



Love My
Credit Union®
rewards

Program Overview

Our Purpose Today

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Overview and Impact

What is LMCUR?



Love My Credit Union® Rewards is a nationwide affinity program operated by CU Solutions Group that serves 1500+ credit unions with more than 55 million members.

Collectively, LMCUR has saved over 9 million members more than **\$2 billion** on products and services they use every day.

We partner with top national companies so your credit union can offer your members additional ways to save, simply because they are your credit union member.

By partnering with Love My Credit Union Rewards, your credit union provides your members even more ways to continue down their path to financial wellness and more reasons to be a member of your credit union.



Industry Recognition

- 2018 CUNA Diamond Award for Snap, Share, Win Sweepstakes
- 2017 CUNA Diamond Award for Love My CU Campaign
- 2015 CUNA Diamond Award for Love My Credit Union Rewards Rebrand
- 2012 NCUF Herb Wegner Memorial Award for Most Outstanding Credit Union Program
- 2009 CU Journal's Innovation of the Year Award

The logo for Credit Union Journal, featuring the words "CREDIT UNION" stacked above "JOURNAL" in a bold, blue, sans-serif font, all contained within a white rectangular box.

Success Metrics

\$2,000,000,000+



TOTAL MEMBER SAVINGS

\$120,000,000+



**REVENUE SHARED
WITH CREDIT UNIONS
AND LEAGUES**

9,000,000+



MEMBERS SERVED

1,000,000+



VEHICLES SOLD

\$9,200,000,000+



MEMBER LOANS



Program Offers

Mobile and Internet Services Program



xfinity mobile | Spectrum mobile™

More FOR YOUR MEMBERS

NEW CASH REWARDS

Love My Credit Union® rewards

- Members can save hundreds when they switch to Xfinity or Spectrum and get the best of both worlds with internet and mobile together.
- Switch between Unlimited and By the Gig anytime, no contracts, and no activation or phone line fees. Stay connected anytime with nationwide WiFi at no extra cost.
- **Xfinity** member exclusive:
 - Get a \$25 cash reward for each new mobile line
 - Get up to \$150 cash reward for new residential services
- **Spectrum** member exclusive:
 - Get a \$50 cash reward for each new mobile line
- Pay-for-performance revenue share* for your credit union
 - \$10 for each new Xfinity mobile line activated
 - \$10 for each new Spectrum mobile line activated

**Credit union must be enrolled in the program and use their custom click URL or HTML coding for tracking and sales attribution.*

Tax Services



- Strengthen member relationships by providing them with expert tax services and savings with Intuit TurboTax and H&R Block.
- **TurboTax** offers members **savings of up to \$15** on federal online tax preparation products, do-it-yourself, live and live full service.
- **H&R Block** offers members a savings of **\$25 off in-person** tax preparation for new clients and returning clients receive the Tax Identity Shield for free, a \$35 value.
- Improve wallet share by leveraging core products and services.
- Co-branded TurboTax microsite and Tax Services landing page.

Carvana



- Save members valuable time and money by providing access to the leading e-commerce platform for buying used cars.
- Safe, simple, trustworthy car-buying experience, from preapproval to purchase.
- More than 45,000 high-quality vehicles with a seven-day, money-back guarantee and a 100-day warranty.
- Members get a **\$100 cash reward** when they purchase a vehicle
- Carvana financing suppressed and promotion of credit union auto loans.
- Real-time auto loan leads shared with participating credit unions.



Marketing and Support

Marketing Made Easy

MARKETING ASSETS AVAILABLE

Access a wide variety of free, high-quality assets in the Partner Center for both individual and multi-partner marketing.

SIMPLIFIED MARKETING PLAN

Web banners, emails, display ads, social, blog content, and more for a marketing plan that works best for you and your members.

FRICITIONLESS MEMBER EXPERIENCE

All marketing assets in the Partner Center have unique HTML coding and custom click URLs to provide members with access to the exclusive offer while giving you visibility on traffic and member sales.



