

CUNA Connexus CU

MEMBERSHIP BENEFITS REPORT



Connexus CU

The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, higher savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that Connexus CU provided \$30,115,474 in direct financial benefits to its 314,676 members during the twelve months ending September 2018 ⁽¹⁾.

These benefits are equivalent to \$96 per member or \$201 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by Connexus CU are substantial. But, these benefits are reported as averages. Mathematically, that means the total benefits you provide are divided across all members (or all member households) - even those who conduct very little financial business with the credit union.

For example, financing a \$30,000 new automobile for 60 months at Connexus CU will save members an average \$136 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$680 in savings over 5 years.

Further, loyal members⁽³⁾ - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

CUNA estimates that Connexus CU provided loyal high-use member households \$1102 in direct financial benefits during the twelve month period.

Connexus CU excels in providing member benefits in many loan and savings products. In particular, Connexus CU offers lower loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit cards loans.

Connexus CU also pays its members higher dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



Member Benefit Marketing Toolkit

Show members how much you save them!

www.datatrac.net/memberbenefits

Website Widgets • Facebook App
Digital Lobby Graphics • Member Handouts



Source: Datatrac, NCUA, and CUNA.

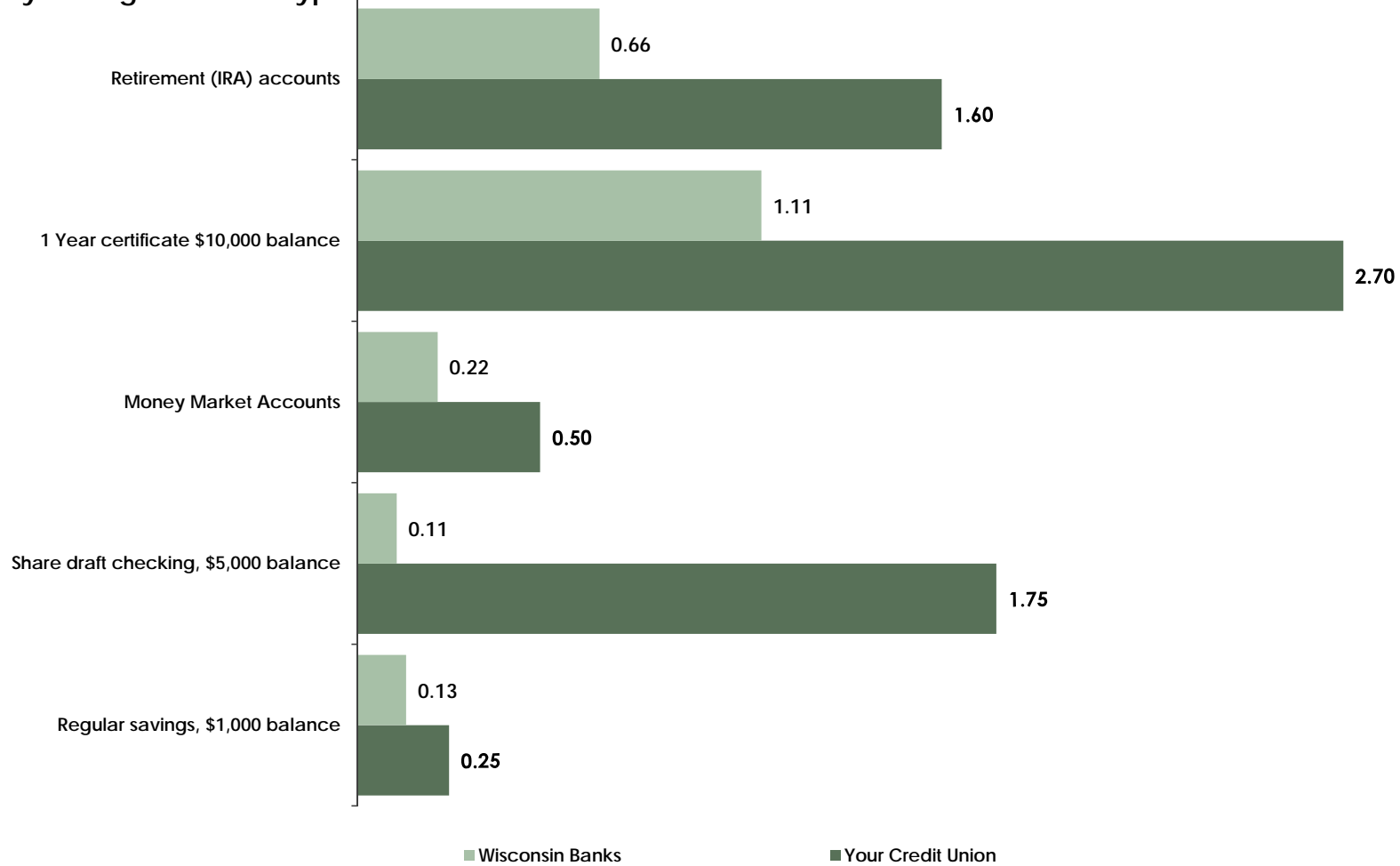
(1) Rates and fees as of 2/22/2019.

