



## Deepen consumer relationships with the products they love.

Discover the only suite of nationally branded reward accounts and loans that comes with dedicated support and results that we stand behind. Kasasa helps local banks and credit unions stand out in their communities and take back market share from the megabanks.

Whether you want to grow core deposits, bring in more loans, or attract and retain younger consumers, Kasasa gets results. **We'll work with you to deliver innovative products, marketing, and execution that delivers on your goals.**

### 1. Attract younger, more transactional consumers.

Kasasa Cash Back® offers cash rewards consumers demand and is proven to attract younger consumers.

Results\*:

- Account holders who are **13 years younger**
- **50% increase** in monthly account openings
- **45% more** non-interest income

### 2. Get low-cost core deposits.

Combat rising rates and reduce reliance on non-core funding sources like CDs with Kasasa Cash®, our high-interest checking account, and Kasasa Saver®.

Results\*:

- **2x** average balance
- **16 years** average account retention
- **2x profit** per account

### 3. Grow your loan portfolio.

Compete on more than just rates with the Kasasa Loan™ – the only loan with take-backs™, letting borrowers pay ahead and take that extra money back if they need it.

Results\*\*:

- **9 out of 10** consumers preferred the Kasasa Loan to a similarly priced loan
- **98%** of borrowers said they'd switch to a Kasasa Loan for the same rate

\*When compared to standard free checking accounts per Kasasa analytics 2018  
\*\*Based on 2017 Kasasa Consumer Study

Here's what's included with Kasasa.

**More than just reward accounts.**

We deliver results by providing the tools to make your institution successful, including marketing, websites, retail consulting, compliance, training, and analytics.

**Innovative Products**

**Reward accounts**  
Increase younger account holders and core deposits

**Kasasa Loans™**  
The only loan with take-backs™

**Tools and Platforms**

**FIRSTBranch® and INMO®**  
Websites and online account opening that convert

**Connect™**  
Marketing platform with data-driven programs

**Kasasa Insight**  
Analytics platform with profitability reporting

**RED Channel**  
On demand training portal

**Builder**  
Selling technology for your front line

**Expert Guidance**

**Launch**  
Point person during the launch process

**Technical**  
Supports technical issues that occur post-launch

**Strategic**  
Oversees performance of your entire program

**Marketing**  
Guides your entire marketing strategy

**Retail**  
Sets your staff up with retail development plan

Ask about our profitability guarantee!

If you don't profit more than you paid us the first year, we'll cover the difference.

Ready to leverage the scale of a powerful network? Let's get started.

Visit [Kasasa.com/DriveGrowth](https://Kasasa.com/DriveGrowth)  
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