LMCUR Partner Center

What is the Partner Center?

- The Partner Center is your go to resource for all Love My Credit Union Rewards programs.
 - Enroll in new programs
 - Access marketing materials
 - View performance reports for each program
 - Access program webinars
 - Program FAQ's
 - Staff training materials

The screenshot shows the top of the LMCUR Partner Center website. At the top left, there is a banner with the text "Members Get More" in a script font and "Enjoy Exclusive Deals Every Day" below it. To the right of the banner is a photograph of travel items: a smartphone, a yellow suitcase, sunglasses, and a car key. Below the banner is the LMCUR logo and the text "Love My Credit Union® rewards". To the right of the logo is a red button that says "Give Your Members More Reasons to Love Your Credit Union". Below this is the heading "Welcome to the Partner Center". A paragraph of text states: "The Partner Center is a resource for credit union employees, credit union support organization employees, and league employees to enroll in Love My Credit Union Rewards and access program information, free marketing materials and reports." Below this text are two main sections. The left section is titled "Partner Center Log-In" and contains a form with fields for "Email Address" and "Password", a "Log In" button, and a link for "Forgot password?". The right section is titled "Request Partner Center Access" and contains three blue buttons: "Sign Up For Credit Union Employee Access", "Sign Up For League Employee Access", and "Sign Up For Credit Union Support Organization Employee Access". Below these buttons is a small asterisked note about eligible organizations and a link for "Click here" if more information is needed.

The screenshot shows the LMCUR Partner Center dashboard. At the top, there are three navigation tabs: "What's New", "FAQ Hub", and "Marketing Materials". Below the tabs is a "Partner Center Home" link and a "Welcome Back" message with a "Log off" link. The main heading is "Welcome to the Partner Center, your gateway to Love My Credit Union Rewards!". Below this is a "myDashboard" section with fields for "Credit Union:", "Address:", and "Phone Number:". Underneath is a "Contacts with Partner Center Access" table with columns for "Name", "Title", and "Email". Below the table are several navigation buttons: "PARTNER OFFERS", "WEBINARS", "PROGRAM SALES REPORTS", "STAFF TRAINING", "MARKETING MATERIALS", and "MESSAGE CENTER". The main section is titled "Program Overview & Enrollment". It contains two program cards. The first is for the "Mobile and Internet Services Program" with a participation status of "Not Enrolled" and buttons for "Enroll" and "Program Overview". The second is for the "Carvana Program" with a participation status of "Not Enrolled" and buttons for "Enroll" and "Program Overview". At the bottom, there is a "Tax Services Program" section showing "Enrolled November 14, 2006" and a link to "Click Here" to update the TurboTax Microsite.