(2) Assumes 2.1 credit union members per household.

(3) A "loyal member" is assumed to have a \$30,000, 60-month new auto loan, a classic credit card with an average balance of \$5,000, a \$200,000, 30-year fixed rate mortgage (a 30-year fixed rate mortgage is replaced with a 5-year adjustable rate mortgage if it yields a greater benefit as it is assumed more in demand), \$5,000 in an interest-bearing checking account, \$10,000 in a one-year certificate account, and \$2,500 in a money market account.

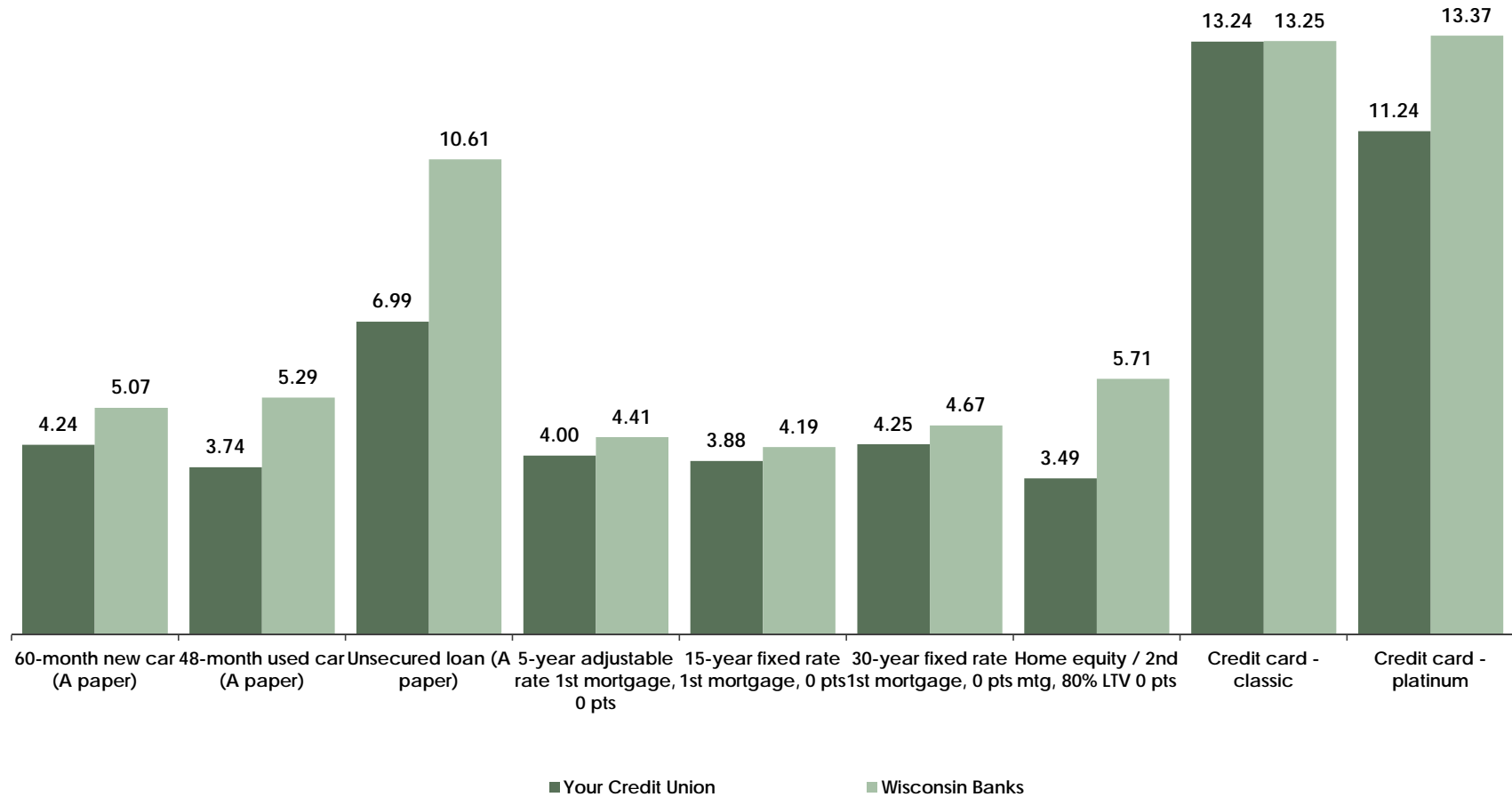
Savings Product Comparative Interest Rates (%)

