

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 \$50,434,146 in direct financial benefits to its 385,982 members during the twelve months ending December 2021 ⁽¹⁾.

These benefits are equivalent to \$131 per member or \$274 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 \$286 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$1,430 in savings over 5 years.

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, 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.

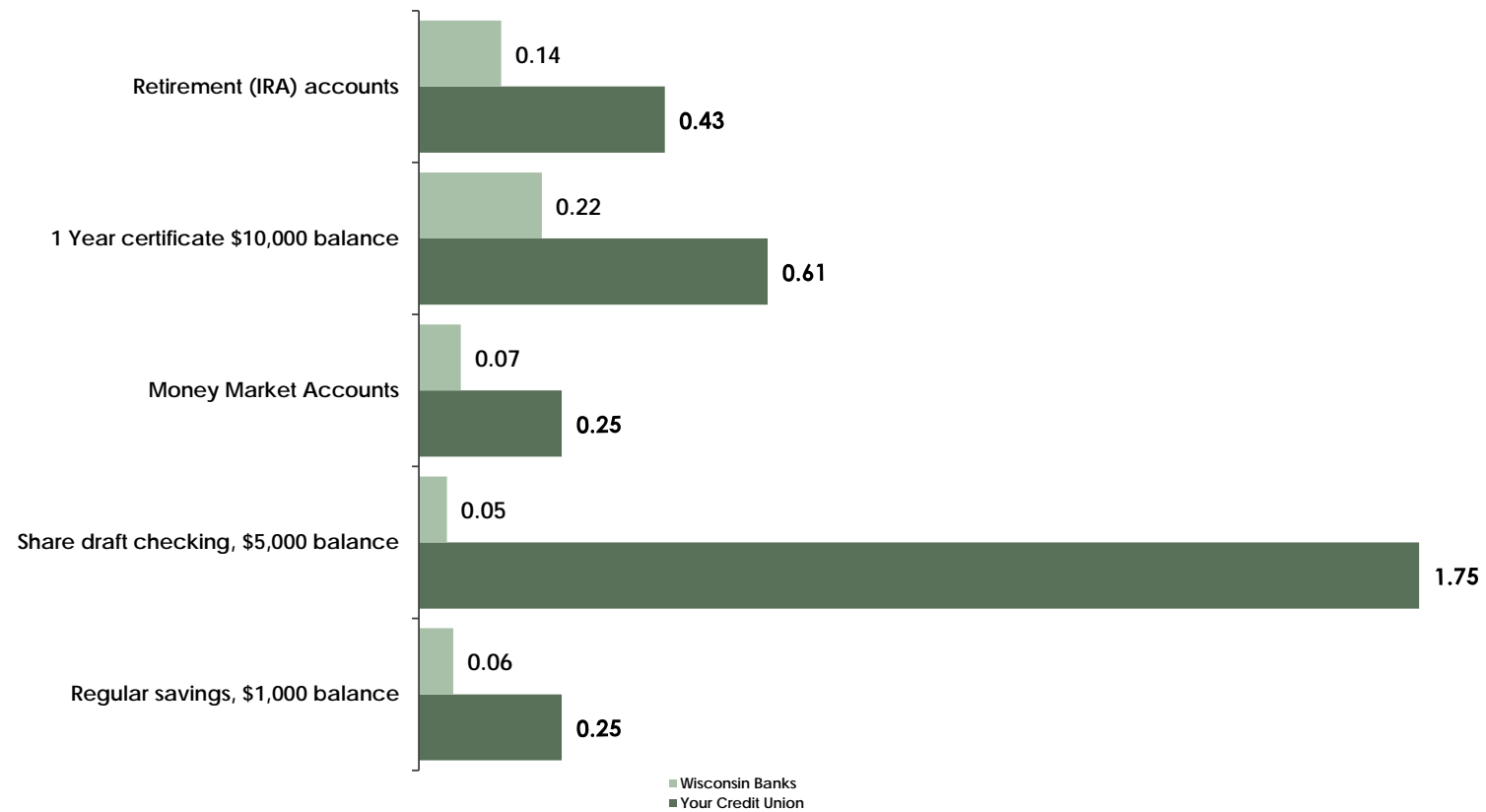


(1) Rates and fees as of 3/31/2022.

(2) Assumes 2.1 credit union members per household.

