

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 \$35,217,441 in direct financial benefits to its 383,139 members during the twelve months ending June 2021 ⁽¹⁾.

These benefits are equivalent to \$92 per member or \$193 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 \$171 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$855 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 \$867 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.

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



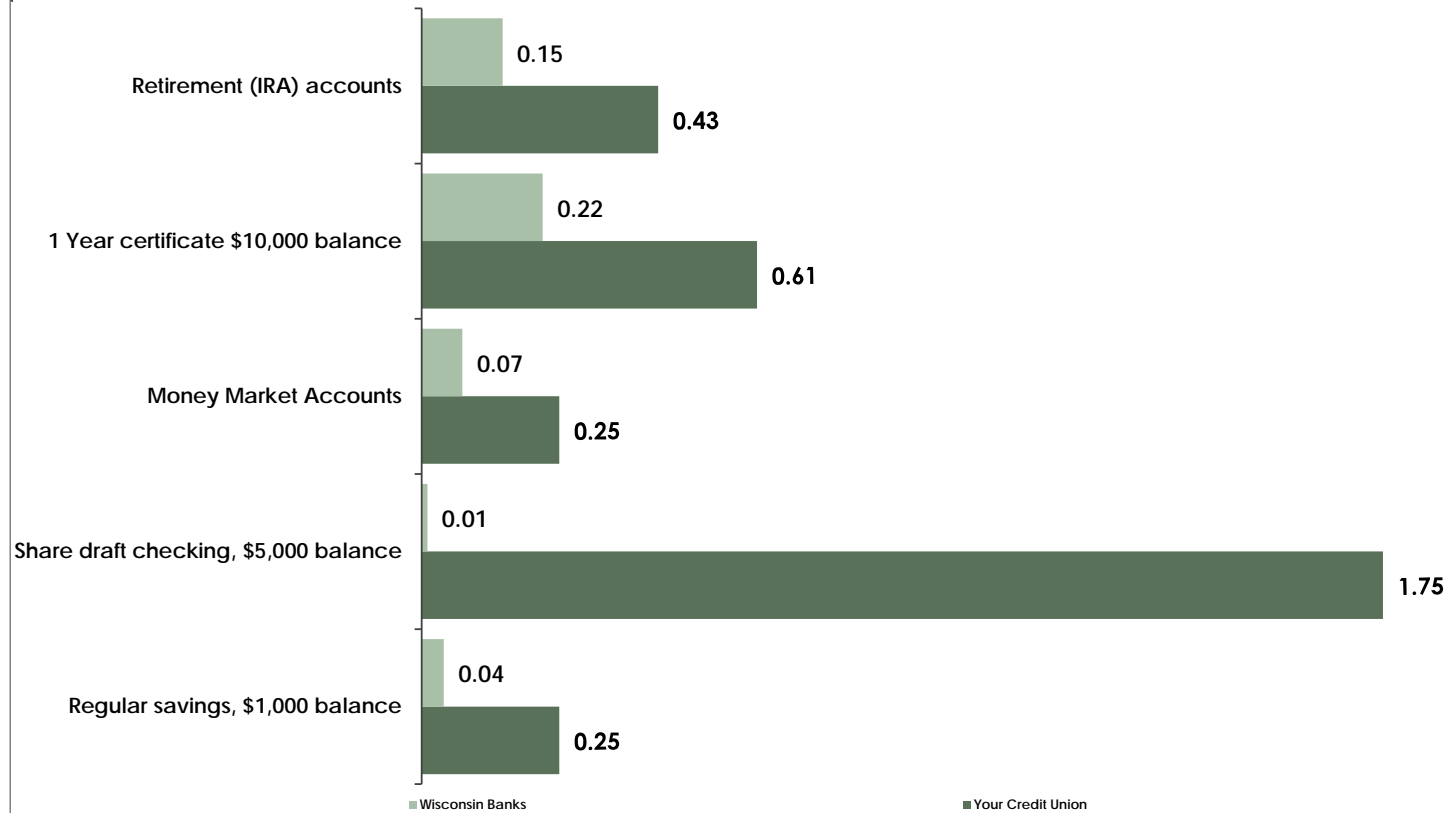
(1) Rates and fees as of 9/29/2021.

