

CUNA Keesler FCU

MEMBERSHIP BENEFITS REPORT



Keesler FCU

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 Keesler FCU provided \$57,609,400 in direct financial benefits to its 249,175 members during the twelve months ending June 2020 ⁽¹⁾.

These benefits are equivalent to \$231 per member or \$486 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by Keesler FCU 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 Keesler FCU will save members an average \$438 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$2,190 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 Keesler FCU provided loyal high-use member households \$1,454 in direct financial benefits during the twelve month period.

Keesler FCU excels in providing member benefits in many loan and savings products. In particular, Keesler FCU 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.

Keesler FCU 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.

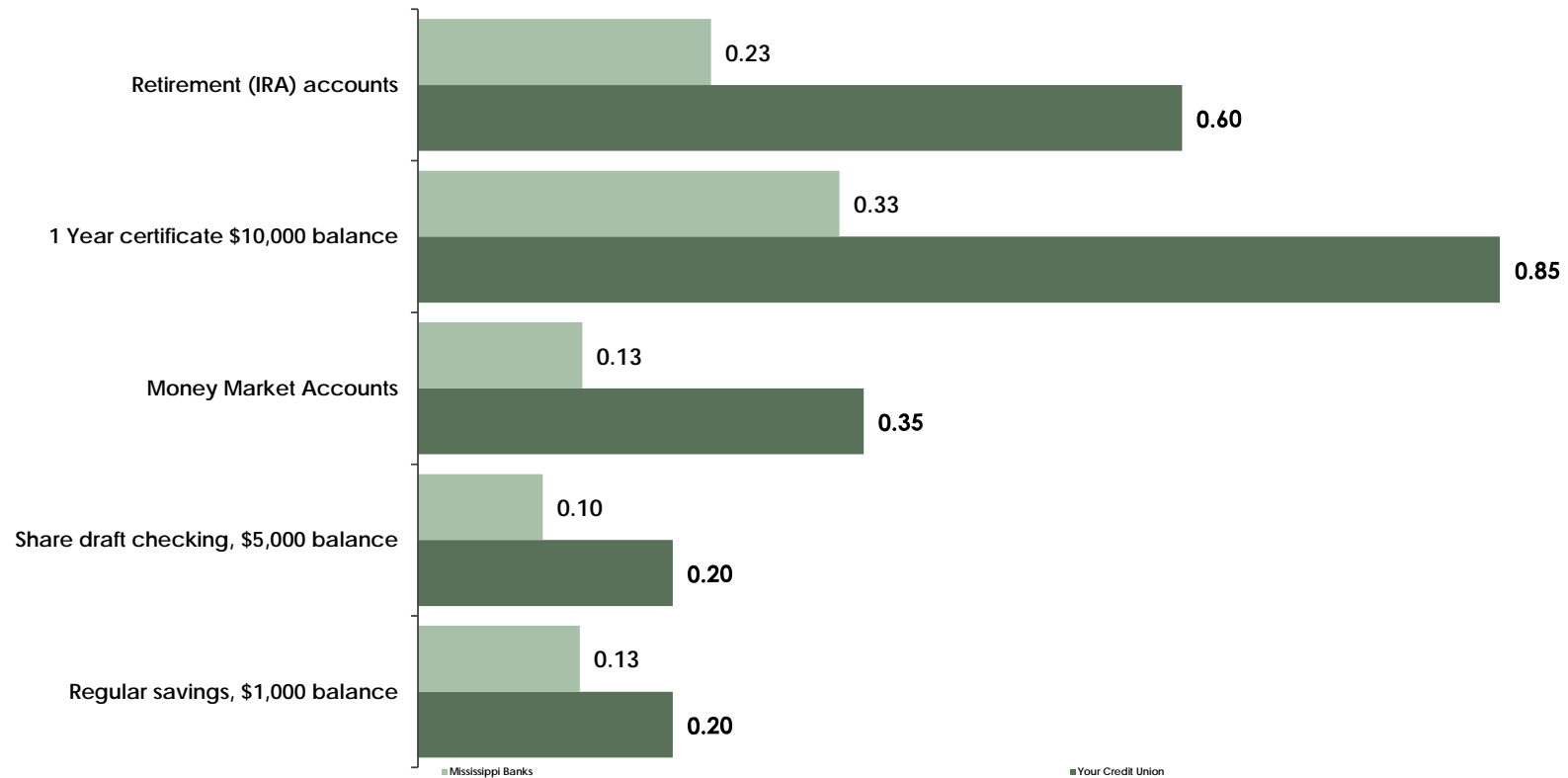
(1) Rates and fees as of 11/2/2020.