Savings Product Comparative Interest Rates (%)

by Savings Account Type

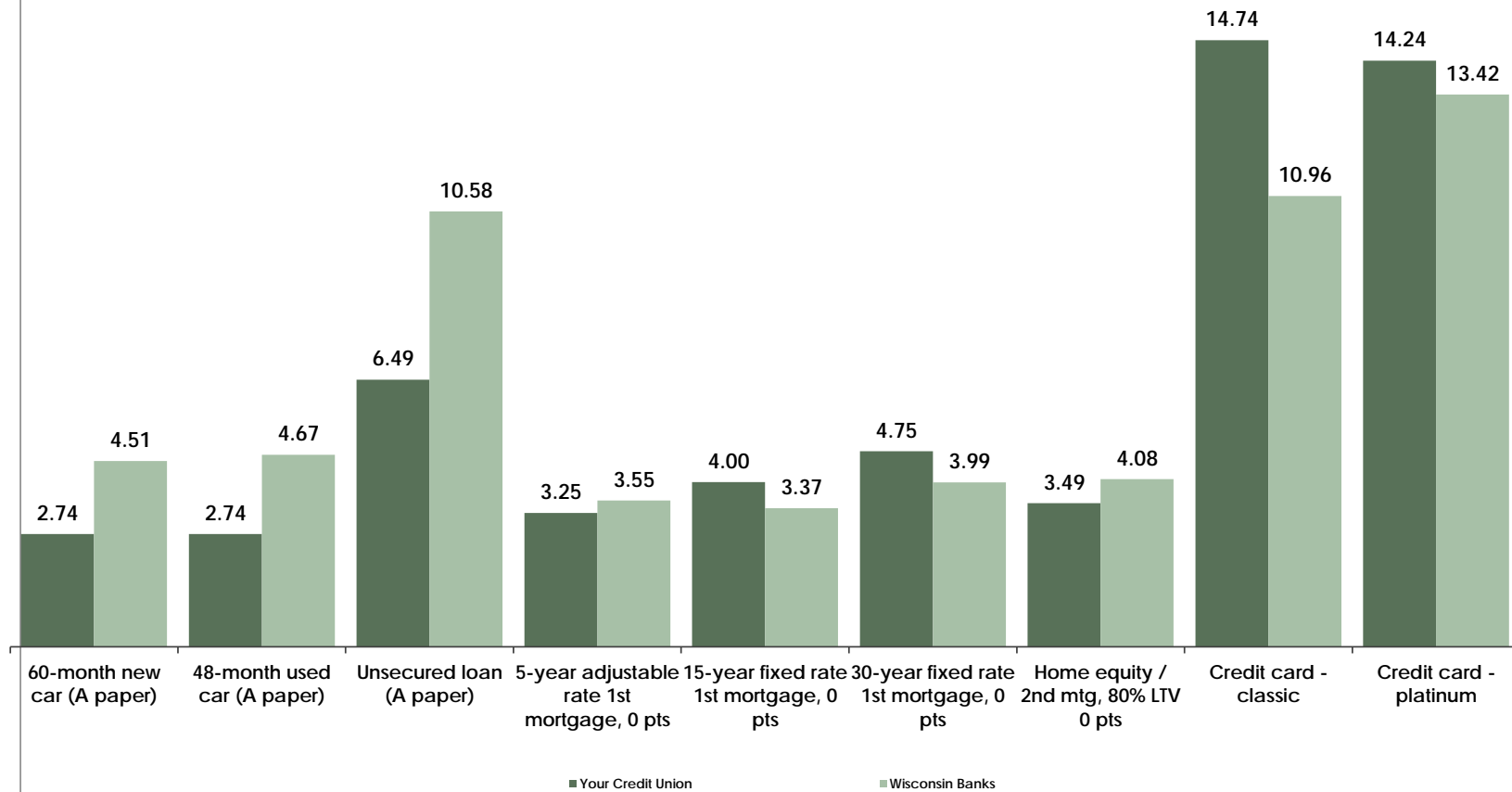


Membership Benefits Report

CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

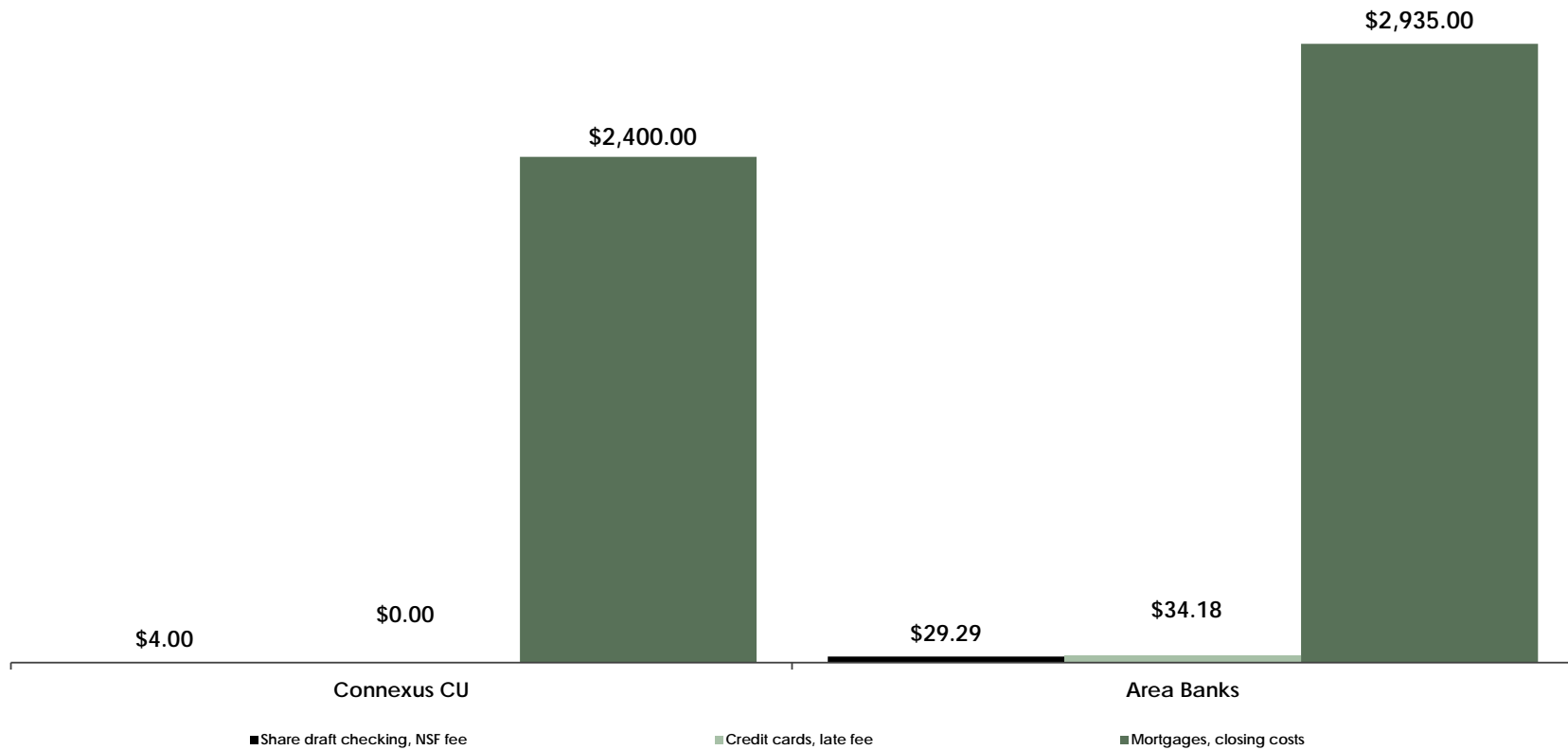


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type



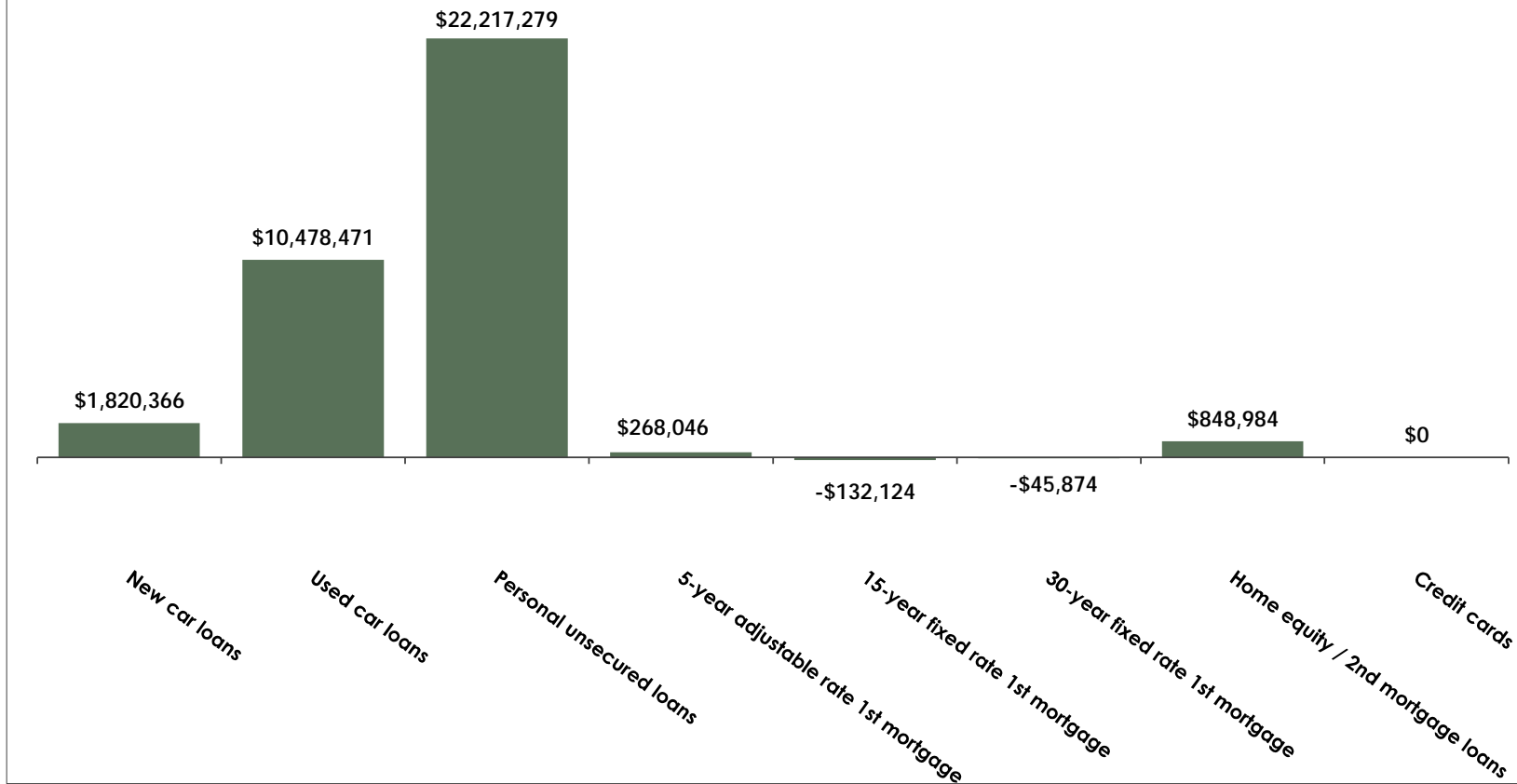
Interest Rates at Connexus CU and Banking Institutions in Wisconsin

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.74	4.51	-1.77
48-month used car (A paper)	2.74	4.67	-1.93
Unsecured loan (A paper)	6.49	10.58	-4.09
5-year adjustable rate 1st mortgage, 0 pts	3.25	3.55	-0.30
15-year fixed rate 1st mortgage, 0 pts	4.00	3.37	0.63
30-year fixed rate 1st mortgage, 0 pts	4.75	3.99	0.76
Home equity / 2nd mtg, 80% LTV 0 pts	3.49	4.08	-0.59
Credit card - classic	14.74	10.96	3.79
Credit card - platinum	14.24	13.42	0.82
Savings Products			
Regular savings, \$1,000 balance	0.25	0.06	0.19
Share draft checking, \$5,000 balance	1.75	0.05	1.70
Money Market Accounts	0.25	0.07	0.18
1 Year certificate \$10,000 balance	0.61	0.22	0.40
Retirement (IRA) accounts	0.43	0.14	0.29
Fee Income			
Share draft checking, NSF fee	\$4.00	\$29.29	-\$25.29
Credit cards, late fee	\$0.00	\$34.18	-\$34.18
Mortgages, closing costs	\$2,400.00	\$2,935.00	-\$535.00

