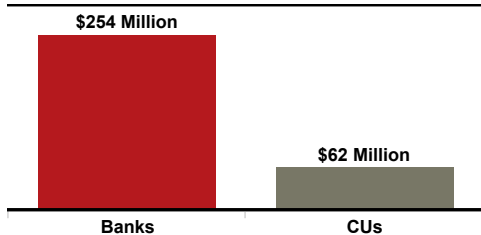




**Florida Median Asset Size
By Institution
Mid-Year 2014**



Florida Credit Unions

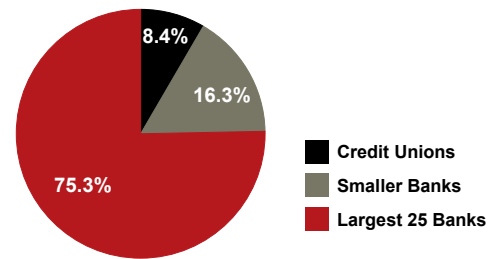
Number of credit unions headquartered in the state: 157
 Estimated number of credit union memberships in the state: 4,916,797
 Memberships in credit unions headquartered in the state: 4,857,491



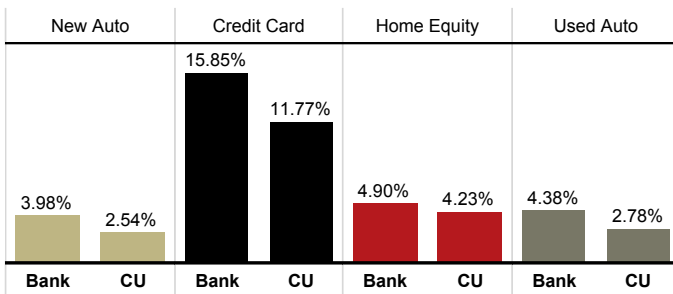
A small but significant presence in the community
 Credit unions represent a growing, but small segment of the state's financial sector. Banks control 92% of deposits in Florida. Big banks have aggressively expanded market share in the state and represent the biggest competitive challenge to the state's small institutions.

Out-of-state banks control 70% of total bank deposits in the state - a share that has increased by 32 percentage points over the past two decades.

Florida Mid-Year 2014 Market Share



Florida Average Interest Rates



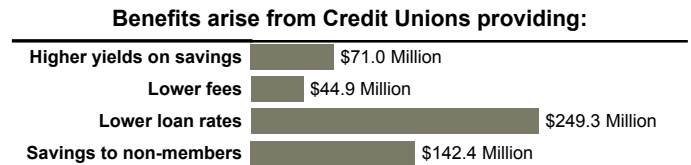
A better deal for consumers

The lower credit union average new car loan rate shown in the graph results in a savings of \$962 over the life of a 5-year car loan (assuming an average \$30,000 amount financed).

A structural difference that produces big benefits

Credit unions are not-for-profit financial cooperatives and, unlike banks, have no shareholders demanding a market return on their investment. This structural difference allows credit unions to pass profits on to their member-depositors in the form of lower loan interest rates, higher yields on savings and fewer/lower fees.

**2014 Florida Credit Union
Financial Benefits**



Total Member Benefits \$365 Million

Source: Census, NCUA, FDIC, Informa Research Services Inc. and CUNA's Economics and Statistics Department.