(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

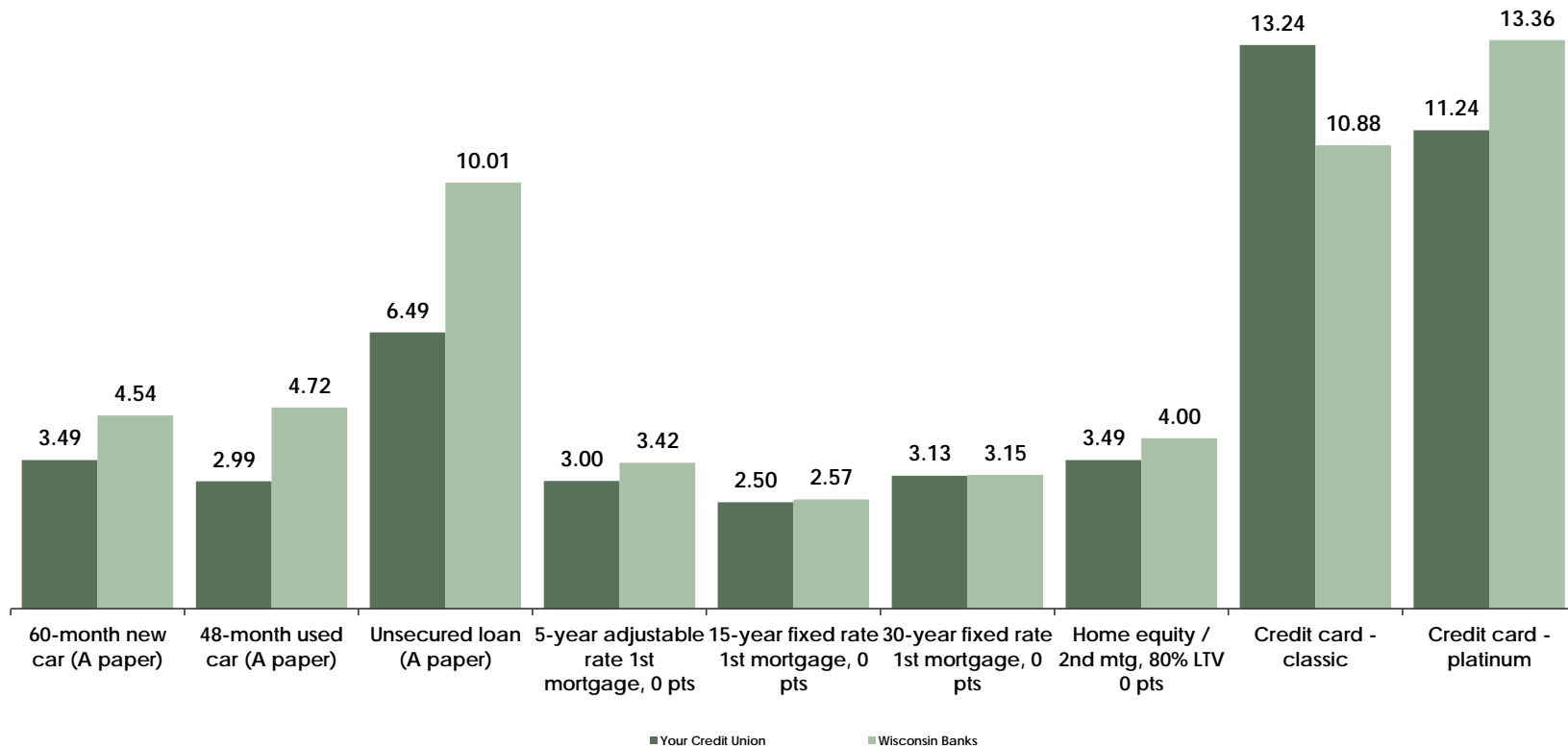


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CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