*Rates and fees as of 3/31/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

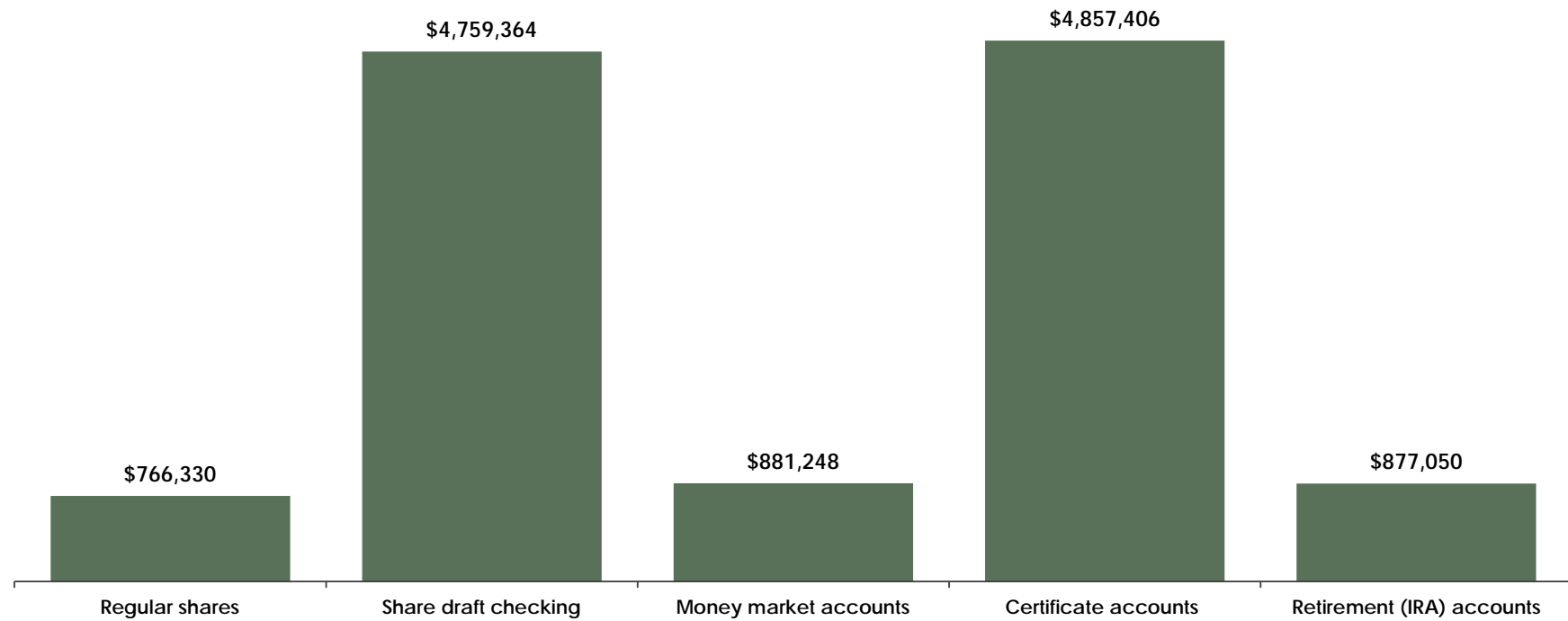
Your Credit Union's Total Loan Rate Benefits

