



Salus

James Chemplavil, Founder and CEO



Credit unions have a young member problem

Credit Union Generations

10% Gen Z

21% Millennial

25% Gen X

Neobanks win share with young consumers

Member Growth In the Last 2 Years	
Chime & Dave	All Combined Credit Unions
7 million	7 million

75% Gen Z/Millennial

...because microloans start a lifetime relationship

“ We differentiate by first addressing members’ most crucial need – **LIQUIDITY** – and then building long-term banking relationships.”

- Dave (ticker: DAVE)

Earnings presentation, Mar 2025

“ We leverage the benefits of our primary account relationships to develop and cross-sell new products at high attach rates across our historical member cohorts.”

- Chime

Prospectus, May 2025

Credit Unions Can Use Neobank Strategies

Gen Zs choose neobanks because neobanks know how to help them.

Credit unions can do the same thing.

Give Gen Z The Solution They Want



Goal: Give Gen Z The Solution They Want

Solution: **MICROLOANS**

Microloans: short-term loans digitally delivered



- \$50-1,000 loans
- Underwritten with cash flow data
- Automated, digital

- Configurable risk tolerance
- Adverse action notices for denials

Credit unions “reasons” not to do microloans

“We can’t do microloans”

“Chargeoffs too high”

“Not a strategic priority”