(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

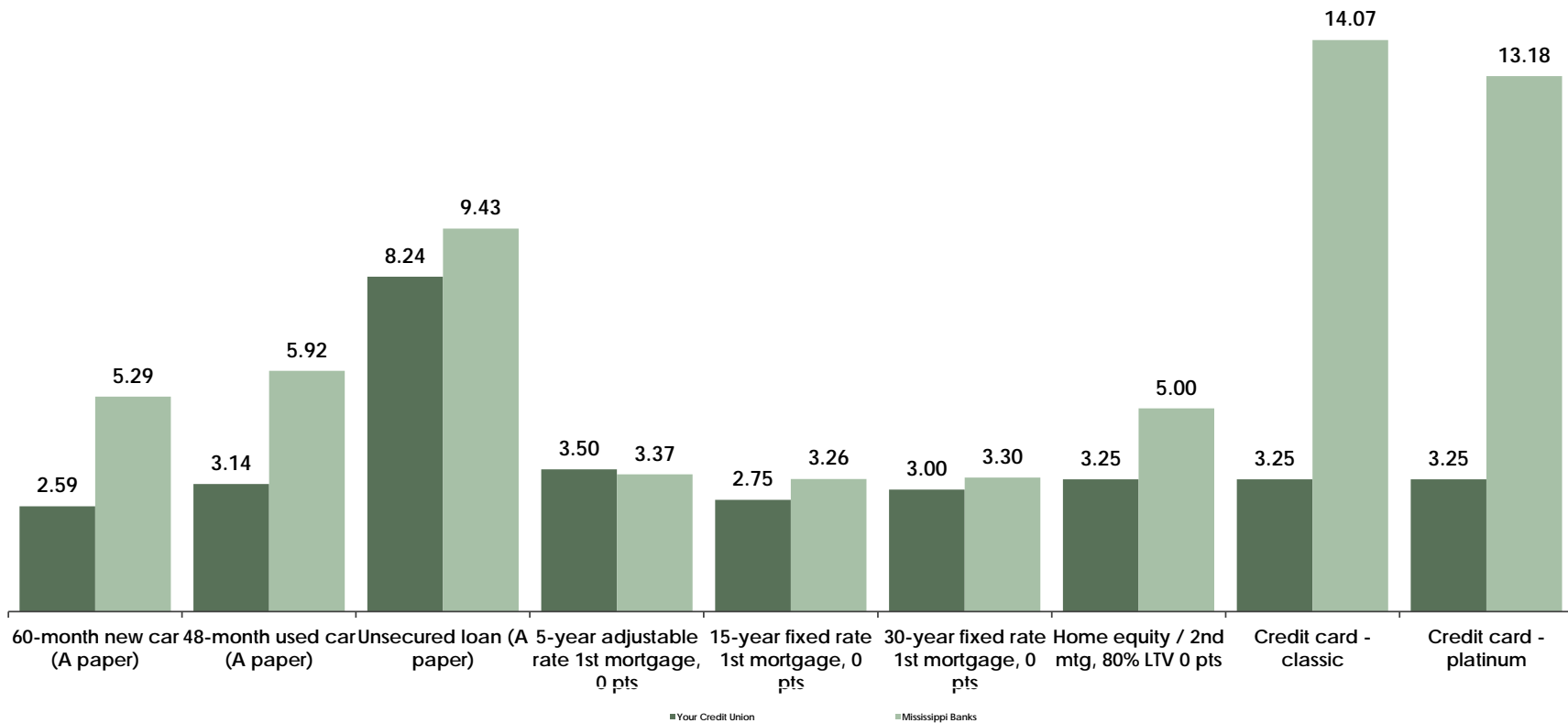


Membership Benefits Report

CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

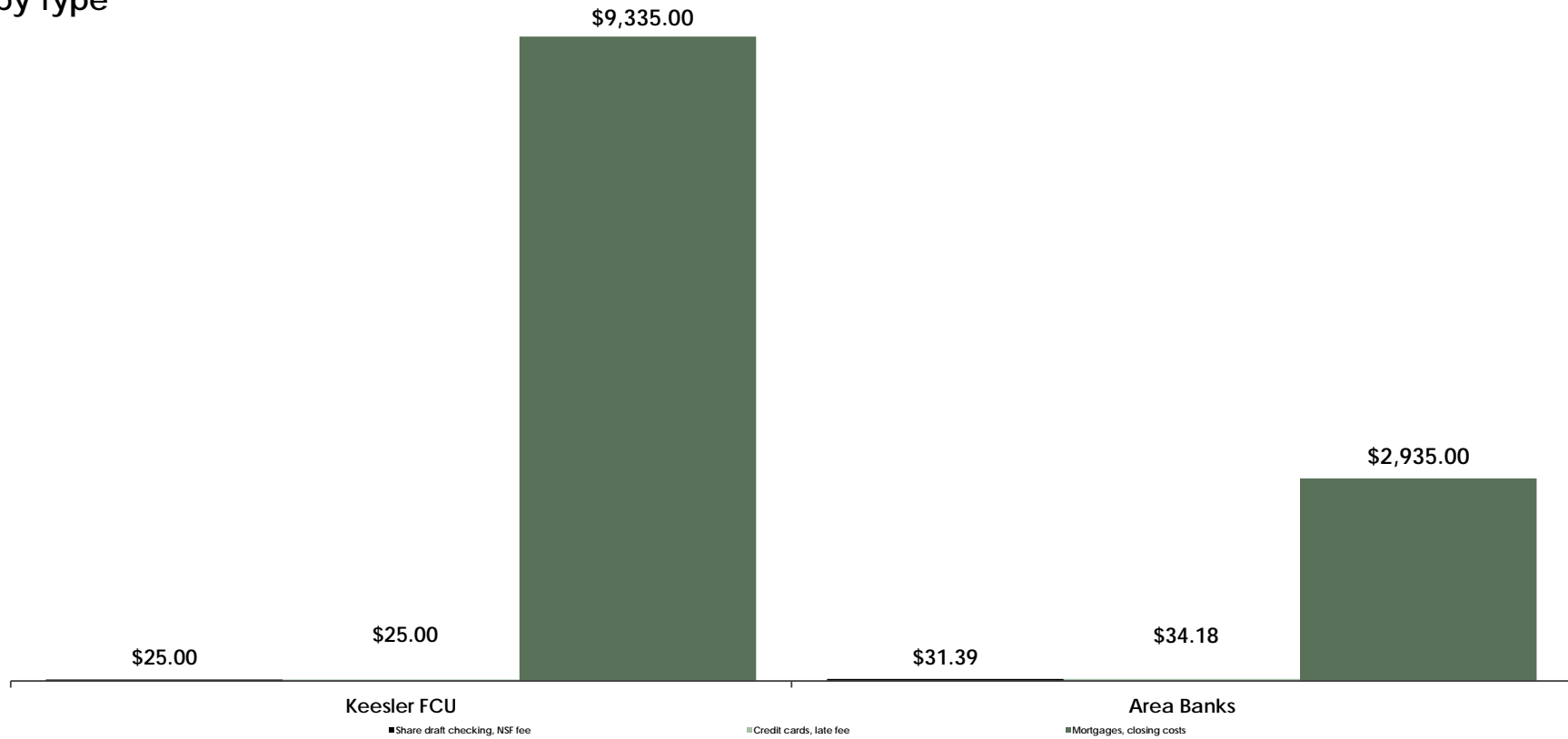


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type



Interest Rates at Keesler FCU and Banking Institutions in Mississippi

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.59	5.29	-2.70
48-month used car (A paper)	3.14	5.92	-2.78
Unsecured loan (A paper)	8.24	9.43	-1.19
5-year adjustable rate 1st mortgage, 0 pts	3.50	3.37	0.13
15-year fixed rate 1st mortgage, 0 pts	2.75	3.26	-0.51
30-year fixed rate 1st mortgage, 0 pts	3.00	3.30	-0.30
Home equity / 2nd mtg, 80% LTV 0 pts	3.25	5.00	-1.75
Credit card - classic	3.25	14.07	-10.82
Credit card - platinum	3.25	13.18	-9.93
Savings Products			
Regular savings, \$1,000 balance	0.20	0.13	0.07
Share draft checking, \$5,000 balance	0.20	0.10	0.10
Money Market Accounts	0.35	0.13	0.22
1 Year certificate \$10,000 balance	0.85	0.33	0.52
Retirement (IRA) accounts	0.60	0.23	0.37
Fee Income			
Share draft checking, NSF fee	\$25.00	\$31.39	-\$6.39
Credit cards, late fee	\$25.00	\$34.18	-\$9.18
Mortgages, closing costs	\$9,335.00	\$2,935.00	\$6,400.00