by Loan Type



Your Credit Union's Total Savings Dividend Benefits

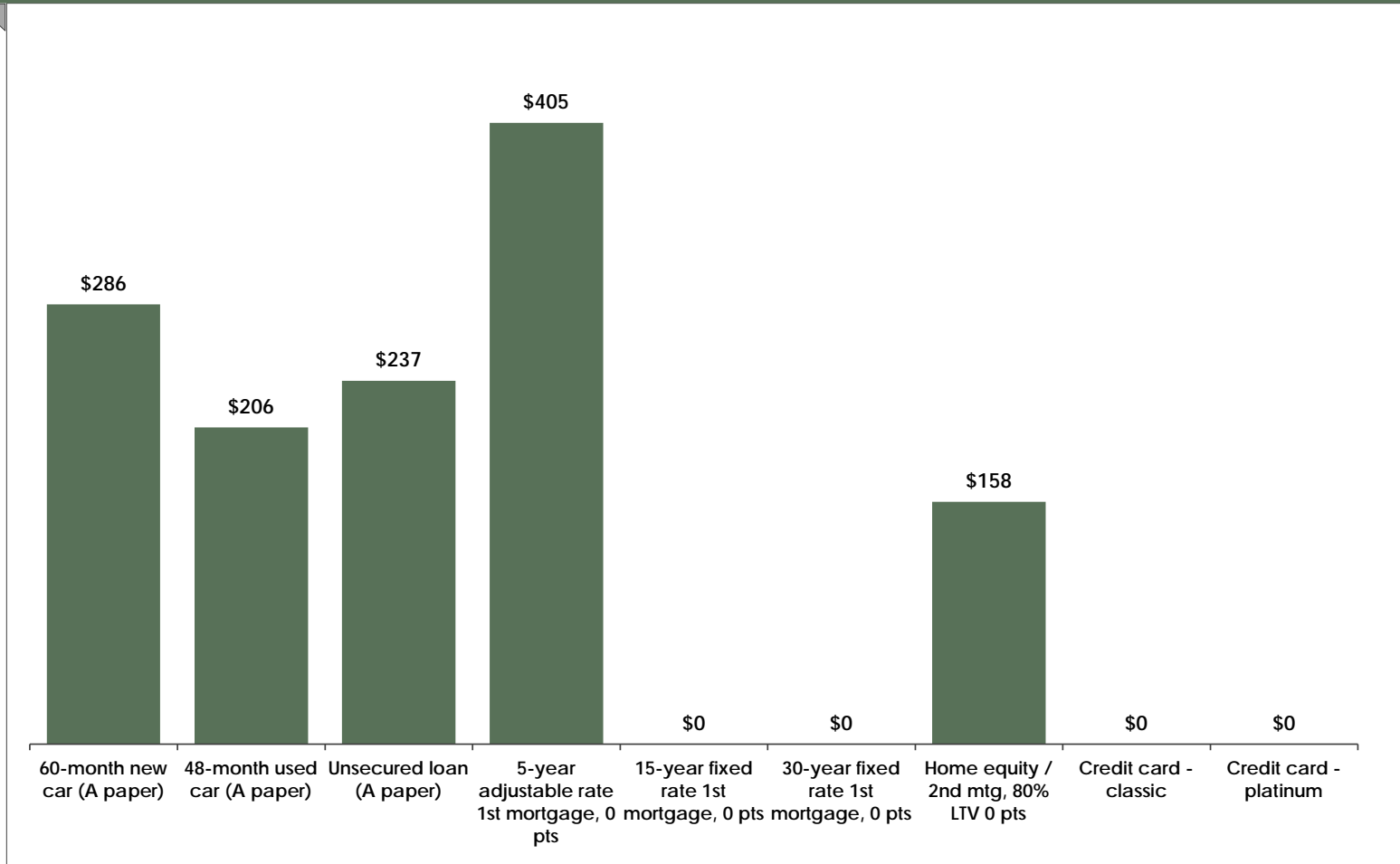
Compared to Banking Institutions in Your State
by Account Type



Membership Benefits Report

CUNA Economics and Statistics

Annual Member Benefit of Loan Products with Various Terms



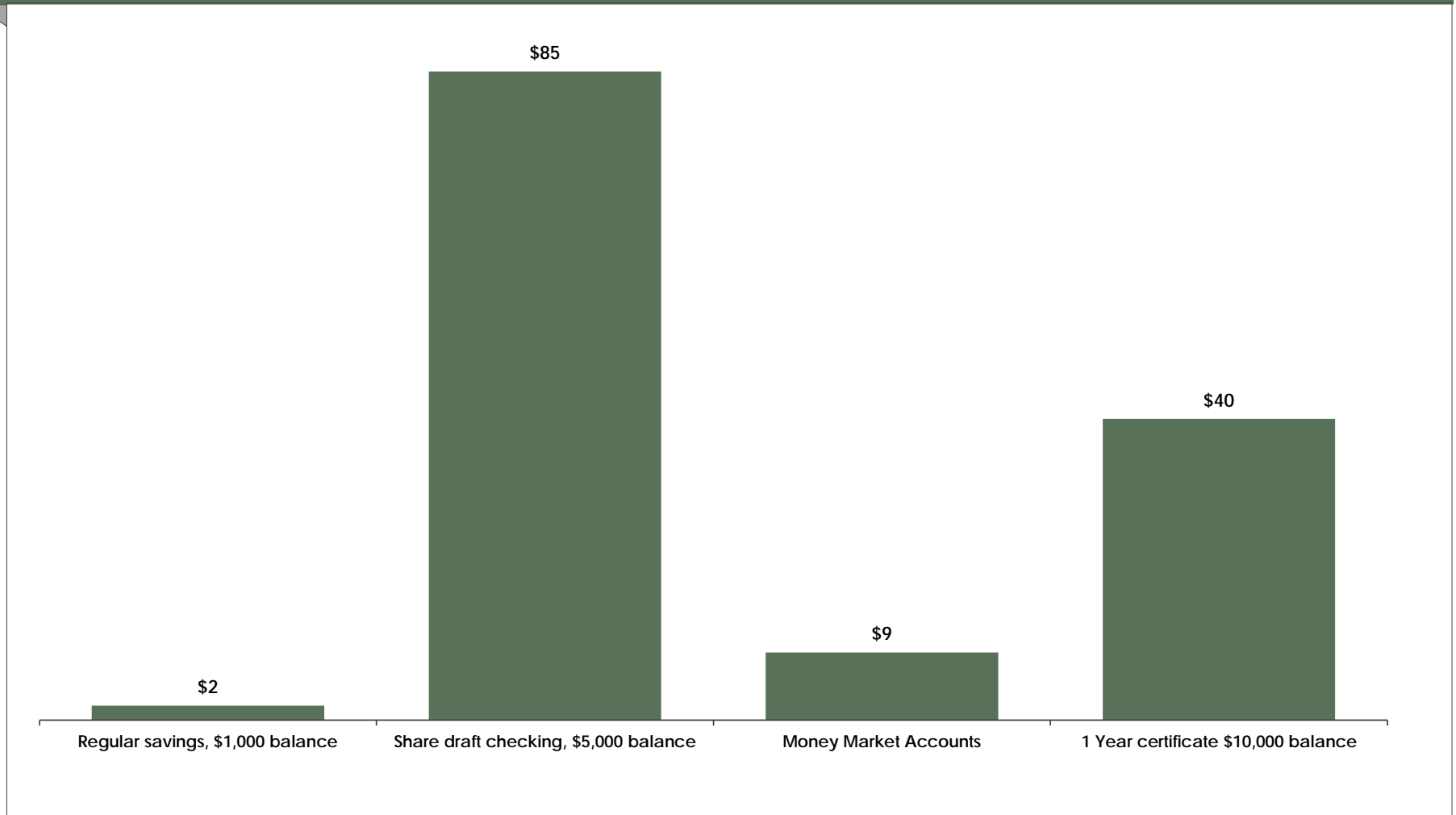
Terms on loan products included are as follows:

