OUR AGENDA TODAY

1. THE ECONOMIC POWER OF U.S. HISPANICS
2. HISPANIC'S IMPACT IN THE FINANCIAL INDUSTRY
3. THE HISPANIC CONSUMER MINDSET
4. ENGAGING AND WINNING WITH HISPANICS
THE ECONOMIC POWER OF U.S. HISPANICS
HISPANICS ARE A GROWTH ENGINE

Hispanic Impact in the U.S.

61 Million
Hispanics in the U.S. (2019)

18% of total U.S. population

25 Million
Hispanics 25-54 (2019)

20% of 25-54 population

55% of projected population growth (2019-2029)

75% of projected 25-54 population growth (2019-2029)

Hispanic Growth

% Share of Total U.S. Population by race and ethnicity (2010–2060)

NH White
64% 60% 55% 51% 47% 44%

Hispanic Growth
182 Million

16% 19% 22% 24% 26% 29%

Af. Am.
12% 12% 13% 13% 13% 13%

Asian
5% 6% 7% 8% 8% 9%

Other
3% 3% 4% 4% 5% 6%

HISPANICS ARE EVEN MORE RELEVANT IN LARGE METROPOLITAN AREAS

Source: 2019 Nielsen Universe Estimates 25-54
GREATER LIFE TIME VALUE

<table>
<thead>
<tr>
<th></th>
<th>NH White</th>
<th>African-American</th>
<th>Asian-American</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life Expectancy₁</td>
<td>79</td>
<td>75</td>
<td>87₂</td>
<td>82</td>
</tr>
<tr>
<td>Median Age₃</td>
<td>43</td>
<td>34</td>
<td>37</td>
<td>29</td>
</tr>
<tr>
<td>Years of Effective Buying Power</td>
<td>36</td>
<td>41</td>
<td>50</td>
<td>53</td>
</tr>
</tbody>
</table>

17 more years of buying power

Hispanics will account for 78% of Labor Force Growth (2016-2026)

HISPANIC AFFLUENCE CONTINUES TO GROW

HH $75K+
Projected increase in the number of households earning $75k+ (2019 – 2024)

Hispanic: 26%
Non-Hispanic: 18%

Hispanic HH will account for 15% of the total increase in the number of HH earning $75K+

HH $100K+
Projected increase in the number of households earning $100k+ (2019 – 2024)

Hispanic: 38%
Non-Hispanic: 23%

Hispanic HH will account for 15% of the total increase in the number of HH earning $100K+

Source: Geoscape. American Marketscape Datastream 2019 Series
HISPANICS ARE THE FASTEST GROWING GDP SEGMENT OF THE US ECONOMY

A Country Within a Country

Hispanic Contribution to the American Economy (GDP) $2.1 Trillion

1. U.S. 18.0
2. China 11.1
3. Japan 4.4
4. Germany 3.4
5. UK 2.9
6. France 2.4
7. U.S. Latinos 2.1
8. India 2.1
9. Italy 1.8
10. Brazil 1.8
11. Canada 1.6

1. U.S. Latinos 2.1
2. China
3. Japan
4. Germany
5. UK
6. France
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8. Italy
9. Brazil
10. Canada

Driving Spending in Key Categories (Δ 2018-2023)_2

INSURANCE +45%

HEALTH +56%

AUTO (NEW) +42%

APPLIANCES +22%

TELECOM +22%

TECHNOLOGY_1 +30%

GAS & OIL +4%

FOOD AT HOME +22%

FOOD AWAY FROM HOME +45%


*Telecom = Cable TV, Cellular Telephone, Other Telephone; Technology 1 = Personal Computers & Peripheral Equip, Computer Software and Sound Equipment.
THE HISPANIC CONSUMER’S IMPACT ON THE FINANCIAL INDUSTRY
THE BANKING OPPORTUNITY

- **62%** of Hispanics have a banking relationship vs 74% NH
- **14%** of all banking users are Hispanic
- **25M** Hispanic banking users
- **3.6M** Hispanics acquired a new financial product in the last 12 months

Source: 2018 Fall GfK MRI
HISPANICS REPRESENT A BIG OPPORTUNITY FOR CREDIT UNIONS

4.6M Hispanic credit union users

10% of all credit union users are Hispanic

% Growth of Credit Union Users 2017-2018

- Hispanic: 8.7%
- Non-Hispanic: 2.4%

Hispanics growing 3.6x Faster

28% of all NEW credit union users are Hispanic

Source: 2018 Fall GfK MRI
**HISPANICS ARE DRIVING GROWTH ACROSS PRODUCTS**

| Financial Service          | Hispanic % Growth | Hispanic % of Total Growth
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Banking Service</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td>Checking/Savings</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td>Credit Card</td>
<td>8%</td>
<td>Hispanics growing 2.7x Faster</td>
</tr>
<tr>
<td>Mortgage</td>
<td>9%</td>
<td>Hispanics growing 2.4x Faster</td>
</tr>
<tr>
<td>Auto Loan</td>
<td>18%</td>
<td>Hispanics growing 2.4x Faster</td>
</tr>
<tr>
<td>Personal Loan</td>
<td>23%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: (1) GfK MRI Fall 2018; (2) Scarborough USA+ 2018 Release 2 – (1) Any Banking Service, Checking/Savings; (2) Credit Card, Mortgage, Auto Loan, Personal Loan
1.5X
more likely to become entrepreneurs than the total population