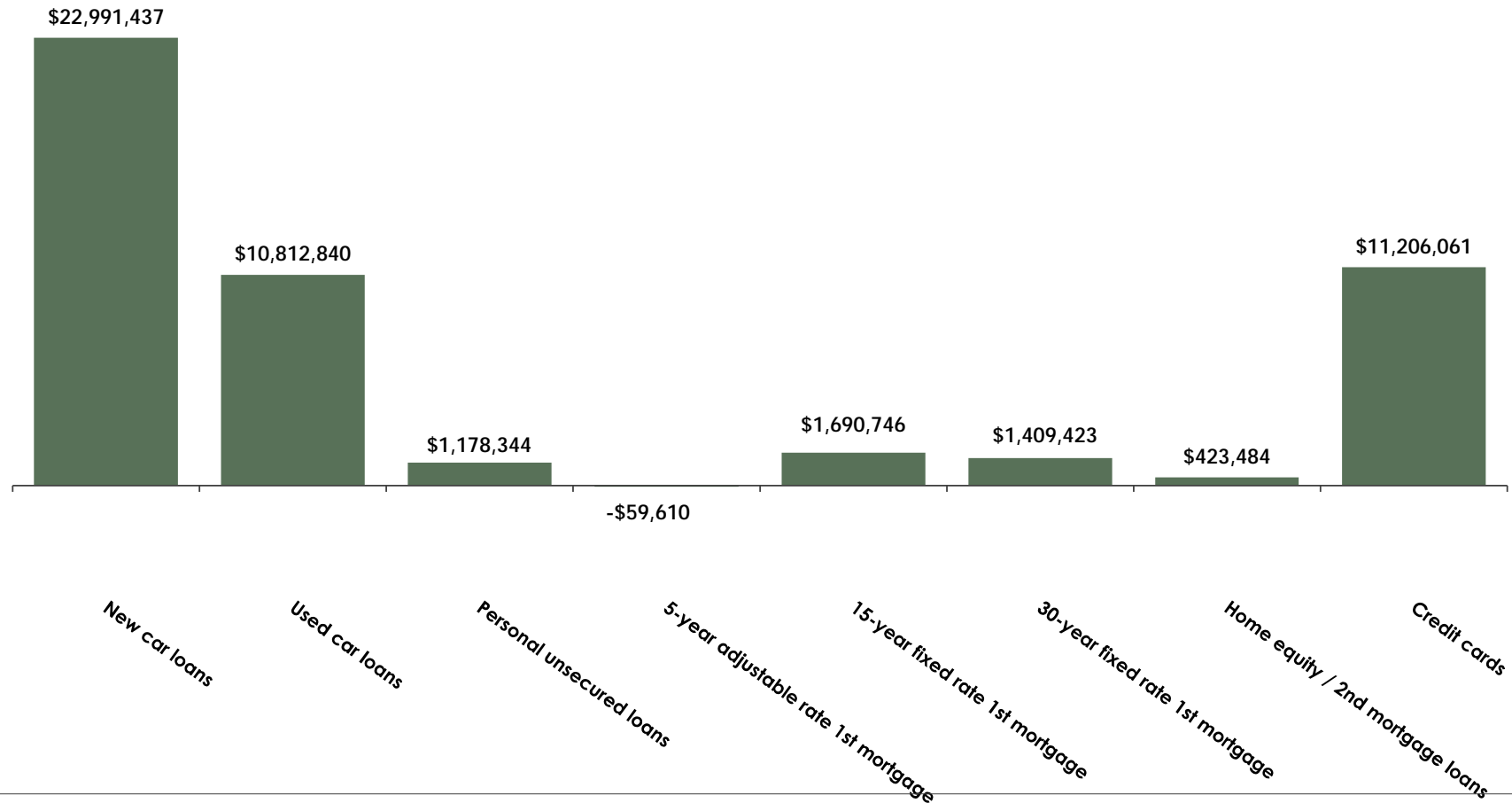
*Rates and fees as of 11/2/2020. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Membership Benefits Report