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	102,671,529	-1.77	\$1,820,366
Used car loans	543,207,439	-1.93	\$10,478,471
Personal unsecured loans	543,076,966	-4.09	\$22,217,279
5-year adjustable rate 1st mortgage	88,173,103	-0.30	\$268,046
15-year fixed rate 1st mortgage	21,005,372	0.63	-\$132,124
30-year fixed rate 1st mortgage	6,068,009	0.76	-\$45,874
Home equity / 2nd mortgage loans	145,125,525	-0.59	\$848,984
Credit cards	-	3.79	\$0
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$35,455,149
<i>Savings</i>			
Regular shares	403,331,607	0.19	\$766,330
Share draft checking	279,797,994	1.70	\$4,759,364
Money market accounts	497,880,015	0.18	\$881,248
Certificate accounts	1,229,722,993	0.40	\$4,857,406
Retirement (IRA) accounts	306,660,790	0.29	\$877,050
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$12,141,397
<i>Fee Income</i>			
Total CU member benefit arising from fewer/lower fees:			\$2,837,600
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$50,434,146
Total CU member benefit / member:			\$131
Total CU member benefit / member household:			\$274

Source: Datatrac, NCUA, and CUNA

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

(2) Rates and fees as of 3/31/2022. 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 \$50,434,146 in direct financial benefits to its 385,982 members during the twelve months ending in December 2021.

These benefits are equivalent to approximately \$274 per member household.

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	Dec 21	Dec 20
Number of branches	12	12
Total assets (\$ mil)	3,884	3,243
Total loans (\$ mil)	3,401	2,851
Total surplus funds (\$ mil)	353	277
Total savings (\$ mil)	3,456	2,891
Total members (thousands)	389	383
Growth Rates (Year-to-date)		
Total assets	19.8 %	21.2 %
Total loans	19.3 %	19.8 %
Total surplus funds	27.8 %	45.4 %
Total savings	19.5 %	22.9 %
Total members	1.7 %	5.5 %
Earnings - Basis Pts.		
Yield on total assets	665	657
- Dividend/interest cost of assets	143	176
+ Fee & other income	108	118
- Operating expense	369	375
- Loss Provisions	51	46
= Net Income (ROA)	211	178
Capital adequacy		
Net worth / assets	9.7	9.3
Asset quality		
Delinquencies / loans	1.8	1.3
Net chargeoffs / average loans	0.5	0.3
Total borrower-bankruptcies	220	353
Bankruptcies per 1000 members	0.6	0.9
Asset/Liability Management		
Loans / savings	98.4	98.6
Loans / assets	87.5	87.9
Long-term assets / assets	1.6	2.2
Core deposits/shares & borrowings	21.0	22.2
Productivity		
Members/potential members	18.8	15.5
Borrowers/members	52.9	45.2
Members/FTE	770	926
Average shares/members (\$)	8,876	7,556
Average loan balances (\$)	16,502	16,470
Salary & Benefits/FTE	86,254	94,454