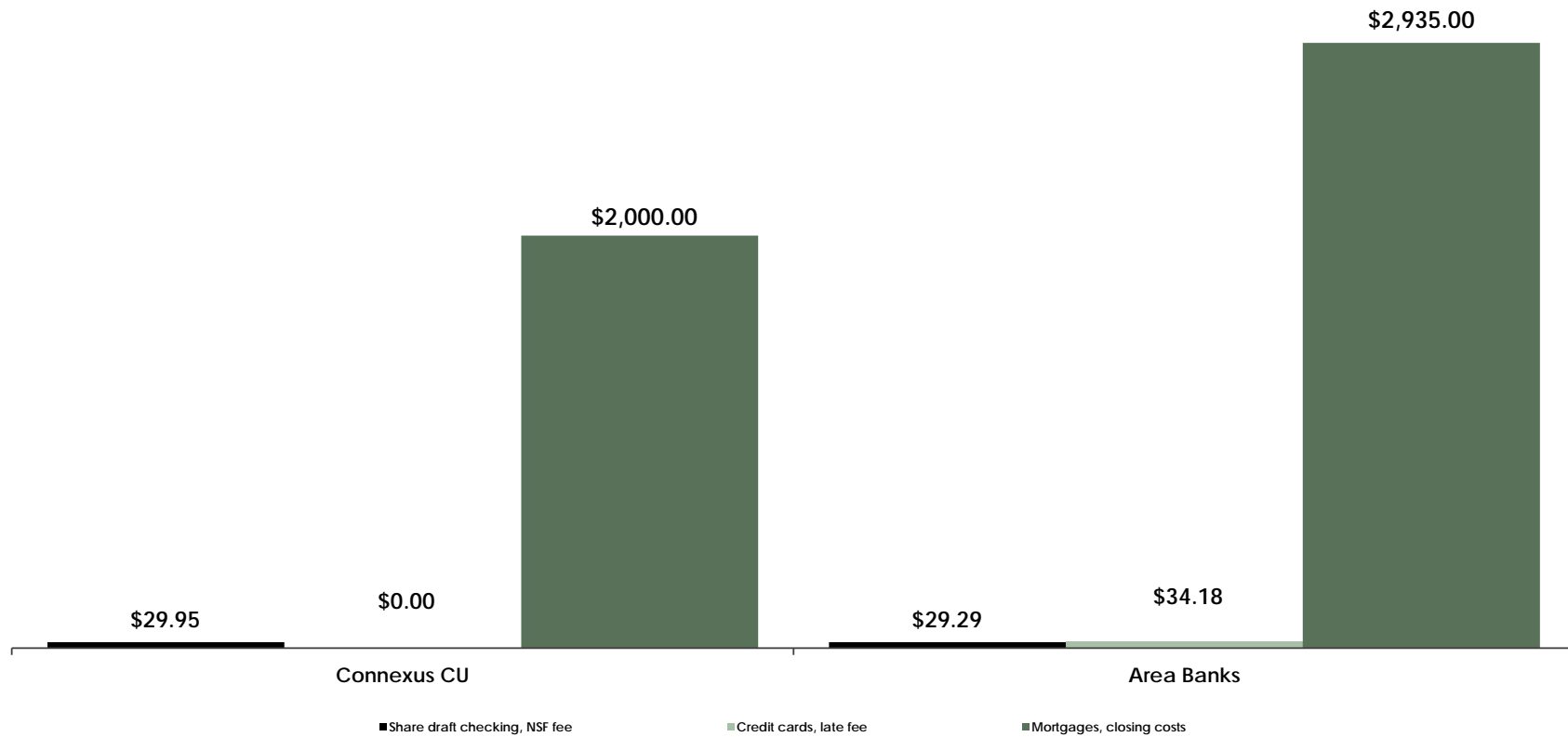


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type



Membership Benefits Report

CUNA Economics and Statistics

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)	3.49	4.54	-1.05
48-month used car (A paper)	2.99	4.72	-1.73
Unsecured loan (A paper)	6.49	10.01	-3.52
5-year adjustable rate 1st mortgage, 0 pts	3.00	3.42	-0.42
15-year fixed rate 1st mortgage, 0 pts	2.50	2.57	-0.07
30-year fixed rate 1st mortgage, 0 pts	3.13	3.15	-0.02
Home equity / 2nd mtg, 80% LTV 0 pts	3.49	4.00	-0.51
Credit card - classic	13.24	10.88	2.36
Credit card - platinum	11.24	13.36	-2.12
Savings Products			
Regular savings, \$1,000 balance	0.25	0.04	0.21
Share draft checking, \$5,000 balance	1.75	0.01	1.74
Money Market Accounts	0.25	0.07	0.18
1 Year certificate \$10,000 balance	0.61	0.22	0.39
Retirement (IRA) accounts	0.43	0.15	0.28
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