by Savings Account Type



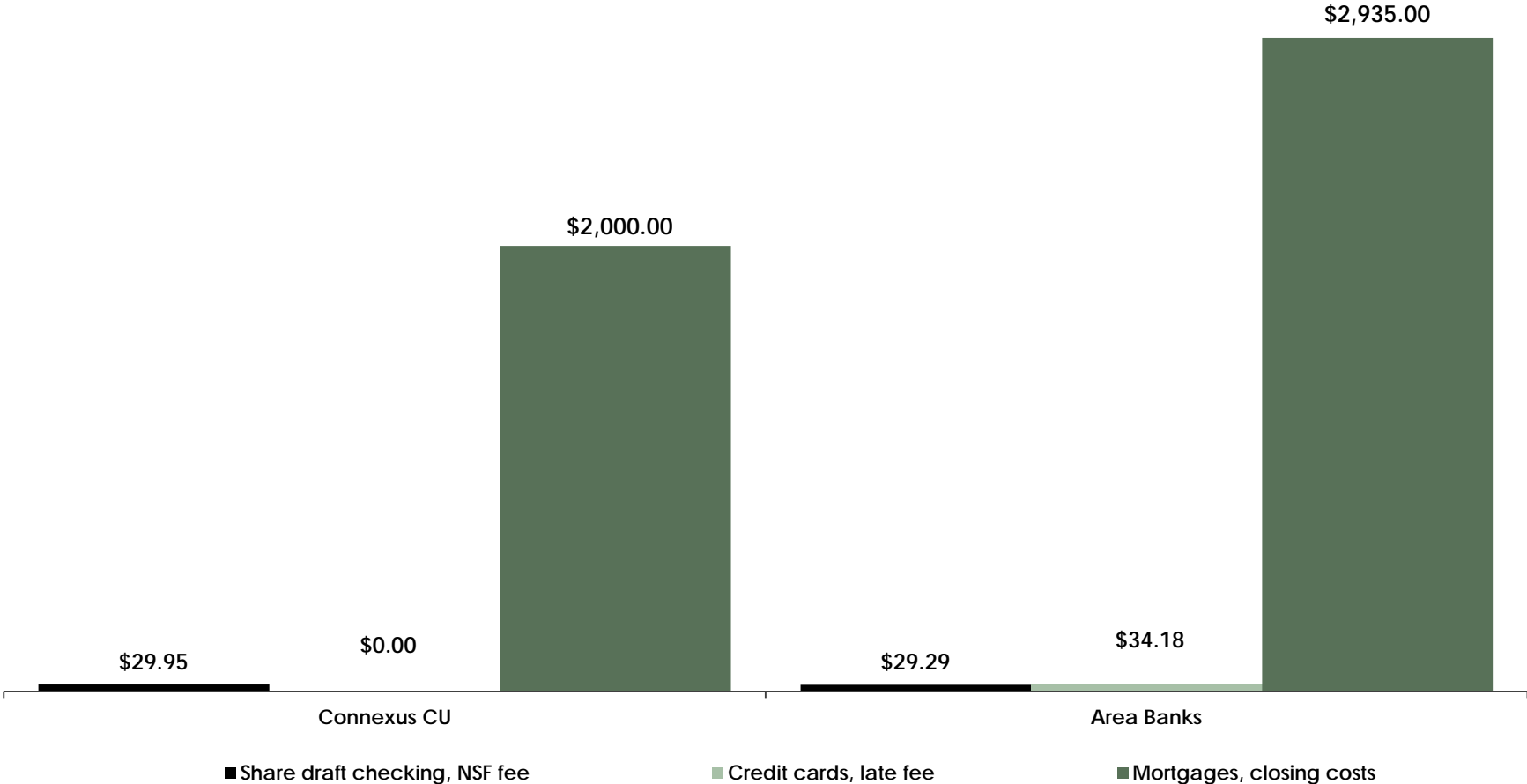
Loan Product Comparative Interest Rates (%)