CUNA Economics and Statistics

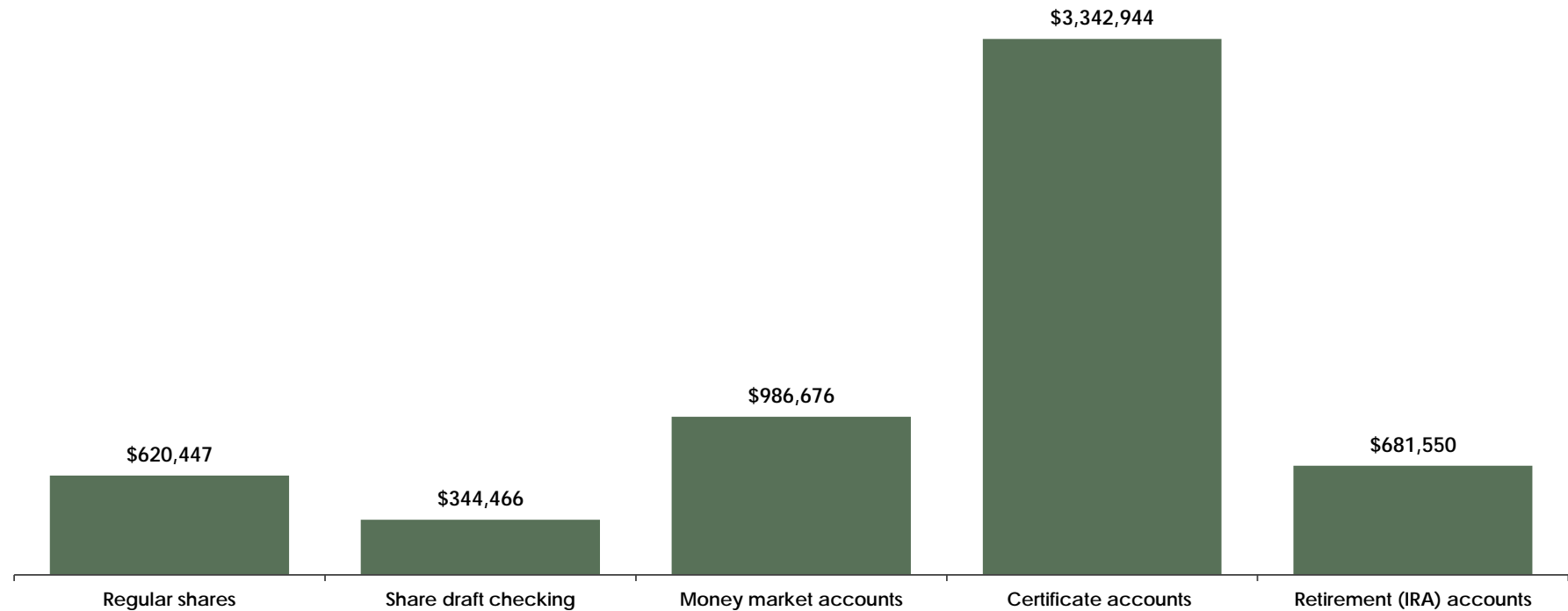
Your Credit Union's Total Loan Rate Benefits

by Loan Type



Your Credit Union's Total Savings Dividend Benefits

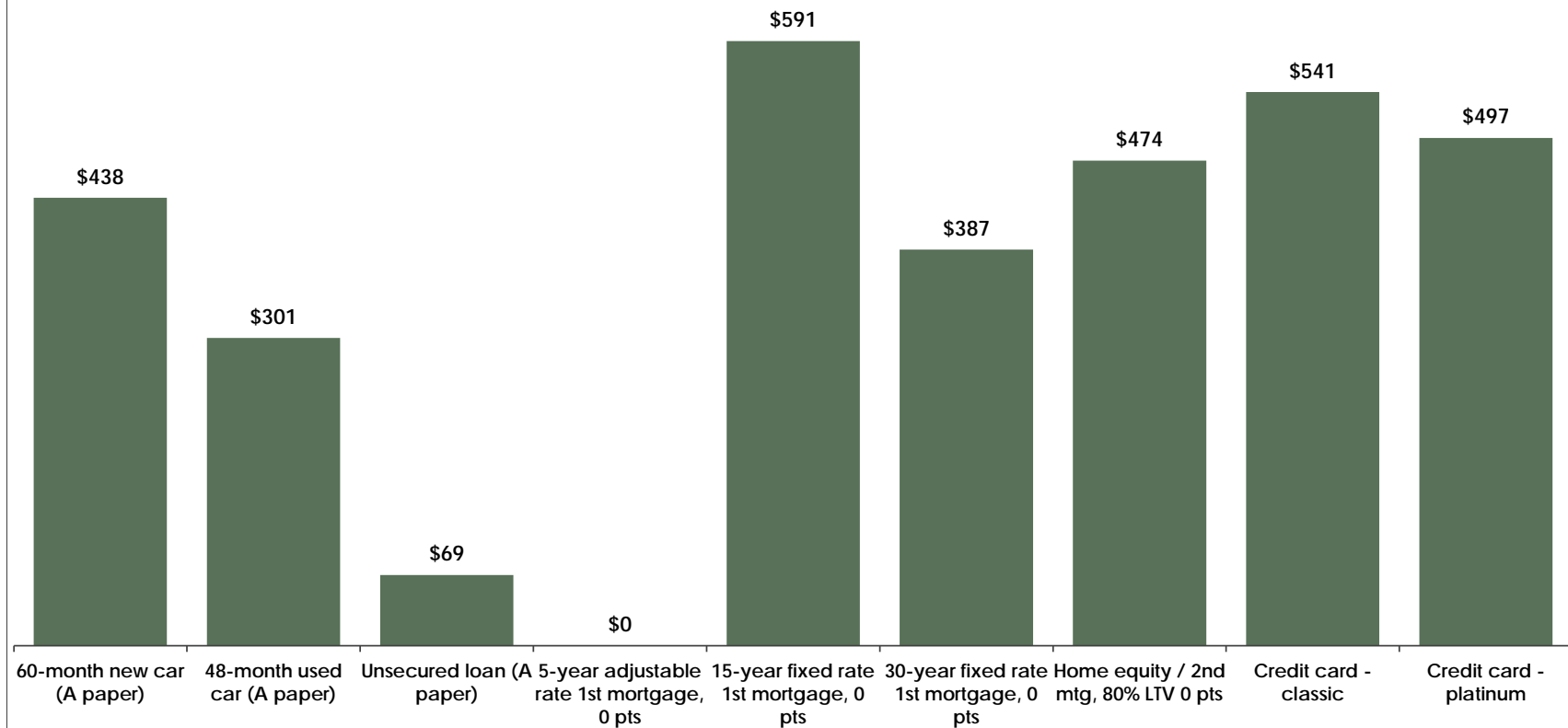
Compared to Banking Institutions in Your State
by Account Type