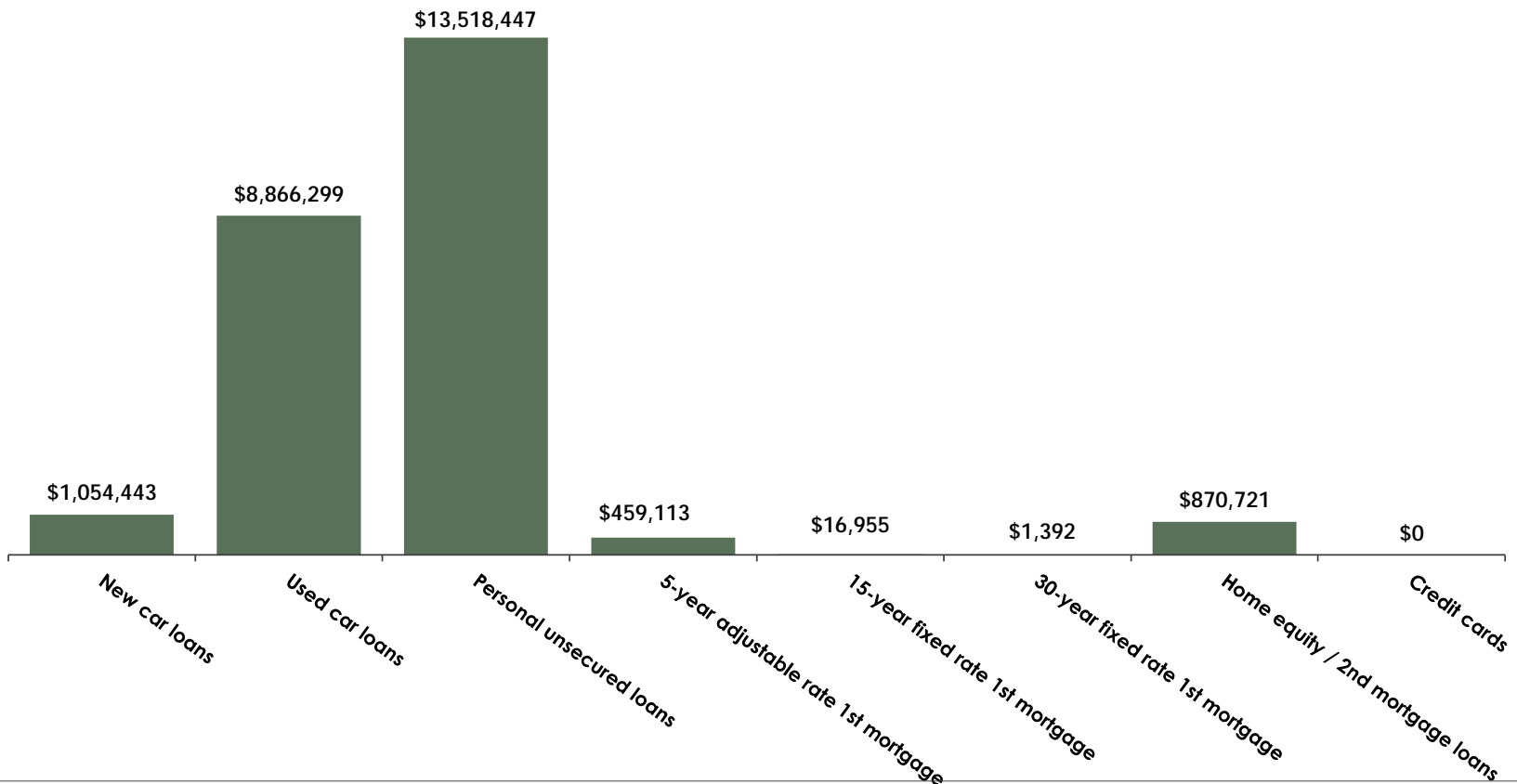
*Rates and fees as of 9/29/2021. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Loan Rate Benefits