by Loan Type



Comparative Fees

by Type



Interest Rates at Connexus CU and Banking Institutions in Wisconsin

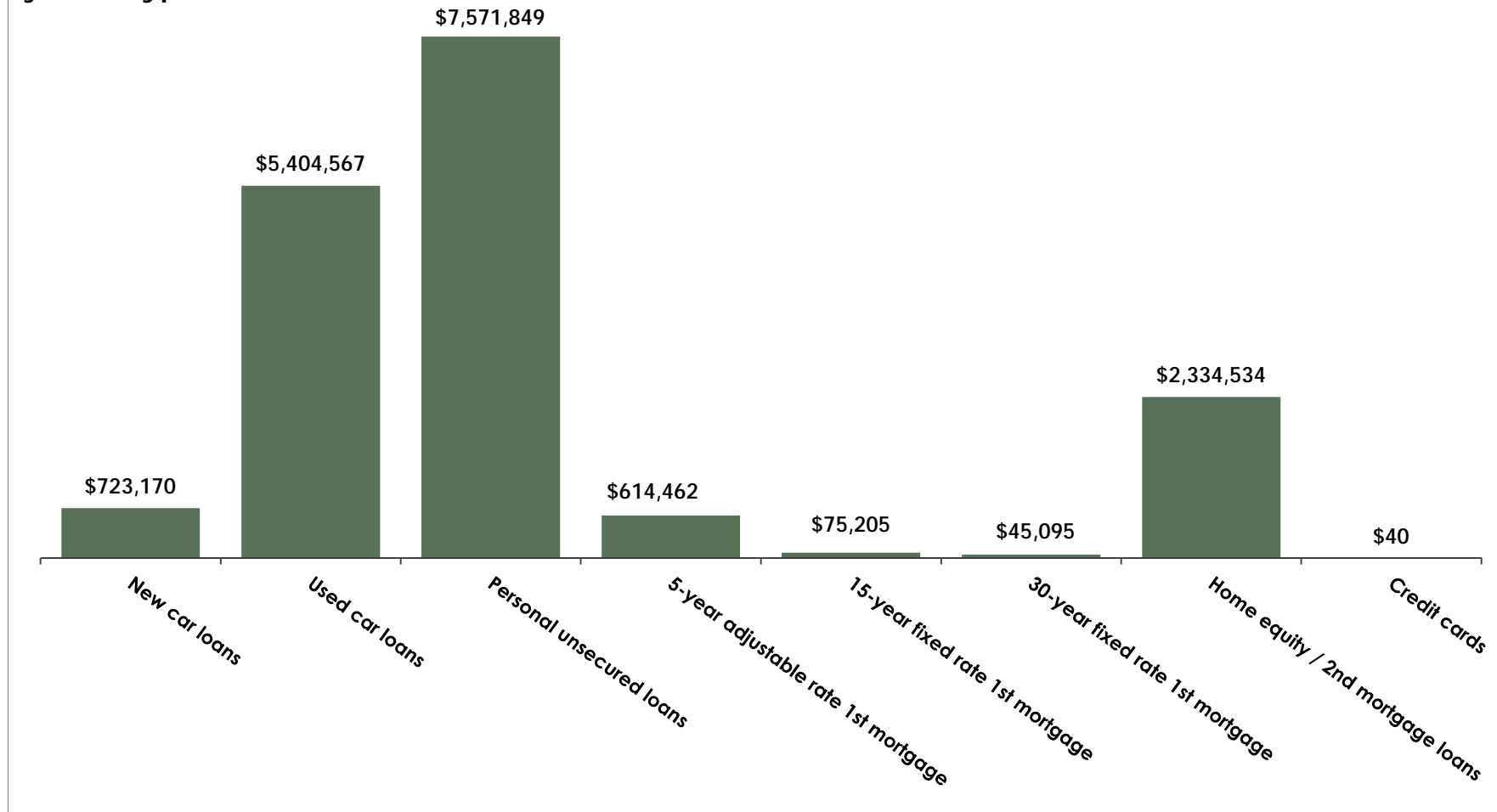
Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	4.24	5.07	-0.83
48-month used car (A paper)	3.74	5.29	-1.55
Unsecured loan (A paper)	6.99	10.61	-3.62
5-year adjustable rate 1st mortgage, 0 pts	4.00	4.41	-0.41
15-year fixed rate 1st mortgage, 0 pts	3.88	4.19	-0.31
30-year fixed rate 1st mortgage, 0 pts	4.25	4.67	-0.42
Home equity / 2nd mtg, 80% LTV 0 pts	3.49	5.71	-2.22
Credit card - classic	13.24	13.25	-0.01
Credit card - platinum	11.24	13.37	-2.13
Savings Products			
Regular savings, \$1,000 balance	0.25	0.13	0.12
Share draft checking, \$5,000 balance	1.75	0.11	1.64
Money Market Accounts	0.50	0.22	0.28
1 Year certificate \$10,000 balance	2.70	1.11	1.59
Retirement (IRA) accounts	1.60	0.66	0.94
Fee Income			
Share draft checking, NSF fee	\$29.95	\$29.29	\$0.66
Credit cards, late fee	\$0.00	\$34.18	-\$34.18
Mortgages, closing costs	\$2,000.00	\$2,935.00	-\$935.00

*Rates and fees as of 2/22/2019. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Your Credit Union's Total Loan Rate Benefits