24%
of new entrepreneurs are Hispanic

Source: The Kauffman Index 2017 Startup activity
Rate of New Entrepreneurs: Latino 0.48%, Total 0.31%
THE HISPANIC FINANCIAL SERVICES CONSUMER MINDSET
THE HISPANIC FINANCIAL MINDSET IS ALL ABOUT PROGRESSION

Source: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017 18+

Hispanic

“To be successful and to be moving along with set goals”

“To have a better life than you did before”

“A feeling of being in control and successful”

“The ability to live daily without struggles”

progression

“TTo move forward and actually improve your worst situations”

“Being able to afford what I want to do”

“Living comfortably”

“A stress free life”

non-Hispanic

stability
HISPANICS ARE HUNGRY FOR GUIDANCE

42% Are very interested in learning how financial services/products can help them achieve life goals vs. 33% of non-Hispanics

74% Are interested in tools to set financial goals and educate them on finance vs. 55% of non-Hispanics

67% Are actively seeking information about financial products and services vs. 56% of non-Hispanics

68% Are always looking for new ways of getting financial products & services information vs. 58% of non-Hispanics

Source: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017; Source: Mintel – Retail Banking and Credit Unions – US - February 2018
… BUT ARE AFRAID OF MAKING THE WRONG DECISIONS

39% I am afraid of making the wrong decision
vs. 30% of non-Hispanics

35% I don’t know what services are right for me
vs. 28% of non-Hispanics

Sources: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017
ENGAGING & WINNING WITH HISPANICS
HISPANICS NEED TO KNOW AND TRUST YOUR BRAND

Top 5 Essential/extremely important financial company attributes

Hispanics

1. Trust
2. Knowledgeable Employees
3. Respect
4. Reputation
5. Ease of Doing Business

Non-Hispanics

1. Ease of Doing Business
2. Reputation
3. Knowledgeable Employees
4. Conveniently Located
5. Friends Recommendation

Sources: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017
BRAND FAMILIARITY IS CRITICAL FOR HISPANICS

31% of Hispanics prefer to use a more well-known brand for their financial services needs.¹

(vs. 25% NH)

41% of Hispanics think that brand familiarity is important when choosing a financial services company.²

(vs. 36% NH)

IN-LANGUAGE AND IN-CULTURE COMMUNICATION MORE IMPORTANT AMONG MILLENNIALS

83% appreciate business that communicate with them in Spanish.

88% for A18-34

67% believe there should be more commercials directed specifically to Hispanics.

70% for A18-34

83% say companies that make sincere efforts to be part of, or invest, in their community deserve their loyalty.

85% for A18-34

Source: Kantar Futures, 2018 - Base: A25-54 and A18-34
SPANISH MARKETING CREATES A CONNECTION

“When a financial services company advertises in Spanish, it gives me more of an emotional connection with the company.”

64% 82% 53% 34%
Total Hispanic Spanish Only/ Mostly Both Equally English Mostly

Source: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017
CULTURE AND DECISION MAKING

61% say that when it comes to financial advice they trust more family than friends

65% say that financial decisions make them think about family and family is at the core of their Hispanic side

80% say that financial decisions make them think about family and family is at the core of their Hispanic side

My cultural background has a large influence on my purchase decisions

35% NH

Source: Univision Hispanic Financial Journey Study, Conducted Online by Harris Poll in June – July 2017
SPANISH IS HERE TO STAY

83% of Hispanics A 25-54 speak Spanish

The number of Spanish speakers is projected to continue growing!

Hispanics 5+ That Speak Spanish at Home (in Millions)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2018</th>
<th>2023</th>
<th>2028</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only Spanish</td>
<td>73%</td>
<td>72%</td>
<td>71%</td>
<td>70%</td>
</tr>
<tr>
<td>Bilingual</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only English</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: (1) 2019 Nielsen Universe Estimates by language Strata (Personal Language); (2) Projection: IHS Global Insight – 2019 Hispanic Market Monitor Forecast
ADS IN SPANISH WORK BETTER WITH HISPANICS

3x Higher New Bank Account Intend

Financial Category Standard Ads Performance FY 2018

Among Hispanic Adults 18+

- Ad Memorability: SLTV Broadcast 51%, ELTV Broadcast 37%
- Brand Memorability: SLTV Broadcast 38%, ELTV Broadcast 19%
- Message Memorability: SLTV Broadcast 11%, ELTV Broadcast 12%
- Likeability: SLTV Broadcast 22%, ELTV Broadcast 10%

Among Bilingual Hispanic Adults 18+

- Ad Memorability: SLTV Broadcast 48%, ELTV Broadcast 35%
- Brand Memorability: SLTV Broadcast 36%, ELTV Broadcast 18%
- Message Memorability: SLTV Broadcast 10%, ELTV Broadcast 11%
- Likeability: SLTV Broadcast 21%, ELTV Broadcast 10%

Source: Phoenix TV Brand Effect. Survey Responses from 1/1/18-12/31/18. Inclusive of Primetime Non-Sports Programming Only. Based on Hispanic Adults 18+
The POSiBLE L.A. Summit is a one-day event where aspiring entrepreneurs and small business owners can attend workshops and seminars designed to help them succeed. They will also be inspired by Key Note speakers and have a chance to speak one-on-one with exhibitors and experts offering small business tools and information.

DATE: June 22, 2019
ATTENDEES: 3,000 people
VENUE: Pasadena Convention Center
CONTENT: Seminars, Workshops, Speakers
¡GRACIAS!