Membership Benefits Report

CUNA Economics and Statistics

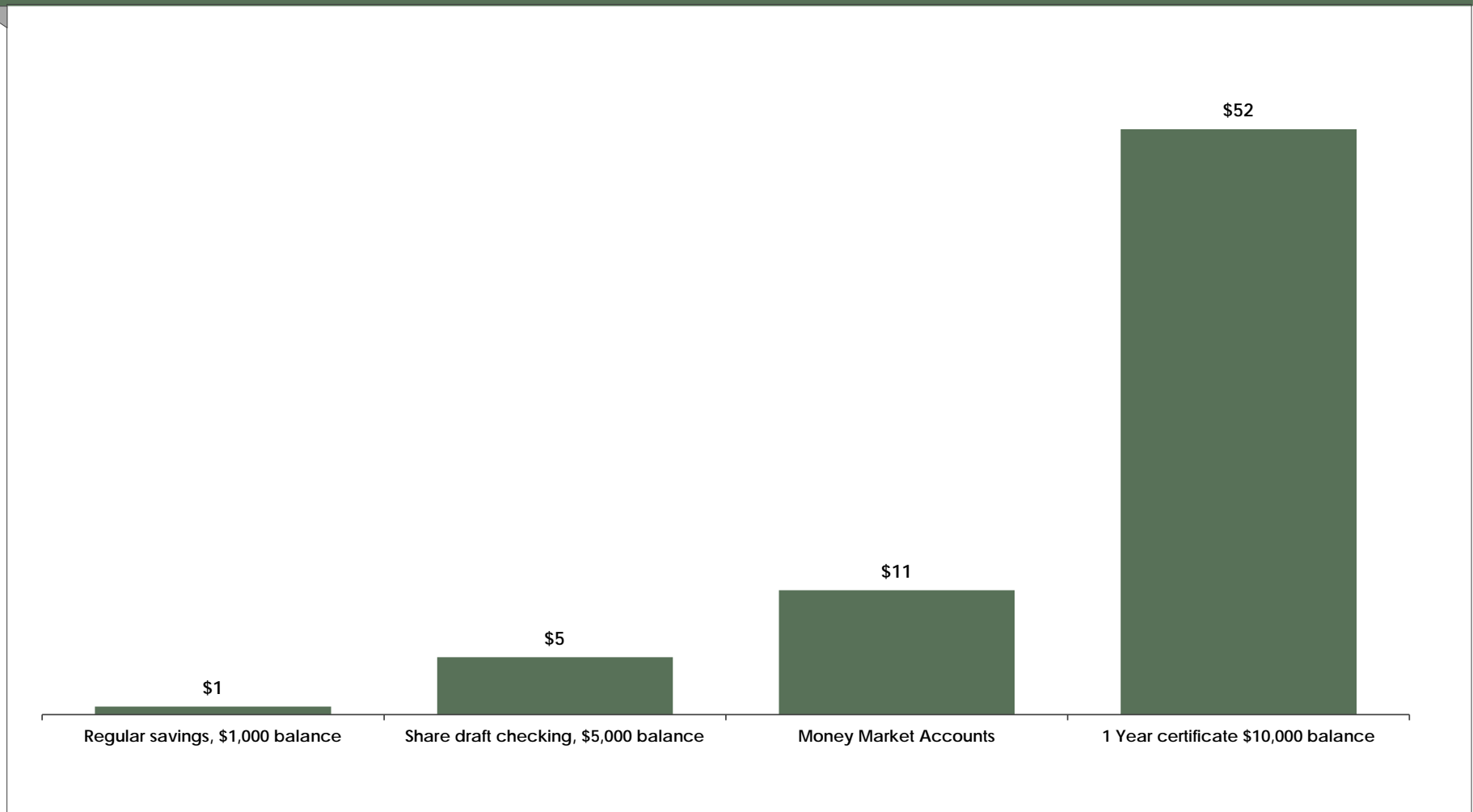
Annual Member Benefit of Loan Products with Various Terms