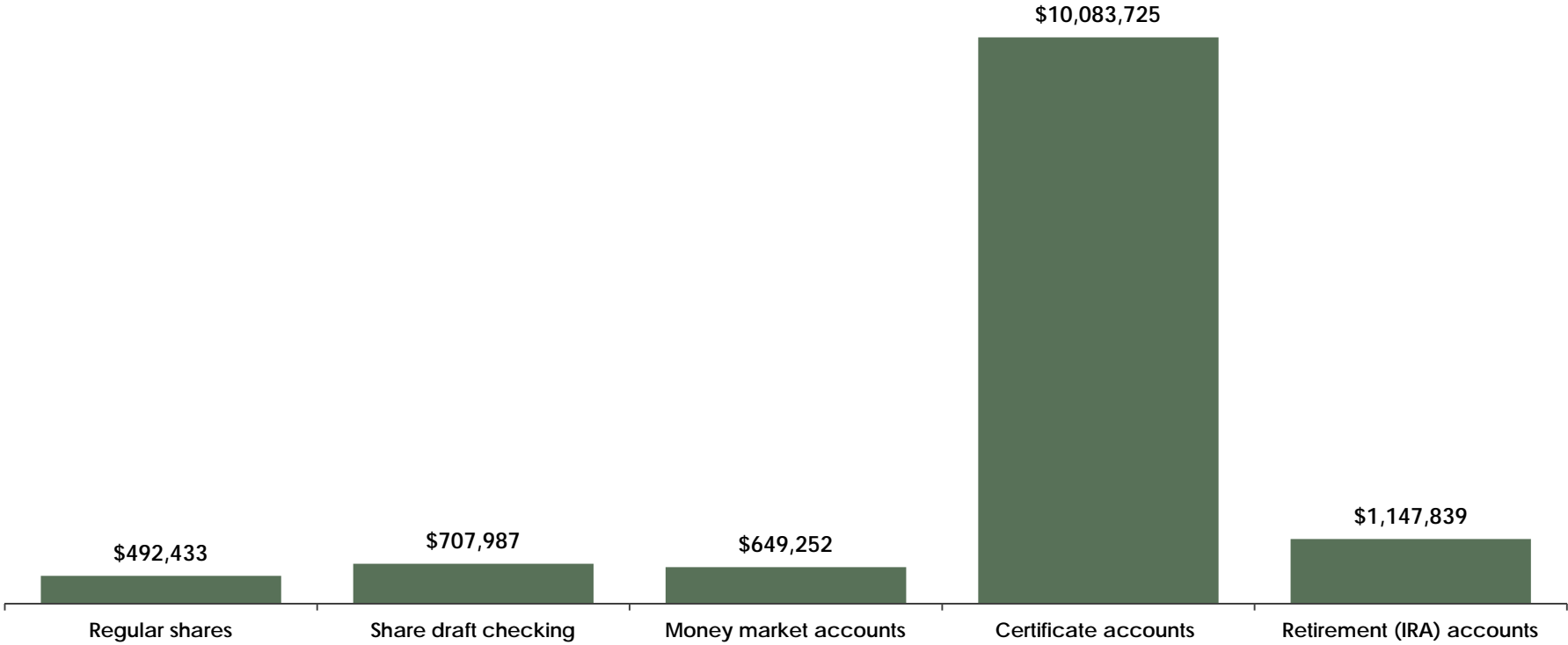
Compared to Banking Institutions in Your State