by Loan Type

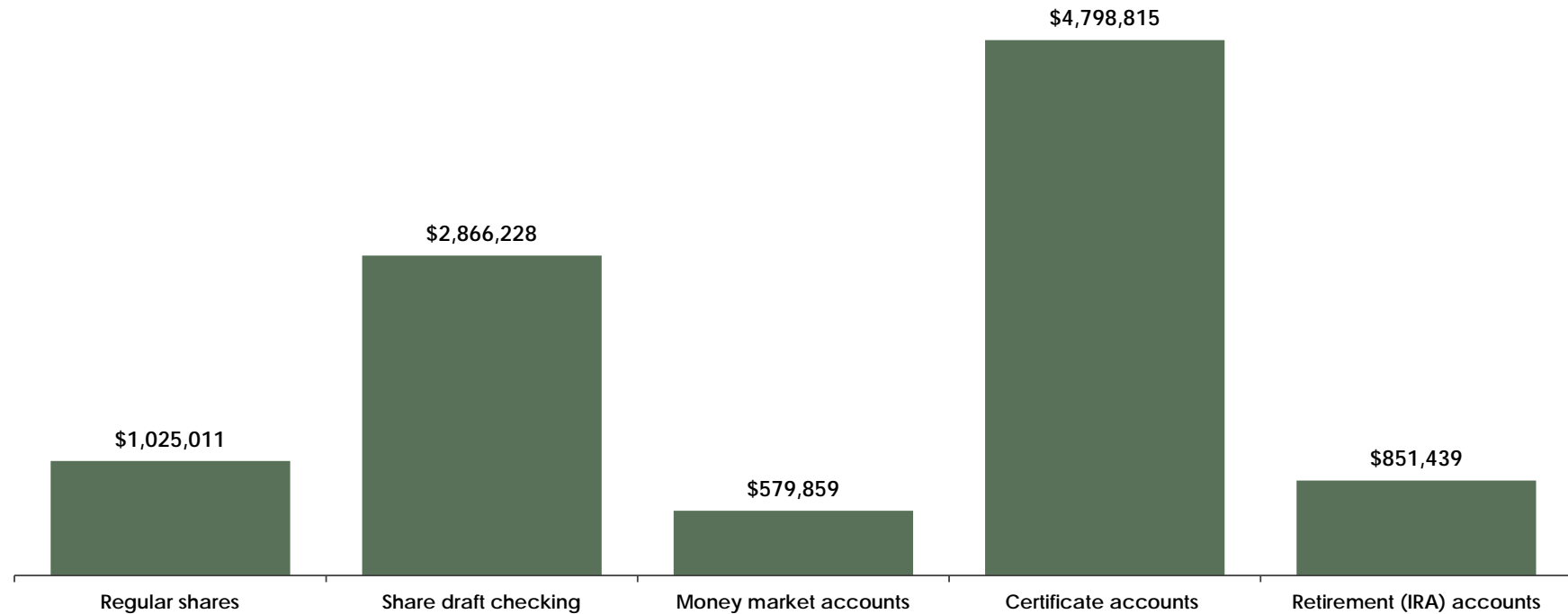


Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Savings Dividend Benefits

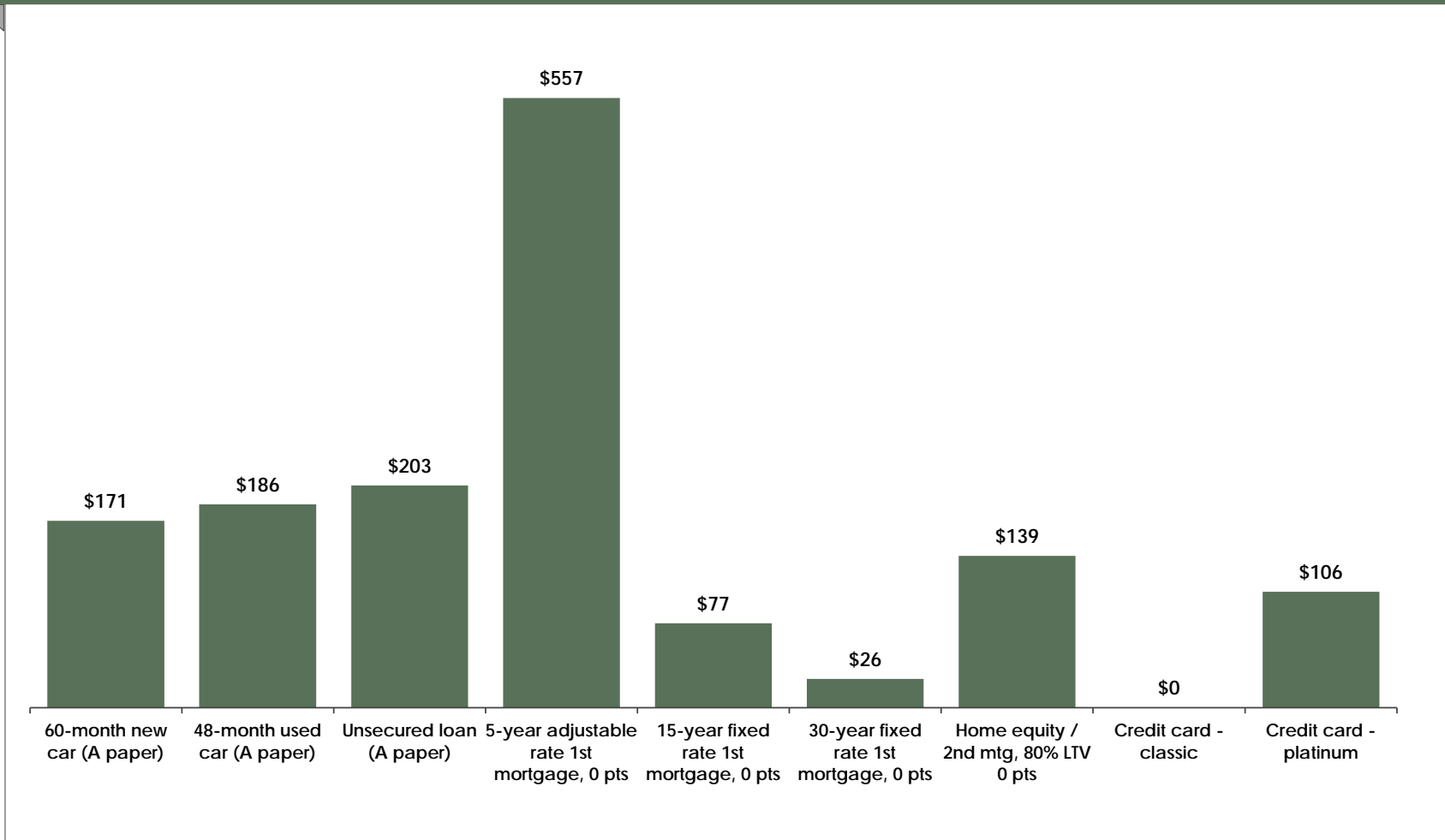
Compared to Banking Institutions in Your State
by Account Type



