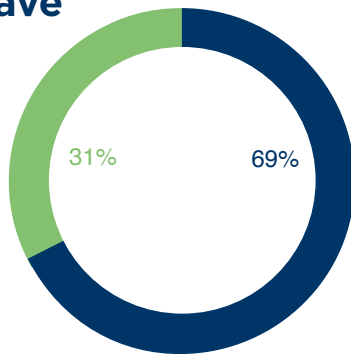


The Federal Credit Union READERSHIP PROFILE

NAFCU members have the assets!

Percentage of Total Federal Credit Union Assets

- NAFCU Members
- Nonmembers

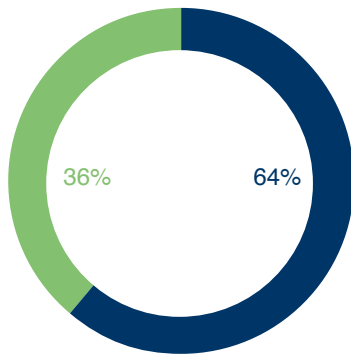


NAFCU members are among the **most progressive and successful credit unions in the country**, representing 69% of total federal credit union assets and 64% of individual federal credit union members nationwide. **NAFCU-member credit unions outperform** overall credit unions in growth in membership, growth in mortgage lending, and in ROA.

NAFCU members have the membership!

Percentage of Total Federal Credit Union Membership

- NAFCU-Member Credit Unions
- Nonmember Credit Unions



(Based on NCUA 6/14 5300 report data)

“NAFCU is our best resource when it comes to information, updates and compliance resources.”

**PAULA STOPERA, CEO, CAP COM
Federal Credit Union (\$1B)**

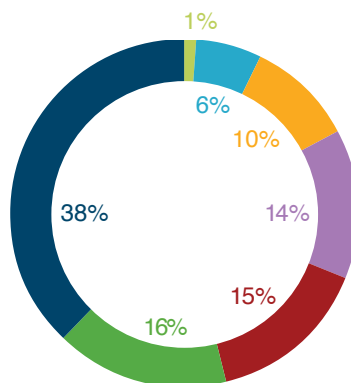
Who reads The Federal Credit Union?

- CEOs/Presidents
- Chief Financial Officers
- Vice Presidents
- Operations Managers
- Board Chairs & Directors
- Data Processing Information Systems Staff
- Lending Officers
- Finance Managers
- Regulation & Compliance Staff
- Marketing Staff
- Human Resource Specialists

TFCU readers have the buying power!

Job Function

- Board Members
- Senior Staff
- Presidents/CEOs
- Chairs
- C-Level Executives
- Other Staff
- Vendors and partners, miscellaneous



National Association of Federal Credit Unions | www.nafcu.org

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