by Loan Type

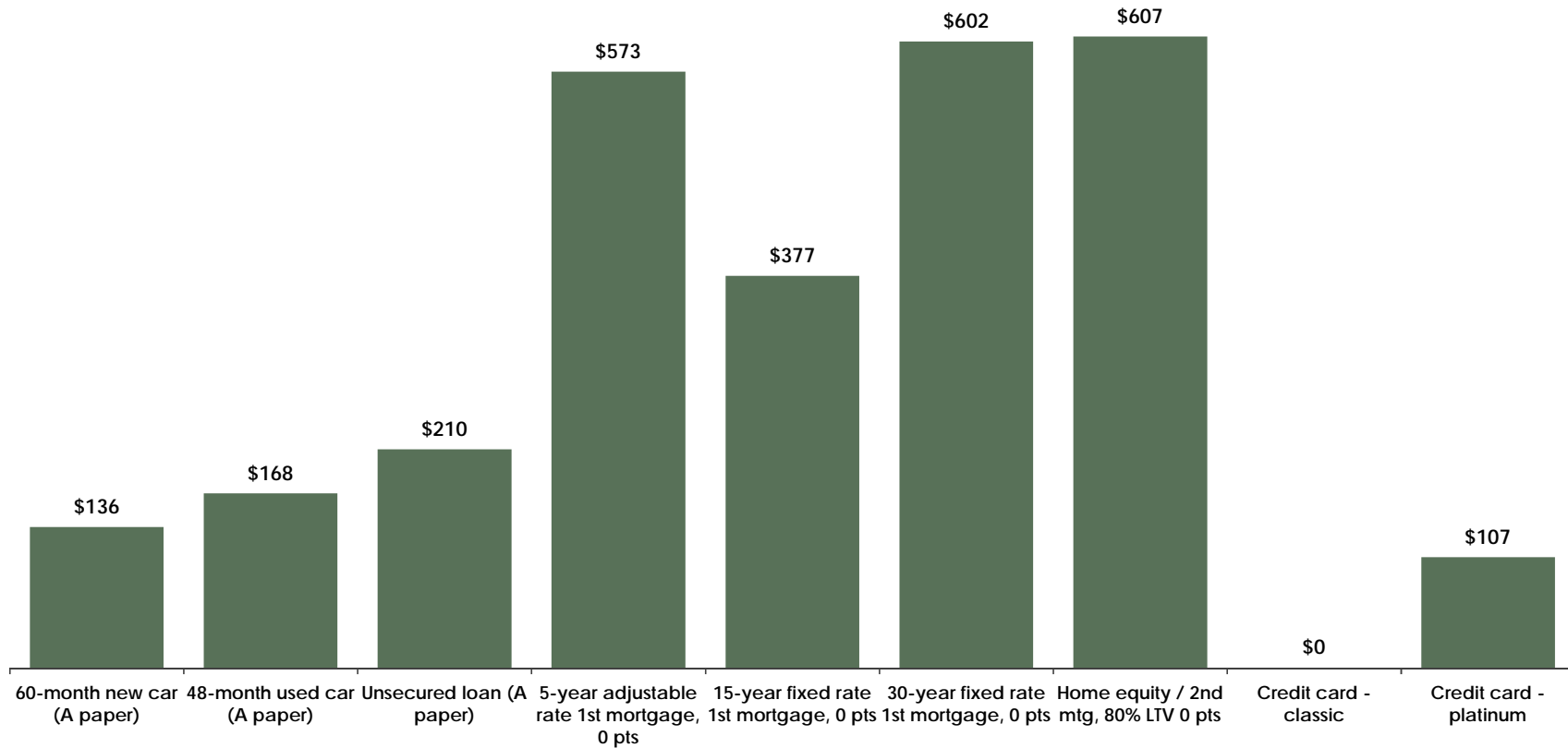


Your Credit Union's Total Savings Dividend Benefits

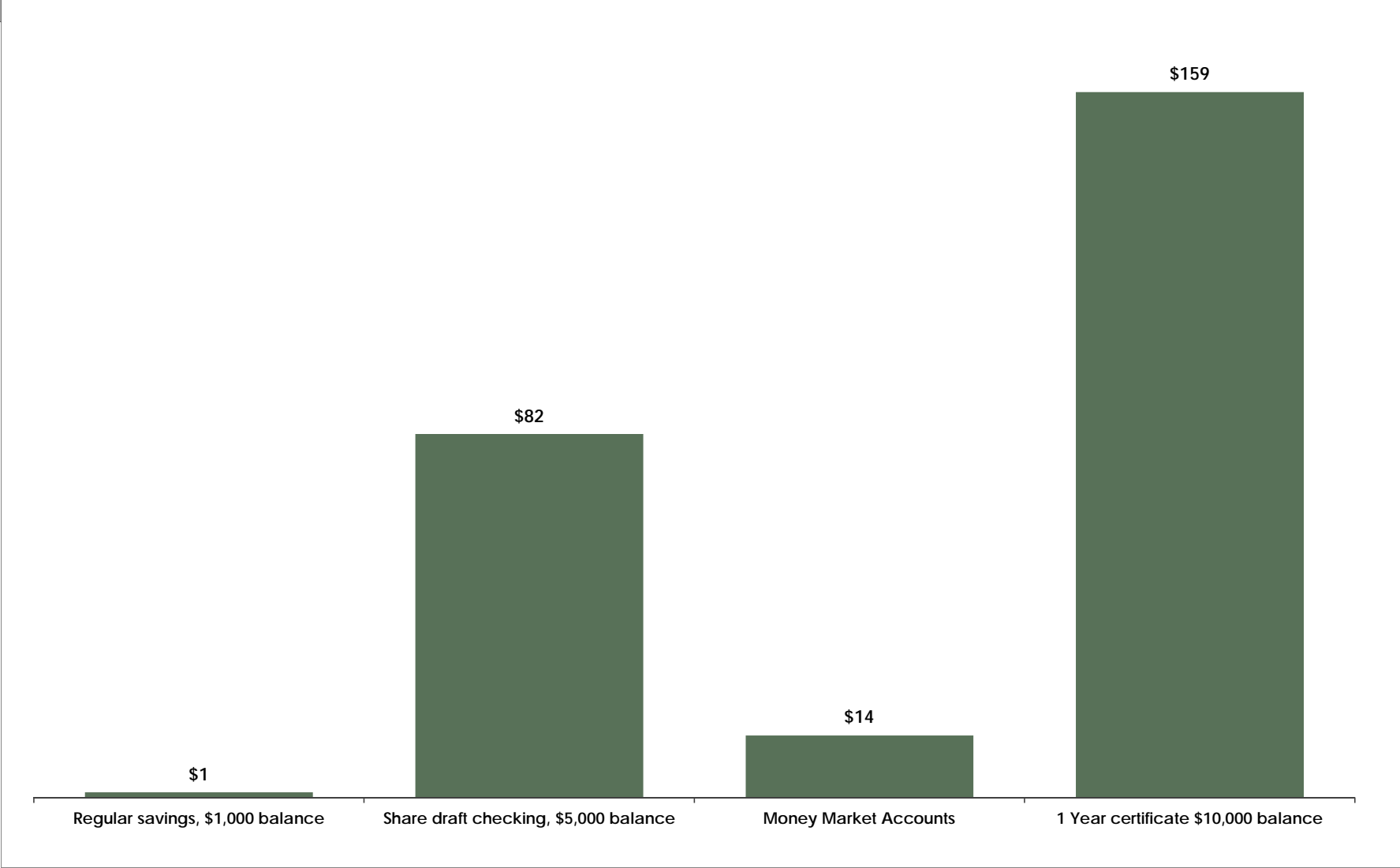
Compared to Banking Institutions in Your State
by Account Type



