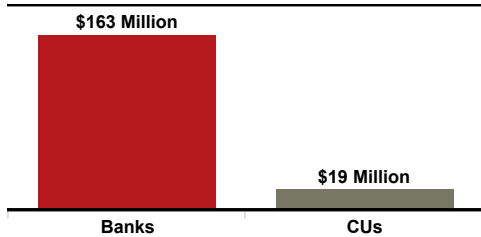




Kentucky Median Asset Size By Institution Mid-Year 2014



Kentucky Credit Unions

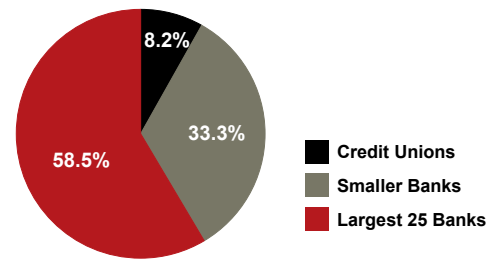
Number of credit unions headquarterd in the state: 77
 Estimated number of credit union memberships in the state: 794,990
 Memberships in credit unions headquarterd in the state: 762,508



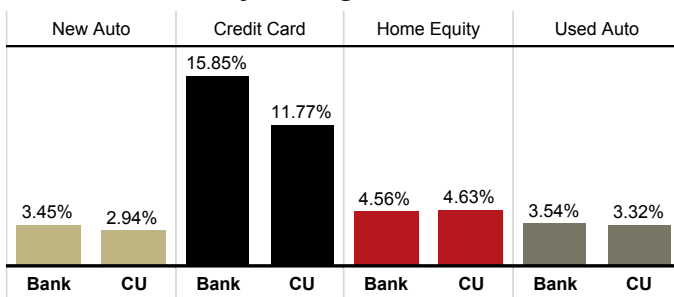
A small but significant presence in the community
 Credit unions represent a growing, but small segment of the state's financial sector. Banks control 92% of deposits in Kentucky. Big banks have aggressively expanded market share in the state and represent the biggest competitive challenge to the state's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

Out-of-state banks control 37% of total bank deposits in the state - a share that has increased by 9 percentage points over the past two decades.

Kentucky Mid-Year 2014 Market Share



Kentucky 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.

A better deal for consumers

The lower credit union average new car loan rate shown in the graph results in a savings of \$338 over the life of a 5-year car loan (assuming an average \$30,000 amount financed).

2014 Kentucky Credit Union Financial Benefits

Benefits arise from Credit Unions providing:

| | |
|--------------------------|----------------|
| Higher yields on savings | \$8.5 Million |
| Lower fees | \$11.8 Million |
| Lower loan rates | \$13.7 Million |
| Savings to non-members | \$13.3 Million |

Total Member Benefits \$34 Million

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