunity**
- Our core platform will focus on **generating opportunity** as its primary function, not just identifying data as the byproduct of processing account servicing and CU activities
We think the concept of non-transactional data will be the mainstay of BI teams for years:

- See the member
- See the opportunity
- See the optics for channels yet to be harvested like never before

(These flyers were in the conference kit CEOs received in the mail)
Why Your Members Call (Tool #1315)
The ISOCUDTA (Card Optics) table began accumulating data on November 3rd for 10 CUs.

Given the volume of data, we’re going slowly and monitoring to ensure a successful rollout.

- We’ll be adding 10-20 CUs per week.
Merchant Category Codes (MCC) on EFT Transactions

- We don’t define these codes, but we’ll maintain a table and update as we are notified (usually via Visa/MC mandates)

<table>
<thead>
<tr>
<th>Line</th>
<th>Original Last Message Type</th>
<th>Available Balance</th>
<th>ODP Return (P=PIN, S=Signature)</th>
<th>Merchant Category Code</th>
<th>Merchant Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>000171 820</td>
<td>1100</td>
<td>4,839.15</td>
<td>S</td>
<td>5542</td>
<td>EXXON WEST SIDE ONE STOP</td>
</tr>
<tr>
<td>000172 263</td>
<td>1100</td>
<td>9,664.32</td>
<td>S</td>
<td>1711</td>
<td>KROLL FURNACE IN</td>
</tr>
<tr>
<td>000173 109</td>
<td>1100</td>
<td>12.45</td>
<td>S</td>
<td>5541</td>
<td>MAVERIK #436</td>
</tr>
<tr>
<td>000174 752</td>
<td>1100</td>
<td>3,837.29</td>
<td>S</td>
<td>8041</td>
<td>Back to Health Chiroprac</td>
</tr>
<tr>
<td>000175 333</td>
<td>1100</td>
<td>3,790.76</td>
<td>S</td>
<td>7230</td>
<td>9468 GREAT CLIPS AT COTT</td>
</tr>
<tr>
<td>000176 290</td>
<td>1100</td>
<td>191.93</td>
<td>S</td>
<td>5532</td>
<td>DISCOUNT-TIRE-CO</td>
</tr>
<tr>
<td>000177 209</td>
<td>1100</td>
<td>3,000.00</td>
<td>S</td>
<td>5234</td>
<td>OKY HERMION MINI GREEN US</td>
</tr>
</tbody>
</table>

- We’re also building a new tool for CU’s to create their own groups of MCC codes
  - For analysis, for card activity rebate programs, etc.
Introducing AI Engaged

- We will add a new software solution: **AI Engaged** is the early vision for a tool to see it all.
- CU*BASE tools will tease you with the big pictures, and AI Engaged will deliver the details and the campaign details.
Introducing AI Engaged
AI coders will team with DHD business leaders to write new products using third-party data

- Democratize access for more than just the BI specialist

We are vested in a new community of analysts and data specialists – and we will prove it in 2021

Get on board and set some new goals in your 2021 Business Plan
Like Mobile First, the AI data initiative is changing the focus and priorities in our general development

- As a CEO, you should be the first to notice

Lender*VP and AI are teaming up to make sure **database lending** is the power behind your future financial success.

- Data drives **offers**
- We are expanding the loan type that you can offer in the future – we go bigger and live in 2021

Lender*VP and Image Solutions are teaming up to make sure new **data types** are embedded in process and e-signatures are smarter than ever
1Click Loan Offers

Available now!

- You define a list of pre-approved members
- Members log in to It’s Me 247 and click “View Offer”
- Account is opened and funds are available for immediate withdrawal

store.cuanswers.com/store/lendervp
In use at our online CUs as of October 2020:

Offers presented: 13,157
Loans booked: 813
Response rate: 6%

Total current balance: $412,655
Total disburs. limit: $2,050,900
Members can use **It’s Me 247** to request changes to loan terms
- Smaller monthly payment, or
- Pay off quicker

Want to Adjust Your Loan Payment? Approval only takes seconds!

