Providing customers with financial services and tools to get ahead

- No credit checks
- Safer than cash
- Get paid up to 2 days sooner with Direct Deposit
- Free withdrawals at MoneyPass ATMs
- Convenient bill pay and money transfer features

Rob Rosenblatt
CEO, RushCard

December 5, 2013
CFA Financial Services Conference
Not all Prepaid customers are alike...

68 Million Un- and Under Banked

Relationship with banks

Somewhat Underbanked

Underbanked

Previously banked

Never banked

Relationship with Prepaid

Supplementary

• Companion
• Transition

Lifestyle

• Direct Deposit
• Centralized money management

Cash Management

• Cash-oriented
Short-term loans are a reality for many customers

Have you ever had to take out a pay day advance, short-term loan, or borrow money from a friend or family member for expenses?

- Top borrowing needs (almost 60% of borrowing): Utilities, Rent, Mortgage
- 64% borrow $500 or less at a time; 38% borrow $300 or less
- 85% of borrowing is short-term, i.e., paid-back within 3 months

Source: RushCard April 2012 Customer Survey; sample size 444 customers
Where do customers go for short-term loans?

- A friend or family member: 57.3%
- Local check casher or payday loan company: 26.9%
- Credit union or bank: 5.1%
- Online service: 7.0%
- Other (Please fill in): 3.8%

Source: RushCard April 2012 Customer Survey; sample size 372 customers who report borrowing funds
Customers need longer-term credit alternatives too

We asked current customers and prospects about their needs and perceptions on credit history. What we learned proves the point.

**Traditional credit options aren’t as accessible**
Over 65% said they have no credit history or neutral/poor credit scores

**Customers know good credit history/scores are important and want to build them to plan for the future**
Over 80% said they are interested in building or repairing their credit

**They turn to friends/family or the web for information on how to build credit**
- 45% rely on these two resources for information on how to build credit
- Interestingly, over 75% have heard of or are somewhat familiar with secured credit cards

**Customers are interested in secured credit cards, but trust is key**
- 71% of customers are interested in applying for a secured card
- Ease of approval and clarity of fees is critical
- Most important - the card needs to be offered from a trusted brand

Source: RushCard October 2013 Customer and Prospect Survey; sample size 447 customers, 462 prospects