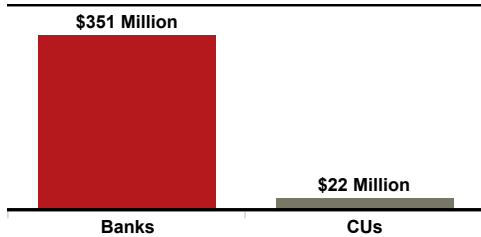




Virginia Median Asset Size By Institution Mid-Year 2014



Virginia Credit Unions

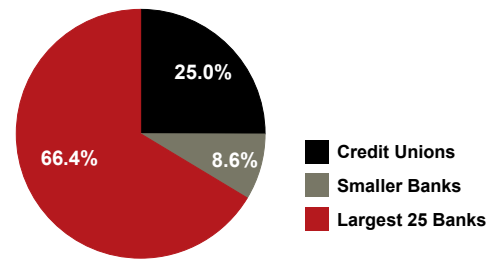
Number of credit unions headquartered in the state: 160
 Estimated number of credit union memberships in the state: 2,444,684
 Memberships in credit unions headquartered in the state: 8,888,027



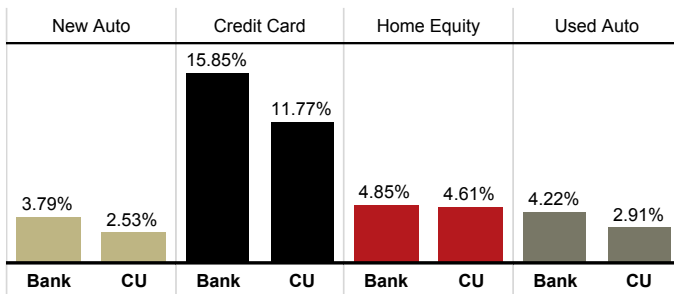
A small but significant presence in the community
 Credit unions represent a growing, but small segment of the state's financial sector. Banks control 75% of deposits in Virginia. Big banks have aggressively expanded market share in the state and represent the biggest competitive challenge to the state's small institutions.

Out-of-state banks control 35% of total bank deposits in the state - a share that has increased by 15 percentage points over the past two decades.

Virginia Mid-Year 2014 Market Share



Virginia 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 \$845 over the life of a 5-year car loan (assuming an average \$30,000 amount financed).

2014 Virginia Credit Union Financial Benefits

Benefits arise from Credit Unions providing:

Higher yields on savings	\$161.8 Million
Lower fees	\$105.5 Million
Lower loan rates	\$633.8 Million
Savings to non-members	\$351.4 Million

Total Member Benefits \$901 Million

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