Membership Benefits Report

CUNA Economics and Statistics

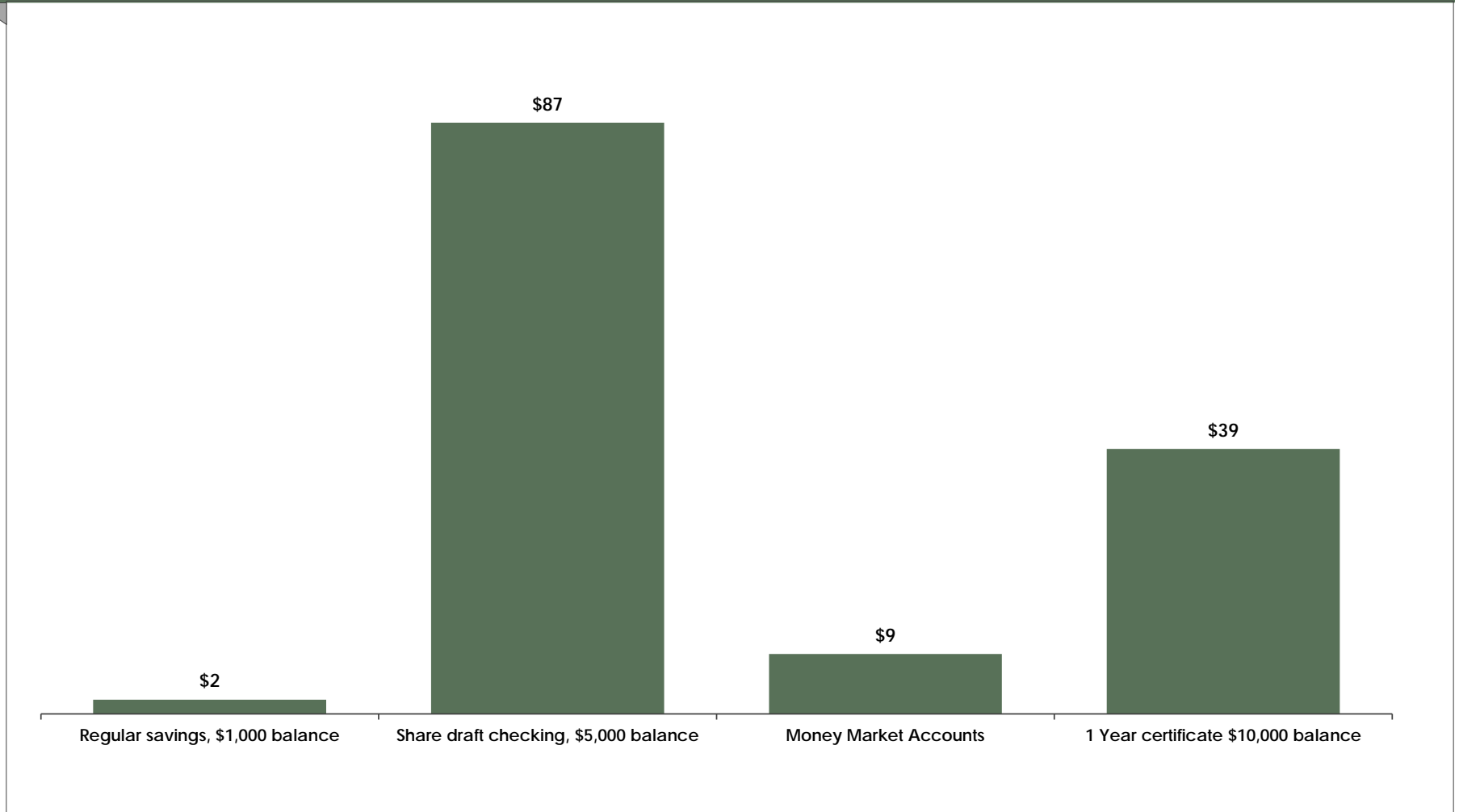
Annual Member Benefit of Loan Products with Various Terms



