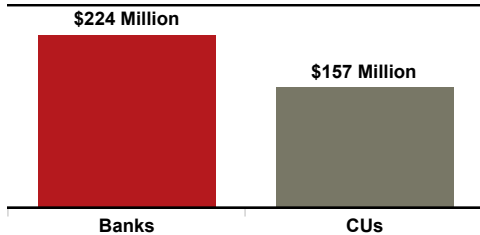


### Nevada Median Asset Size By Institution First-Quarter 2017



## Nevada Credit Unions

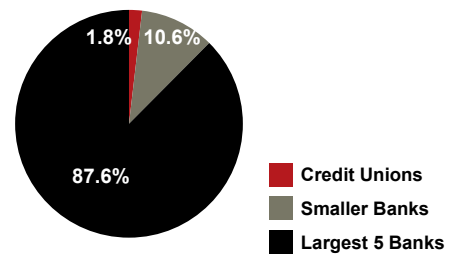
Number of credit unions headquartered in the state: 17  
Memberships in credit unions headquartered in the state: 347,640

### *A small but significant presence in the community*

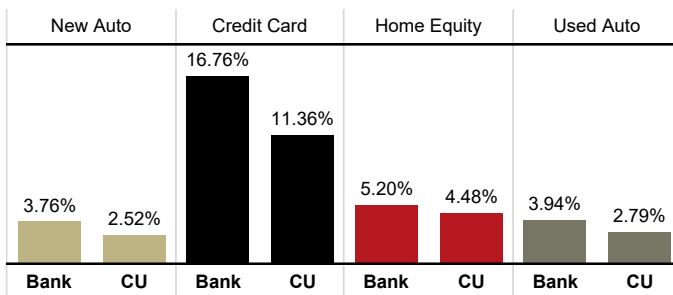
Credit unions represent a growing, but small segment of the state's financial sector. Banks control 98.2% of deposits in Nevada. Big banks have aggressively expanded market share in the state and represent the biggest competitive challenge to the state's small institutions.

Out-of-state banks control 28.9% of total bank deposits in the state.

### Nevada Mid-Year 2016 Market Share of Deposits



### Nevada Average Interest Rates



### *A better deal for consumers*

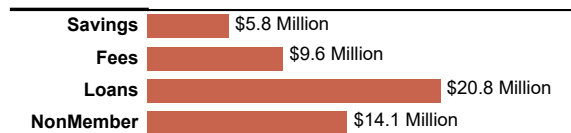
The lower credit union average new car loan rate shown in the graph results in a savings of \$828 over the life of a 5-year car loan (assuming an average \$30,000 amount financed).

### *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.

### 2017 Nevada Credit Union Financial Benefits

Benefits arise from Credit Unions providing:



**Total Member Benefits \$36 Million**

Source: Census, NCUA, FDIC, Informa Research Services Inc. and CUNA's Economics and Statistics Department. All available data is as of March 2017. Market share data is for June 2016.