Credit unions “reasons” not to do microloans

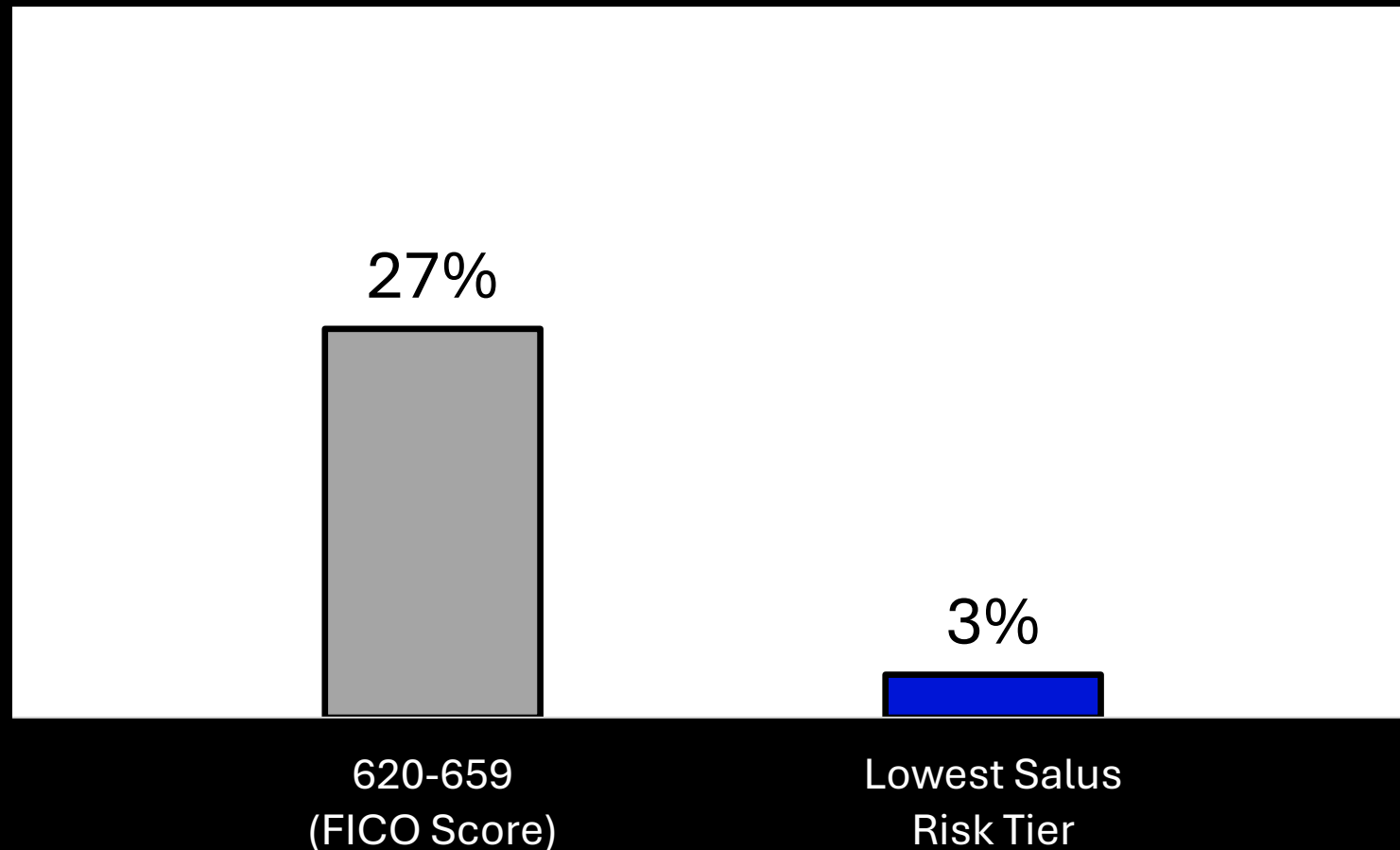
~~“We can’t do microloans”~~

“Chargeoffs too high”

“Not a strategic priority”

Salus beats FICO on 14,000+ nonprime microloans

Microloan Chargeoff Rate By Risk Scoring Method



Credit unions “reasons” not to do microloans

~~“We can’t do microloans”~~

~~“Chargeoffs too high”~~

“Not a strategic priority”

Microloan borrowers are everyday young members



\$46K

Median annual income

29

Median age (years)