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

Annual Member Benefit on Savings Products with Various Terms



Membership Benefits Report

CUNA Economics and Statistics

Estimated Financial Benefits for Keesler FCU

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. Mississippi Banks (%) (2)	Financial Benefit to Your Members
New car loans	852,165,942	-2.70	\$22,991,437
Used car loans	388,671,471	-2.78	\$10,812,840
Personal unsecured loans	99,103,752	-1.19	\$1,178,344
5-year adjustable rate 1st mortgage	46,570,058	0.13	-\$59,610
15-year fixed rate 1st mortgage	330,223,787	-0.51	\$1,690,746
30-year fixed rate 1st mortgage	476,156,383	-0.30	\$1,409,423
Home equity / 2nd mortgage loans	24,226,777	-1.75	\$423,484
Credit cards	105,720,052	-10.82	\$11,206,061
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$49,652,725
Savings			
Regular shares	849,927,184	0.07	\$620,447
Share draft checking	337,711,441	0.10	\$344,466
Money market accounts	446,459,636	0.22	\$986,676
Certificate accounts	644,112,594	0.52	\$3,342,944
Retirement (IRA) accounts	184,202,655	0.37	\$681,550
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$5,976,082
Fee Income			
Total CU member benefit arising from fewer/lower fees:			\$1,980,592
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$57,609,400
Total CU member benefit / member:			\$231
Total CU member benefit / member household:			\$486

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2020 and June 2019 according to the NCUA call report.

(2) Rates and fees as of 11/2/2020. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

Keesler FCU

The Credit Union National Association has determined that Keesler FCU provided \$57,609,400 in direct financial benefits to its 249,175 members during the twelve months ending in June 2020.

These benefits are equivalent to approximately \$486 per member household.

Keesler FCU provided loyal high-use member households \$1,454 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

Keesler FCU Performance Profile

Demographic Information	Jun 20	Jun 19
Number of branches	38	35
Total assets (\$ mil)	3,388	2,928
Total loans (\$ mil)	2,534	2,311
Total surplus funds (\$ mil)	770	542
Total savings (\$ mil)	2,920	2,431
Total members (thousands)	259	239
Growth Rates (Year-to-date)		
Total assets	15.7 %	12.0 %
Total loans	9.7 %	24.5 %
Total surplus funds	42.0 %	-20.7 %
Total savings	20.1 %	10.3 %
Total members	8.6 %	9.1 %
Earnings - Basis Pts.		
Yield on total assets	375	399
- Dividend/interest cost of assets	83	82
+ Fee & other income	147	159
- Operating expense	320	310
- Loss Provisions	30	48
= Net Income (ROA)	89	119
Capital adequacy		
Net worth / assets	13.5	14.6
Asset quality		
Delinquencies / loans	0.2	0.4
Net chargeoffs / average loans	0.4	0.5
Total borrower-bankruptcies	94	97
Bankruptcies per 1000 members	0.4	0.4
Asset/Liability Management		
Loans / savings	86.8	95.1
Loans / assets	74.8	78.9
Long-term assets / assets	42.9	35.4
Core deposits/shares & borrowings	44.6	44.1
Productivity		
Members/potential members	20.5	22.6
Borrowers/members	55.4	57.8
Members/FTE	349	340
Average shares/members (\$)	11,255	10,175
Average loan balances (\$)	17,630	16,742
Salary & Benefits/FTE	65,740	60,871