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 Metro 3.76% APY

ABC Financial 2.74% APY

up to **27% lower¹**

Boat Loan

Share Certificate

CUNA Membership Benefits Report

Datatrac widget links to your custom report

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

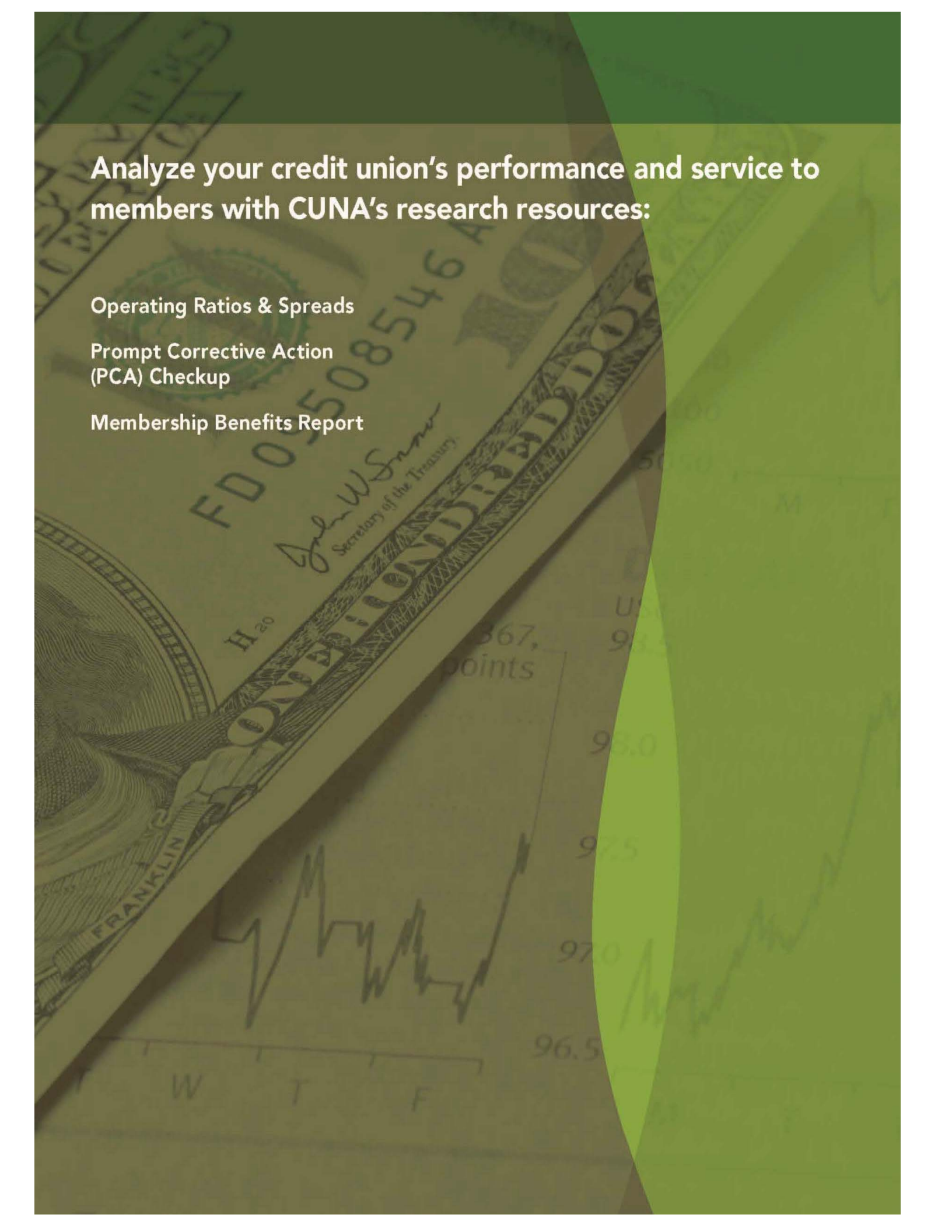
Savings by Product
Amount a member on their next deposit or loan with you

CUNA Membership Benefits Report

CUNA 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