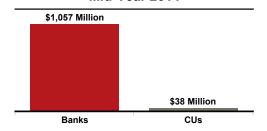


Legislative Affairs



Hawaii Median Asset Size By Institution Mid-Year 2014



Hawaii Credit Unions

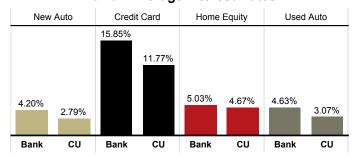
Number of credit unions headquarterd in the state: 74
Estimated number of credit union memberships in the state: 685,467
Memberships in credit unions headquartered in the state: 879,507

A small but significant presence in the community

Credit unions represent a growing, but small segment of the state's financial sector. Banks control 81% of deposits in Hawaii. 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 31% of total bank deposits in the state - a share that has increased by 22 percentage points over the past two decades.

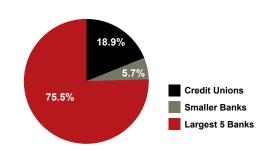
Hawaii Average Interest Rates



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.

Hawaii Mid-Year 2014 Market Share

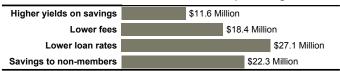


A better deal for consumers

The lower credit union average new car loan rate shown in the graph results in a savings of \$949 over the life of a 5-year car loan (assuming an average \$30,000 amount financed).

2014 Hawaii Credit Union Financial Benefits

Benefits arise from Credit Unions providing:



Total Member Benefits \$57 Million