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

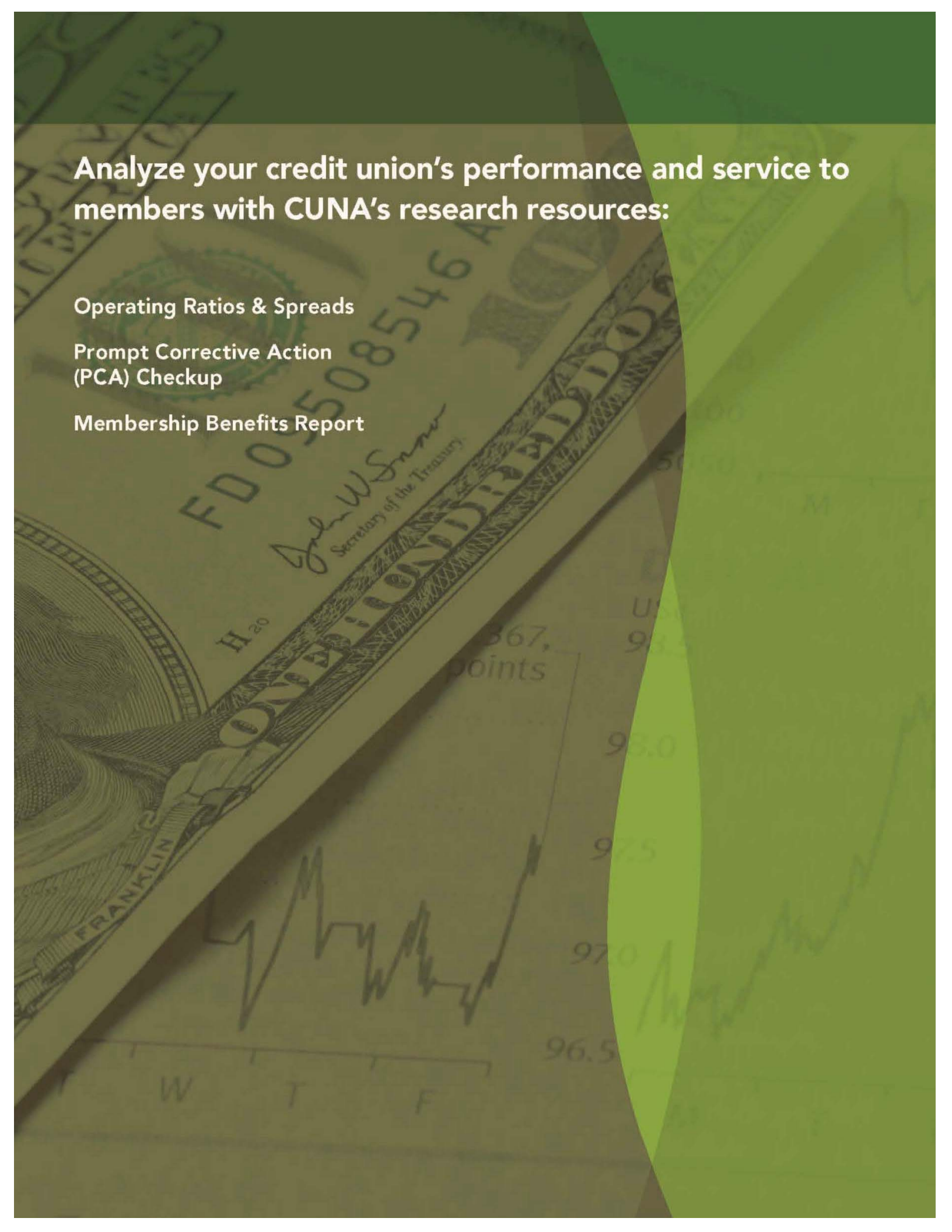
Member Benefit Marketing Toolkits include:

- 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.

An advertisement for the Member Benefit Marketing Tools. It features a green background with a yellow ribbon that says "NEW". The main headline is "Show members how much you save them." Below this, there are three callout boxes: "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), and "CUNA Membership Benefits Report" (Datatrac widget links to your custom report). The central image shows a screenshot of a website widget with the text "Analysis as of May 4, 2017", "ABC Financial CU members saved \$10,734,590!", and "up to 27% lower!". At the bottom, the logos for CUNA and DATATRAC are displayed.

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