Today

- BECU Background
- Brand Strategy / Evolution and Outcomes
- Community Strategy
- Examples
- Your Questions
BECU Background
FOURTH LARGEST CREDIT UNION IN THE U.S.
$19 BILLION IN ASSETS
OVER 1.1 MILLION MEMBERS
BECU’s Purpose:

As a cooperative, we bring people together to improve the financial well-being of our members and their communities.
Member Inspired

Brand Driver

Defining Attributes

- Decision-making/innovation based on acting in the best interests of member/membership (automatic loan interest rate reductions, Member Advantage, Early Saver, etc.)
- Return-to-member business model (profits returned to members as savings)
- A financial cooperative with scale
- Active in local communities (e.g., People Helping People, BECU Foundation)
- Strong values-based, purpose-driven culture

- Strong regional ties/Boeing legacy
- Commitment to financial empowerment through community outreach (e.g., Closing for Good, JA World, etc.)
- Market-leading brand consideration and world-class loyalty (65% brand consideration and 70% Net Promoter Score)
- Category leadership (largest community-based credit union in the nation)

Brand Positioning

For people and businesses who share the values of a cooperative that advocates for their financial well-being. We are the nation’s leading not-for-profit community credit union, committed to delivering remarkable experiences and opportunities to every one of our member-owners and the communities we serve.

Member Promise

BECU members always experience the best value and service with complete trust.

Brand Experience Vision

Member ownership is the bedrock on which BECU is built. Member Inspired reflects the fact that everything we are comes from our members: Knowing what their lives are like, sharing their values, their concerns and priorities, and helping them get wherever it is they want to go in life.

For us, this isn’t just a business. It is our sole reason for being. As a community-based credit union, we are living a cooperative ideal: Where we take the time to educate people about financial well-being. Where every individual, regardless of financial standing, is treated with respect and empowered to achieve their goals. Where communities are supported. Where businesses thrive. Where every member feels inspired and believes in the ideal that by joining together, ordinary people can do better for themselves than a bank would ever do for them.

BECU is motivated by principle rather than profit, and our loyalties are to our member-owners, not shareholders and analysts. The people we really work for walk through our doors every day. And that helps inspire us to do more, and to do it better.

Values

- Members first
- Own it
- Do the right thing
- Know your stuff
- Be real

Personality

- Friendly
- Confident
- Expert
- Trustworthy
- Leader
- Community-oriented
- Advocative

That means we are

- Warm and approachable
- Optimistic and empowering
- Smart and knowledgeable
- Authentic, transparent, fair, credible
- Innovative and forward-thinking
- Inclusive, diverse, visible
- Supportive and proactive

But not

- Draconian or pandering
- Grandiose or boastful
- Conceited, elite or slick
- Inflexible or stodgy
- Trency or flashy
- Cunning or inauthentic
- Agenda-driven or pushy
Brand Timeline

2005
BECU develops brand strategy
Unaided: 22%
PFI Mkt Share: 9%

2006
WaMu rumors serve as catalyst for brand launch

2007
Brand woven into the fabric of BECU

2008
WaMu fails, start of great recession

2009
We Are Campaign

2010
Move Your Money

2011
Message Meets Moment (GoA, Bank Transfer Day)

2013
Share> Campaign

2016
MarTech/Data Strategy

2018
Refreshed Brand
Identify

Unaided: 54%
PFI Mkt Share: 18%
Outcomes
## Competitive Position

<table>
<thead>
<tr>
<th></th>
<th>BECU</th>
<th>BofA</th>
<th>Chase</th>
<th>Wells</th>
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<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Unaided</td>
<td>54%</td>
<td>67%</td>
<td>54%</td>
<td>55%</td>
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<tr>
<td>Total</td>
<td>79%</td>
<td>90%</td>
<td>86%</td>
<td>91%</td>
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<tr>
<td><strong>Consideration</strong></td>
<td></td>
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<tr>
<td>Top 2 Box %</td>
<td>51%</td>
<td>27%</td>
<td>35%</td>
<td>22%</td>
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<tr>
<td><strong>Choice</strong></td>
<td></td>
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<tr>
<td>Choice if Selecting Today</td>
<td>38%</td>
<td>16%</td>
<td>15%</td>
<td>9%</td>
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<tr>
<td><strong>PFI Share</strong></td>
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<td></td>
<td>18%</td>
<td>17%</td>
<td>14%</td>
<td>10%</td>
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BECU Brand Tracking Survey Q2 – 2018: King, Snohomish, Pierce, Thurston Counties
Competitive Brand Ratings

Source: BECU Brand Tracking Survey
Community as Brand
<table>
<thead>
<tr>
<th>Generic Social Impacts</th>
<th>Value Chain Social Impacts</th>
<th>Social Dimensions of Competitive Context</th>
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<tbody>
<tr>
<td>Good citizenship</td>
<td>Mitigate harm from value chain activities</td>
<td>Strategic philanthropy that leverages capabilities to improve salient areas of competitive context</td>
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<tr>
<td>Responsive CSR</td>
<td>Transform value-chain activities to benefit society while reinforcing strategy</td>
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**Strategic CSR**
Problem meets Capabilities

Financial Health Segmentation

Healthy
- Thriving: 12%
- Focused: 15%
- Stable: 15%

Coping
- Striving: 16%
- Tenuous: 12%

Vulnerable
- Unengaged: 16%
- At Risk: 12%

The Consumer Financial Health Study includes a segmentation analysis that groups individuals based upon patterns of responses to a range of survey questions. The questions correspond with subjective and objective indicators of financial health.

For more on the segmentation methodology, download the full whitepaper: http://bit.ly/ConsumerFinHealth
For more on the Coping and Vulnerable segments, download the segment briefs: http://bit.ly/FinHealthSegments

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Annual Day of Service / Closing for Good
Sharing the Story
People Helping People Awards

Call for Non-Profit Nominations from Members
600+ received

Members help fund grants, via debit/credit card purchases

Members vote for their favorite non-profit

Based on voting/selections, 18 non-profits, receive grants ranging from $15,000 to $50,000.

Past winners eligible for collaboration grants
University of Washington
Univ. of Washington launches fintech incubator with BECU in Seattle, unveils initial startups

BY TAYLOR SOPER on October 16, 2018 at 3:18 pm

The University of Washington's innovation arm is partnering with the state's largest non-profit credit union to launch a new fintech incubator.
Thank You & Questions

A BEAUTIFUL PARTNERSHIP.
We’re proud to work together with the University of Washington Alumni Association on its initiatives that help, inspire and give back to the University of Washington and greater Puget Sound community.