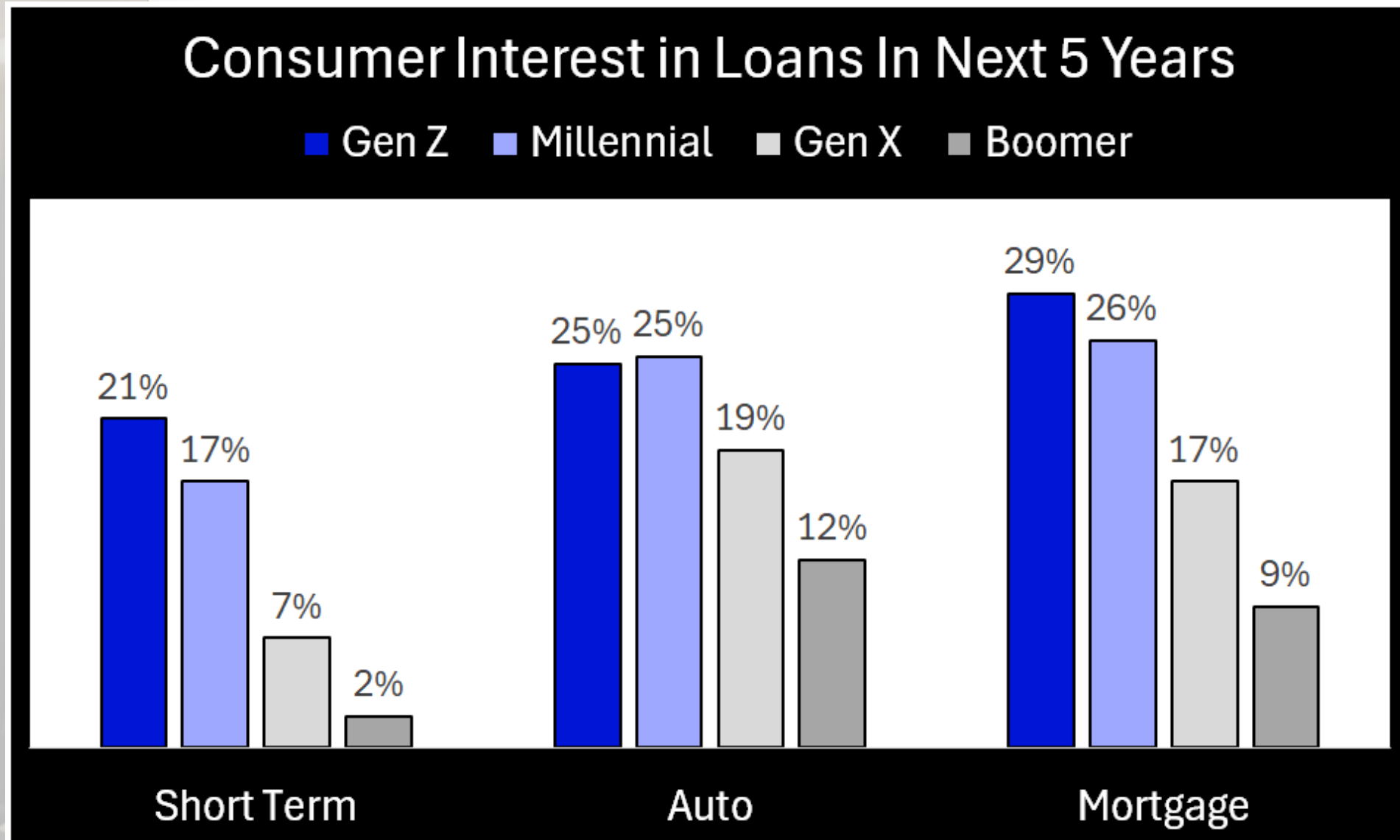
\$171

Average loan size

95%

Of repaying
borrowers
didn't have a
prime credit
score

Gen Z and Millennials are tomorrow's loan prospects



Source: TruStage Consumer Survey

Reality check: members want microloans NOW

75%

of PG6 credit unions have
members applying for
microloans online

NCUA Peer Group 6 – total assets of \$500 million or more.

A few years from now...

Your credit union will tell one of two stories..

Story A

Story B

Credit Union A: ignored a golden opportunity

“ We’re paying for the lost decade of not growing the young members. We had solid loan portfolios but we kill our long-term viability by being short-sighted and not figuring out how to lend to people out of high school, out of college. ”

- Top 100 Credit union CFO on current challenges of organic growth

Credit Union B: microloans made members for life

“They were really struggling with everything, and we gave them a chance. And ten years later, we have their car [loans] and their house loan now too. It does work.”



- *Credit union lending manager on the value of making a microloan to a member in need*



Make Members For Life



Free Salus Custom Analysis Down To The County Level

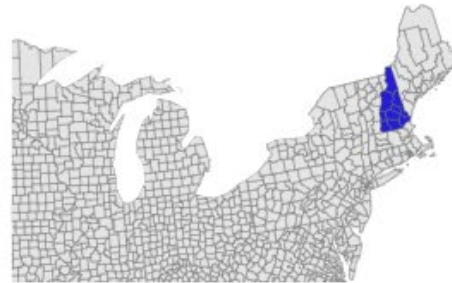
AREA MICROLOAN BORROWER STATISTICS:

Median Income:
\$45,000
Average Loan Amount:
\$167

Scan to request a free
custom area analysis!



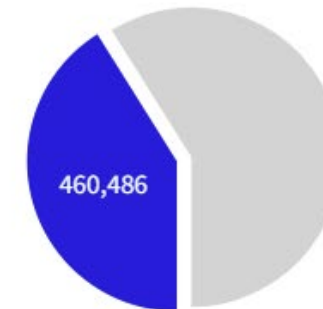
Selected Market Area



The Selected Market Area includes 10 counties.

Adult Age Distribution

■ Gen Z/Millennial Adults ■ Other Adults



41% of adults in the area are Gen Z or Millennial.

Primary Financial Institutions (52) of Microloan Borrowers

802 credit union • align credit union • ally bank • bangor savings bank • bank of america • bankmobile vibe • bar harbor bank & trust - online banking • bellwether community cu • camden national bank - online banking • capital one • chime • citibank online • citizens bank • citizens bank na • citizens bank z personal/small business • claremont savings bank • discover bank • discover consumer bank - bank account • enterprise bank (ma) - personal banking • first command bank • first seacoast bank - personal • franklin savings bank (nh) • franklin savings bank (nh) - personal • gfa federal credit union • granite state c u • granite state credit union • jeanne d' arc credit union • jp morgan chase • ledyard national bank - kwiknet online banking • lighthouse credit union • lowell five cent savings bank • m&t bank - online banking • mascoma savings bank • mass bay credit union • members first credit union (nh) • meredith village savings bank • merrimack county savings bank - personal • navy fed • one finance • people's united bank - personal • santander bank us - retail • service credit union • st. mary's bank (nh) - online banking • sugar river bank - online banking • td bank na • td bank usa • td bank, na • the federal savings bank - banking • the provident bank (ma) • triangle credit union • wells fargo • woodsville guaranty savings bank - personal