Annual Member Benefit of Loan Products with Various Terms



Annual Member Benefit on Savings Products with Various Terms



Savings terms include:
Regular Savings: \$1,000 balance; Share Draft Checking: \$5,000; Money Market Accounts: \$2,500 balance; 1-Yr Certificates: \$10,000

Estimated Financial Benefits for Connexus CU

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. Wisconsin Banks (%) (2)	Financial Benefit to Your Members
New car loans	87,550,907	-0.83	\$723,170
Used car loans	348,008,165	-1.55	\$5,404,567
Personal unsecured loans	209,109,330	-3.62	\$7,571,849
5-year adjustable rate 1st mortgage	150,235,242	-0.41	\$614,462
15-year fixed rate 1st mortgage	24,027,260	-0.31	\$75,205
30-year fixed rate 1st mortgage	10,660,642	-0.42	\$45,095
Home equity / 2nd mortgage loans	105,111,847	-2.22	\$2,334,534
Credit cards	7,339	-0.01	\$40
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$16,768,922
Savings			
Regular shares	420,883,151	0.12	\$492,433
Share draft checking	43,091,106	1.64	\$707,987
Money market accounts	231,050,575	0.28	\$649,252
Certificate accounts	632,605,102	1.59	\$10,083,725
Retirement (IRA) accounts	122,436,137	0.94	\$1,147,839
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$13,081,236
Fee Income			
Total CU member benefit arising from fewer/lower fees:			\$265,316
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$30,115,474
Total CU member benefit / member:			\$96
Total CU member benefit / member household:			\$201

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of September 2018 and September 2017 according to the NCUA call report.

(2) Rates and fees as of 2/22/2019. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

Connexus CU

The Credit Union National Association has determined that Connexus CU provided \$30,115,474 in direct financial benefits to its 314,676 members during the twelve months ending in September 2018

These benefits are equivalent to approximately \$201 per member household.

Connexus CU provided loyal high-use member households \$1,102 in direct financial benefits.

Credit unions generally provide financial benefits to members by charging less for loans, paying more on deposits and charging fewer/lower fees compared to banking institutions.



Connexus CU Performance Profile

Demographic Information	Sep 18	Sep 17
Number of branches	11	13
Total assets (\$ mil)	1,949	1,751
Total loans (\$ mil)	1,752	1,592
Total surplus funds (\$ mil)	147	131
Total savings (\$ mil)	1,683	1,515
Total members (thousands)	327	303
Growth Rates (Year-to-date)		
Total assets	11.3 %	16.1 %
Total loans	10.0 %	24.0 %
Total surplus funds	11.9 %	-32.7 %
Total savings	11.1 %	21.0 %
Total members	8.0 %	11.5 %
Earnings - Basis Pts.		
Yield on total assets	546	437
- Dividend/interest cost of assets	126	101
+ Fee & other income	131	101
- Operating expense	353	268
- Loss Provisions	29	22
= Net Income (ROA)	169	147
Capital adequacy		
Net worth / assets	9.7	9.1
Asset quality		
Delinquencies / loans	0.9	1.0
Net chargeoffs / average loans	0.3	0.3
Total borrower-bankruptcies	256	196
Bankruptcies per 1000 members	0.8	0.6
Asset/Liability Management		
Loans / savings	104.1	105.1
Loans / assets	89.9	90.9
Long-term assets / assets	4.1	8.0
Core deposits/shares & borrowings	26.0	30.7
Productivity		
Members/potential members	28.0	25.9
Borrowers/members	33.8	52.8
Members/FTE	1,121	1,157
Average shares/members (\$)	5,150	5,008
Average loan balances (\$)	15,863	9,965
Salary & Benefits/FTE	86,082	84,942



Transform member benefits into new business with a **Member Benefit Marketing Toolkit**

The Credit Union National Association (CUNA) and Datatrac have teamed up to bring you the analysis in this report. Member Benefit Marketing Tools provides you with practical applications for using data in this report to show members how much you save them, drive in new members, generate more loans and attract bigger deposits.