Loan Modification to 773 - 18 JEEP CHEROKEE
Here is an overview of your proposed new loan terms.

<table>
<thead>
<tr>
<th>Your Request Loan Terms</th>
<th>Term</th>
<th>Rate</th>
<th>New Payment</th>
<th>Processing Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49 mo.</td>
<td>2.99%</td>
<td>$376.14</td>
<td>$150</td>
</tr>
</tbody>
</table>

You will be charged the above Processing Fee when you submit your request. Select an account to pull this fee from:

000 - PRIMARY SHARE: $20027.13

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store.cuanswers.com/store/lendervp
Flex Loans

Available now!

- Available today and FREE
  - Configurable by loan category
- You can take a tiered approach to activation
  - Approvals
  - Fees
- To be an internet retailer and give your members flexibility – you need to hear them when they have a request

store.cuanswers.com/store/lendervp
CD-secured Loans

New with 20.11!

- You choose which CD types are eligible
- If the member has a CD with available funds, they can have a loan – no credit check, no underwriting

Let’s take a look ➔

ondemand.cuanswers.com
CLR Path
Decision Advisor
New with 20.11!

- A non-FICO way to make underwriting decisions **based on your unique relationship with your members**

- Underwriting advice using data only CU*BASE knows:
  - Member age & length of membership
  - Aggregate balance history
  - Previous loan payment history
  - ACH/payroll deposit patterns
  - Tiered Services level
  - ...and more (even SEG/Sponsor code!)
On-Demand ACH Posting

Available now!

- Activate and set up optional fees in CU*BASE
- Members can post credits early in It’s Me 247

[Image of ACH transactions and instant deposit options]
On-Demand ACH Posting

Available now!

So far (May-October 2020):

<table>
<thead>
<tr>
<th>Month</th>
<th>Client Count</th>
<th>Member Count</th>
<th>Transactions</th>
<th>Fee Income</th>
<th>Ave Trans Per Member</th>
<th>Ave Fee Per Trans</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-20</td>
<td>1</td>
<td>16</td>
<td>20</td>
<td>$100.00</td>
<td>1.250</td>
<td>$5.00</td>
</tr>
<tr>
<td>Jun-20</td>
<td>1</td>
<td>20</td>
<td>24</td>
<td>$240.00</td>
<td>1.200</td>
<td>$10.00</td>
</tr>
<tr>
<td>Jul-20</td>
<td>9</td>
<td>438</td>
<td>667</td>
<td>$4,922.00</td>
<td>1.523</td>
<td>$7.38</td>
</tr>
<tr>
<td>Aug-20</td>
<td>11</td>
<td>1,199</td>
<td>2,102</td>
<td>$19,690.00</td>
<td>1.753</td>
<td>$9.37</td>
</tr>
<tr>
<td>Sep-20</td>
<td>13</td>
<td>1,730</td>
<td>3,514</td>
<td>$32,395.00</td>
<td>2.031</td>
<td>$9.22</td>
</tr>
<tr>
<td>Oct-20</td>
<td>15</td>
<td>2,463</td>
<td>4,825</td>
<td>$44,767.00</td>
<td>1.959</td>
<td>$9.28</td>
</tr>
</tbody>
</table>

Also coming in 2021: Charge a different fee for self-service than via the call center

store.cuanswers.com
Our programming teams are now designing to **action data** in new ways.

Don’t wait for a credit union employee or a marketing program to enhance the process – **the computer will become your #1 order-taking department** – if you let it.
Conclusion

- The Mobile First development focus shifts the priority and the angle of attack to the mobile phone

- Our two-prong analytical focus will shift the priority and the angle of attack to the production of opportunity that drives CU success and the need for modern operational approaches

- These new focuses should be called out as requirements by CEOs for their future
  - It is CEO leadership that turns our focus towards CU needs
  - CEOs know that big picture requirements lead to the daily nuts-and-bolt adjustments that will pay off for a decade
  - Our CUSO CEOs own our manufacturing agenda, and they are focusing on building what they need

Sell it in your 2021 business plan
Thank you!