

Introducing  
**Tru**Grocer Federal Credit Union



Just for you



# The TruGrocer Advantage

- TruGrocer is the ***only*** Federal or State Credit Union chartered **specifically** to serve the Grocery Industry and its charter spans the entire U. S. – TruGrocer does not need regulatory approval to serve a new Grocery Partner
- TruGrocer has a solid history of supporting the financial needs of people in the Grocery Industry since 1965 and understands challenges that are unique to the Grocery Industry
- TruGrocer will open accounts for your “un-bankable” employees, giving them another opportunity to establish good credit and good credit habits
- TruGrocer has stayed true to credit union principles and the philosophy of “common bond”
- TruGrocer will give your employees friendly, personal service, will resolve issues in a timely manner and will help your employees make smart money decisions
- TruGrocer has competitive deposit and loan rates
- TruGrocer typically beats the competition with regard to its service fee rates and the number of NO fee financial services
- TruGrocer maintained its financial strength throughout the economic downturn
- TruGrocer’s unique Corporate Partner ***National Advisory Council*** ensures that TruGrocer will continue to focus on financial products and services that are important to the Grocery Industry and Grocery Industry workers
- TruGrocer will provide you with a dedicated Relationship Manager and you have direct access to the Credit Union’s President & CEO at all times

# What is a Credit Union?

## Credit Unions and Banks offer similar financial products and services.....but are fundamentally different

- Credit Unions are a Regulated Cooperative established in 1934 by the Federal Credit Union Act; regulated by the National Credit Union Administration (NCUA)
- Fundamental Principles of a Credit Union:
  - Provide a structure for credit union members (your employees) to pool their savings to create a valuable and unique credit resource for other credit union members often not available through other banking sources
  - Promote thrift and financial literacy
  - Members own the Credit Union and share in its success
  - Help members achieve their financial goals and objectives
  - Not for profit, but for service
- Credit Unions have scored higher than banks for the past 7 consecutive years in the American Customer Satisfaction Index (ACSI) – 2014 scores: CU's 85, Banks 76

# How Credit Unions Differ From Banks

Credit Unions	Banks
<b>Non-Profit Financial Cooperative:</b> offering a variety of financial services to members	<b>For-Profit Financial Corporation:</b> offering a variety of financial services to customers
<b>Member Owned:</b> Each member is an equal owner with one vote	<b>Stockholder Held:</b> Customers have no financial interest in the bank and stockholders hold influence based on the number of shares they own
<b>Volunteer Board:</b> Elected by membership	<b>Compensated Board:</b> Chosen by stockholders
<b>Net Earnings:</b> Returned to member/owners in the form of lower or NO fees, lower loan rates, higher savings rates and improved services	<b>Net Profits:</b> Paid to stockholders in the form of dividends
<b>Membership/Financial Services:</b> Limited to individuals included in a 'Field of Membership'	<b>Financial Services:</b> No restrictions on who can receive services
Credit Unions build capital through retained earnings, not through capital contributions	Banks obtain capital through capital contributions from stockholders

# Compelling Reasons to Offer Your Employees TruGrocer Federal Credit Union

- Differentiates your Company with a Distinctive Competitive Advantage
  - Strengthens your image as an “Employer of Choice” – TruGrocer will open accounts for your “un-bankable” employees, those trapped in the title or payday loan cycle and/or unable to open a checking account due to prior credit issues
  - Enhance the value proposition of your Employee Benefit package – offering an employee credit union is a great employee benefit, at no cost to your company
  - Does not violate company “no solicitation” policies – adding TruGrocer to your benefit package is like adding health insurance or a 401(k)
- Minimal Impact to Implement and Deliver Services
  - Becoming one of TruGrocer’s Grocery Partners is FREE
  - Minimal time and staff resources required; TruGrocer will assist
- Increases Employee Loyalty
  - Cost effective financial products and services to employees underserved by traditional retail banks
  - Increases employee productivity, efficiency and effectiveness by reducing financial stress; employees get along better with co-workers and treat your customers better

# Compelling Reasons to Offer Your Employees TruGrocer Federal Credit Union (Cont.)

- Service Delivery Network
  - Over 5,000 Shared Service Centers and over 30,000 Co-op Network **surcharge free** ATM's nationwide
  - TruGrocer may be able to install an ATM or a Service Kiosk at your Store Support and Distribution Centers
  - Online Banking **PLUS** Smartphone/Tablet Mobile Banking and Deposit
  - Toll free to speak with a Call Center Member Service or Loan Representative
- We have you covered!
  - If a payroll error is made, we will work with you and your employees to resolve issues and minimize employee inconvenience
  - We will co-brand TruGrocer materials at your request
  - **Save money by eliminating “payroll” cards** – employees choose direct deposit of their payroll to their TruGrocer account and access their funds via an ATM/POS/Debit Card plus, your employees will contact TruGrocer if their card is lost or stolen and we will work directly with them on card reissue
  - We'll take good care of your employees!