Terms on loan products included are as follows:

New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years)
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000
Home Equity: \$50,000; Classic Credit Card: \$10,000; Gold Credit Card: \$10,000

Annual Member Benefit on Savings Products with Various Terms



Membership Benefits Report

CUNA Economics and Statistics

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	100,327,637	-1.05	\$1,054,443
Used car loans	511,615,645	-1.73	\$8,866,299
Personal unsecured loans	383,937,712	-3.52	\$13,518,447
5-year adjustable rate 1st mortgage	108,281,329	-0.42	\$459,113
15-year fixed rate 1st mortgage	24,933,486	-0.07	\$16,955
30-year fixed rate 1st mortgage	6,958,399	-0.02	\$1,392
Home equity / 2nd mortgage loans	169,401,022	-0.51	\$870,721
Credit cards	-	2.36	\$0
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$24,787,370
Savings			
Regular shares	488,100,279	0.21	\$1,025,011
Share draft checking	164,725,733	1.74	\$2,866,228
Money market accounts	329,465,575	0.18	\$579,859
Certificate accounts	1,230,465,383	0.39	\$4,798,815
Retirement (IRA) accounts	300,862,009	0.28	\$851,439
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$10,121,352
Fee Income			
Total CU member benefit arising from fewer/lower fees:			\$308,719
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$35,217,441
Total CU member benefit / member:			\$92
Total CU member benefit / member household:			\$193

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2021 and June 2020 according to the NCUA call report.

(2) Rates and fees as of 9/29/2021. 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 \$35,217,441 in direct financial benefits to its 383,139 members during the twelve months ending in June 2021. These benefits are equivalent to approximately \$193 per member household.

Connexus CU provided loyal high-use member households \$867 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.



Membership Benefits Report

CUNA Economics and Statistics

Connexus CU Performance Profile

Demographic Information	Jun 21	Jun 20
Number of branches	12	12
Total assets (\$ mil)	3,582	2,971
Total loans (\$ mil)	3,157	2,661
Total surplus funds (\$ mil)	289	209
Total savings (\$ mil)	3,166	2,622
Total members (thousands)	388	378
Growth Rates (Year-to-date)		
Total assets	20.6 %	13.4 %
Total loans	18.7 %	20.1 %
Total surplus funds	38.8 %	-35.4 %
Total savings	20.8 %	13.1 %
Total members	2.5 %	3.1 %
Earnings - Basis Pts.		
Yield on total assets	655	643
- Dividend/interest cost of assets	148	184
+ Fee & other income	186	123
- Operating expense	365	381
- Loss Provisions	44	45
= Net Income (ROA)	283	155
Capital adequacy		
Net worth / assets	9.8	9.1
Asset quality		
Delinquencies / loans	1.1	0.9
Net chargeoffs / average loans	0.5	0.3
Total borrower-bankruptcies	172	254
Bankruptcies per 1000 members	0.4	0.7
Asset/Liability Management		
Loans / savings	99.7	101.5
Loans / assets	88.1	89.5
Long-term assets / assets	1.9	2.8
Core deposits/shares & borrowings	22.2	22.8
Productivity		
Members/potential members	15.7	32.4
Borrowers/members	48.0	39.8
Members/FTE	870	999
Average shares/members (\$)	8,165	6,927
Average loan balances (\$)	16,946	17,644
Salary & Benefits/FTE	91,649	104,866



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.