Member Benefit Marketing Tools prove to new and existing members:

- How much you saved your entire membership last year in interest and fees compared to the competition
- How much they will save on their next loan with you
- How much more they will earn on their deposits with you

Member Benefit Marketing Toolkits include:

- Lead generation for loans, deposits and new members
- Competitive comparison widgets for your website
- Facebook app
- Animated graphics for branch lobby digital displays
- Proof Points for use in marketing collateral
- Award Certification & Trophy
- Press releases
- Newsletter copy
- Member handouts
- Subscription to the CUNA Member Benefits Report

Visit www.datatrac.net/memberbenefits to see live examples, schedule a demo and receive a free competitive analysis.

NEW Show members how much you save them.

Analysis as of May 4, 2017

ABC Financial CU members saved **\$10,734,590!**

APPLY NOW

Auto Loan

Jacksonville, Florida Member 3.76% APY

ABC Financial 2.74% APY

up to **27% lower!**

Boat Loan

Share Certificate

Certified to save you money

Click here for details.

Savings for your Entire Membership
Amount you saved your entire membership last year

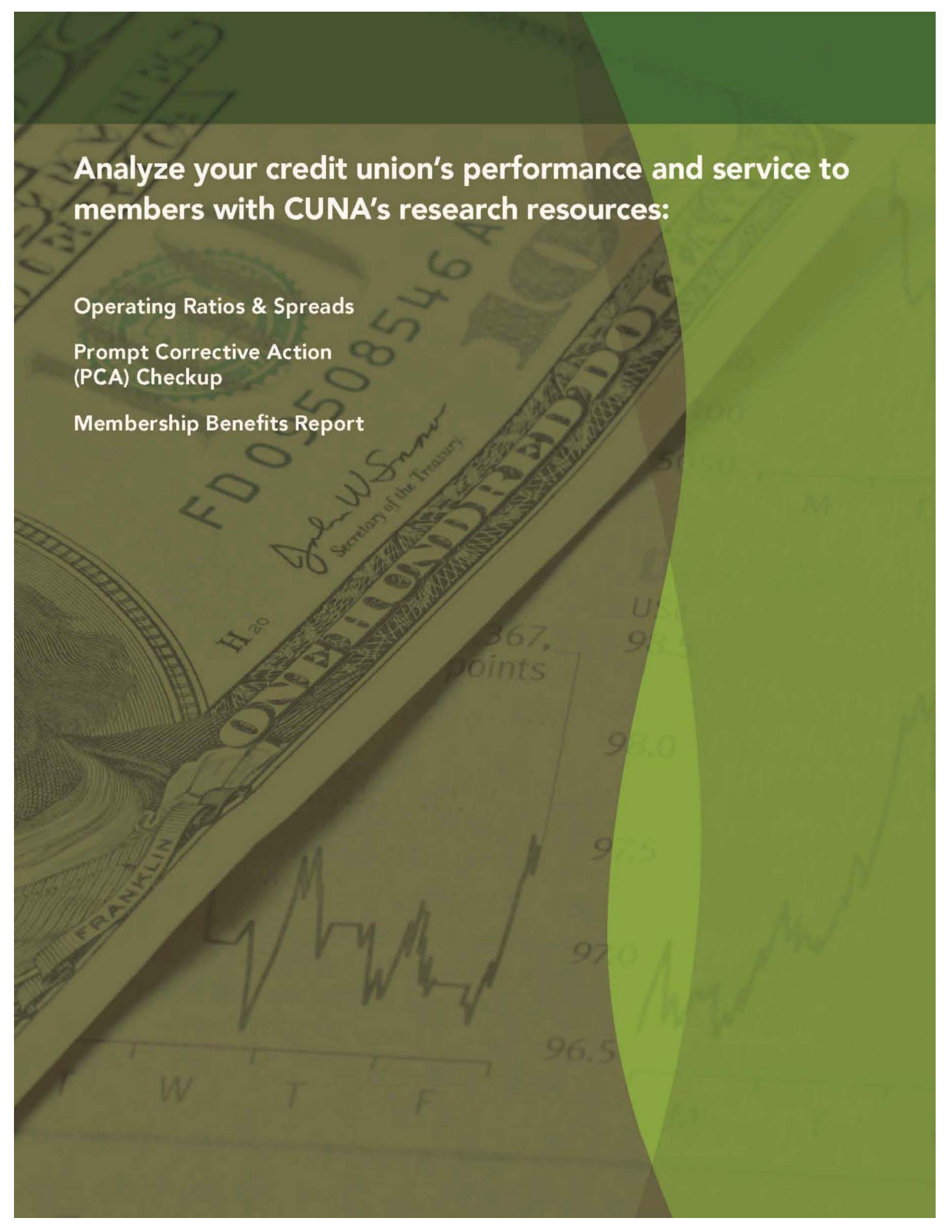
Savings by Product
Amount a member on their next deposit or loan with you

CUNA Membership Benefits Report
Datatrac widget links to your custom report

CUNA Credit Union National Association

DATATRAC

Show members how much you save them with **Member Benefits Marketing Tools**



Analyze your credit union's performance and service to members with CUNA's research resources:

Operating Ratios & Spreads

**Prompt Corrective Action
(PCA) Checkup**

Membership Benefits Report