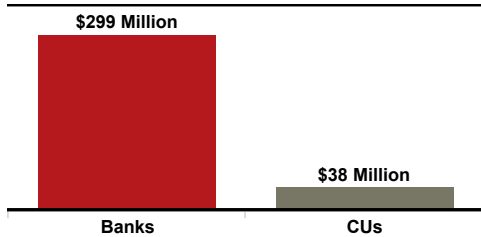




North Carolina Median Asset Size By Institution Mid-Year 2014



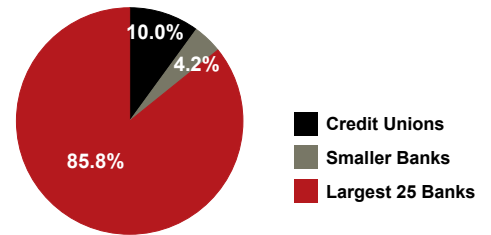
North Carolina Credit Unions

Number of credit unions headquartered in the state: 84
 Estimated number of credit union memberships in the state: 3,651,211
 Memberships in credit unions headquartered in the state: 3,560,784

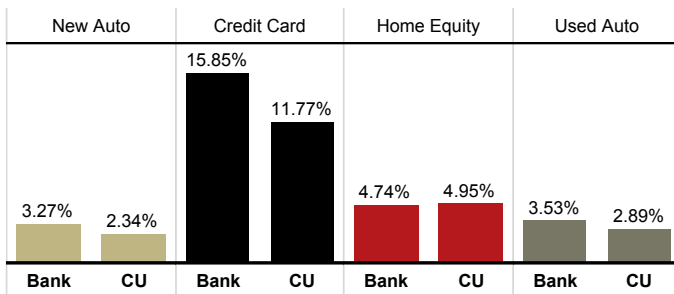
A small but significant presence in the community
 Credit unions represent a growing, but small segment of the state's financial sector. Banks control 90% of deposits in North Carolina. Big banks have aggressively expanded market share in the state and represent the biggest competitive challenge to the state's small institutions.

Out-of-state banks control 22% of total bank deposits in the state - a share that has increased by 22 percentage points over the past two decades.

North Carolina Mid-Year 2014 Market Share



North Carolina 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 \$622 over the life of a 5-year car loan (assuming an average \$30,000 amount financed).

2014 North Carolina Credit Union Financial Benefits

Benefits arise from Credit Unions providing:

Higher yields on savings	\$50.9 Million
Lower fees	\$45.4 Million
Lower loan rates	\$36.8 Million
Savings to non-members	\$51.9 Million

Total Member Benefits \$133 Million

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