A screenshot of a Datatrac widget titled "Show members how much you save them." The widget displays a "NEW" banner, a "Savings for your Entire Membership" section showing "\$10,734,590!" saved, and a "Savings by Product" section showing "up to 27% lower" interest rates. It also features a "CUNA Membership Benefits Report" section with a link to a custom report. The widget is set against a green background with a white data visualization area.

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% APY¹

up to **27% lower¹**

Boat Loans

Share Certificate

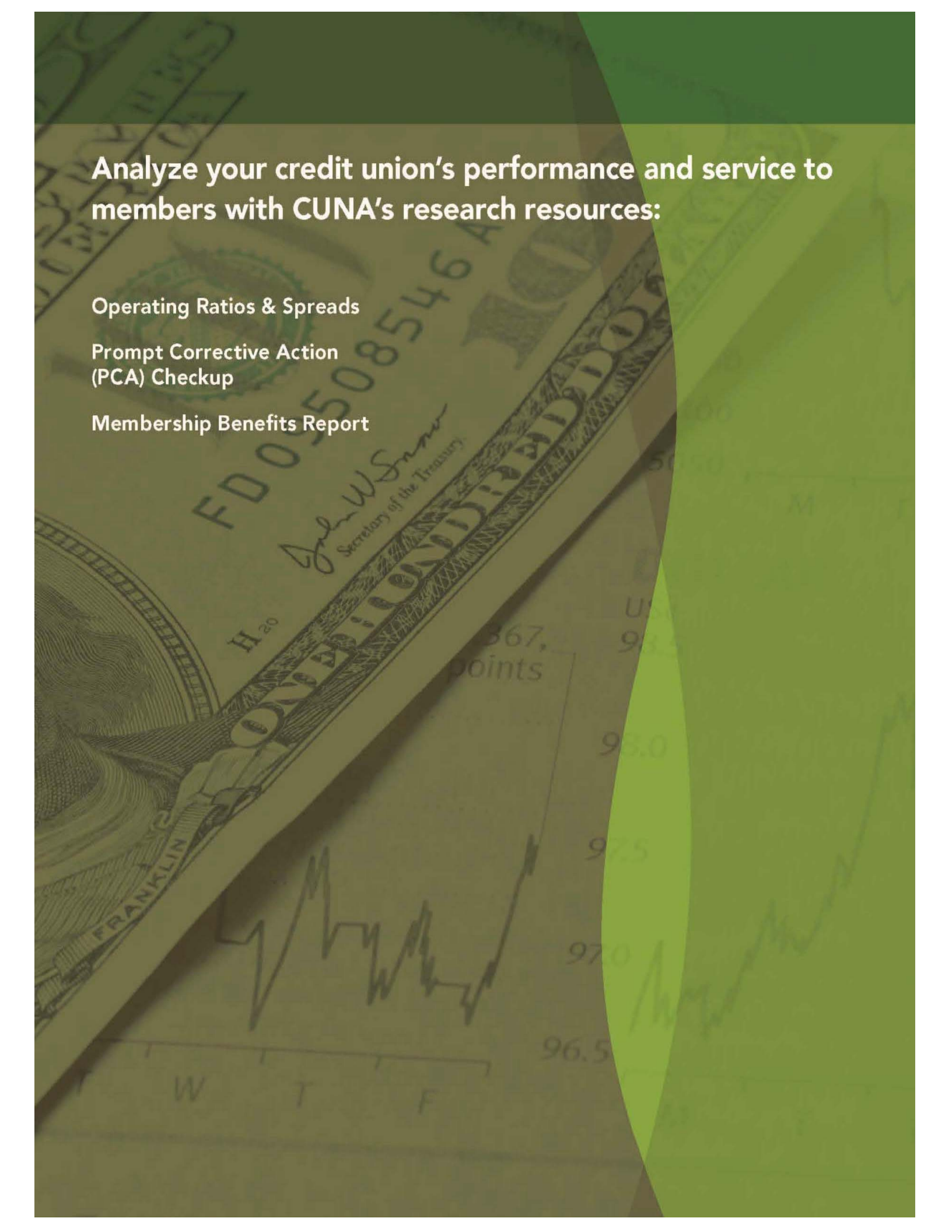
CUNA Membership Benefits Report

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