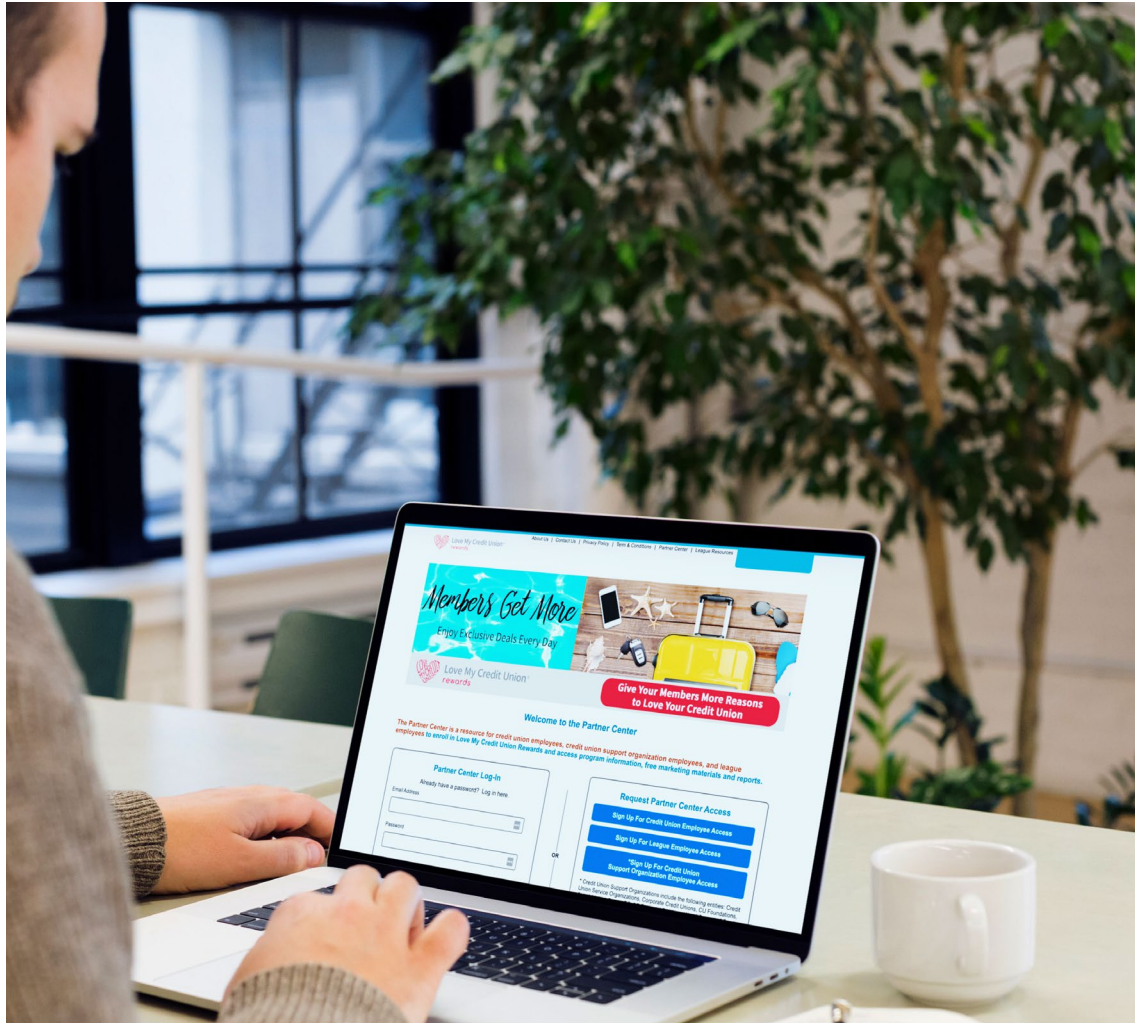
Best-In-Class Service

- Member Support is available to assist members with questions related to LMCUR offers and their cash reward deposit. The LMCUR Member Support Team is available by phone Monday- Friday from 9:00 am – 5:00 pm ET at (844) 703-0123 and by email at membersupport@lovemycreditunion.org.
- Strategic Relationship Managers work with credit unions to develop customized marketing plans, monitoring ongoing performance, and campaign results.
- The LMCUR Team leverages insights from across the industry to optimize marketing campaigns and share best practices.



*"We appreciate having the tools and marketing put together. This makes it **easy** for us to implement and offer this program to our members. We applaud CU Solutions Group for working with all of these partners so we can offer the program to members." Don Bratt, VP of Marketing, Lake Michigan Credit Union*

Simplified Enrollment



GET STARTED TODAY.

Partner Center | PartnerCenter.Lovemycreditunion.org

1. Enroll in programs today
2. Plan your marketing: Access free marketing materials
3. Promote the special member offers to your employees and members

We're here for you every step of the way. Whether it's to answer a question, or help you plan your marketing efforts, feel free to reach out to your Strategic Relationship Manager or ClientSupport@cusolutionsgroup.com



Thank You

GET STARTED

Partner Center | LoveMyCreditUnion.org/PartnerCenter