# TruGrocer's Solid Foundation

- Originally chartered in 1965 as a single sponsor grocery company credit union
- Field of Membership expanded in 2006 to include **all supermarket and grocery industry employees in the United States**
- Name changed to TruGrocer Federal Credit Union in 2006 to better reflect diverse membership working for many grocery chains and wholesalers throughout the U.S.
- TruGrocer growth: now 30,000 members and over \$265 mm in Assets
- 7 full service TruGrocer locations (ID, FL, TX, ME, CA and AZ), 5,000 Shared Service Center locations and over 30,000 Co-op Network surcharge free ATM's nationwide (9,000 take deposits)
- TruGrocer's volunteer Board of Directors is made up of professional members in good standing, who currently work or have previously worked in the Grocery Industry
- Seasoned TruGrocer staff; many have been with the Credit Union for over 20 years and have advanced degrees, education and training
- TruGrocer has been on the Bauer Financial 5-Star Rating list consecutively since 1992
- TruGrocer deposits are insured to \$500,000 per member due to strong financial performance (joint accounts insured to \$1,000,000!)

# TruGrocer's Financial Strength

- Net Worth Ratio 14.39%—**Very Well Capitalized** NCUA rating
  - NCUA considers 7% to be Well Capitalized—Credit Union Peer Group Avg 10%
  - Retail bank requirements not as strict—Avg 3% to 9%
- Strong Asset Quality—Loan-to-Delinquent Loan Ratio is less than 0.03%
  - Credit Union Peer Group Average is 0.48%
  - Retail Bank Average is 2.00%
  - No real estate loans in foreclosure
- Operating efficiently with a low Operating Expense Ratio of less than 2.06%
  - Credit Union Peer Group Average is 3.20%
- Accounts are insured up to \$500,000 per Member - Federal Deposit Insurance (NCUA - \$250k) and Excess Share Insurance (ESI - \$250k); **Excess Share Insurance only available to credit unions with strong financial performance!**



# TruGrocer's Electronic Services

- Online Membership – an “Invitation to Join” can be customized for your employee Intranet, welcoming your employee group with a direct link to the Online Membership process
- Online Loan Applications
- FREE “CU OnLine” Home Banking With Multifactor Security
- FREE Online Money Management Budgeting Tool & FICO Score
- FREE Online Bill Pay
- Direct Deposit of Payroll (via Direct Employer & ACH)
- FREE Co-op Mobile Banking and Deposit
- FREE Electronic Statements
- FREE ATM/POS/Debit Card (NO charge to replace lost/stolen cards)
- Text Alerts to Monitor Important Account Activity
- Popmoney Person-2-Person Payments
- Internet Home Page
- Brokerage Services and Home, Life, Auto and AD & D Insurance through TruStage Insurance Program

# Other Valuable TruGrocer Services

- Competitive Savings and Loan Rates; Low and NO Fee Services
- Savings, Share Draft Checking, IRA's, Roth IRA's and HSA's (Health Savings) Accounts
- Vacation Club, Christmas Club and Money Market Share Accounts
- Share Certificate Accounts with \$500 minimum deposit and terms up to five years
- Toll FREE Member Service Call Center
- **NO** Annual Fee **VISA** Credit Cards with 1% Purchase Rebate, **NO** Balance Transfer Fees and **NO** Late Payment Fees
- Pre-Paid **VISA** Travel Cards and **VISA** Gift Cards
- FREE Cashiers Checks
- Loans (personal, vehicle, RV, home improvement, HELOC)
- Overdraft Protection Lines-of-Credit and Payday Loan Alternative
- Credit Life, Credit Disability, Mechanical Breakdown and GAP insurance available
- Lifetime and Family Membership

# Additional Benefits of Partnering w/TruGrocer

- Employees will often have access to their payroll earlier than with traditional banking relationships – TruGrocer posts ACH when it's received and does not “warehouse” ACH
- TruGrocer has established relationships with companies that might be providing payroll services to your company, like SuperValu Shared Services or FMS
- TruGrocer provides all enrollment materials
- TruGrocer can participate in Employee Benefit Fairs or store/division meetings, per your request, and can assist when a store is acquired, sold and/or closed
- Corporate VISA Travel Card Program (purchase card) for our Grocery Partner use
- TruGrocer supports and participates in the National Grocers Association (NGA) and other state grocery associations

# Thank you for Reviewing this Presentation!

## Your Dedicated Relationship Managers:

- **Javier Rosado**

President & CEO

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