

FBX Announces Membership Advantage to Demonstrate the Value of Credit Union Membership

New solution compares credit unions’ deposit and lending rates against bank state averages

New York, NY – (February 11, 2021) – FBX, a subsidiary of Informa plc (LSE: INF) and industry leading provider of solutions for banks worldwide, today announced the launch of its [Membership Advantage](#) widget. This interactive comparison tool allows members to see and quantify the value of joining or staying with the credit union by comparing the credit union’s deposit and lending rates against the bank state averages.

Membership Advantage easily integrates onto a credit union’s website and leverages FBX’s robust deposit and lending data of over 3,600 financial institutions. Users can customize this solution for their needs by selecting from over 140 different deposit and lending scenarios with data that is updated daily. Members can easily calculate the additional interest earned and payments saved by “banking” with a credit union.



“We’re thrilled to bring to market FBX’s Membership Advantage widget. Our solution models the value of joining your credit union and presents it in an easy to understand and compelling manner helping prospective or current members make more informed decisions.,” said Randy Rosen, Vice President, Deposits at FBX. “Credit Unions have advantages with the products and pricing they offer and with Membership Advantage, we’re helping members see this value and make more personalized decisions by providing specific and relevant comparisons of what members would save by “banking” with you”.

This solution helps credit unions transform member retention and new membership engagement, growth and added value through:

- Increasing overall share of wallet, deposit, and loan growth
- Educating members about how banking with credit unions results in more cash in their pocket
- Enabling members to easily navigate saving and planning tools to prepare for their financial future with an interactive calculator

For additional information on FBX's Membership Advantage solution, visit:

<https://pages.financialintelligence.informa.com/membership-advantage>.

About Financial Benchmarking & Omnichannel Experience (FBX)

Financial Benchmarking & Omnichannel Experience (FBX), a subsidiary of Informa plc (LSE: INF), provides bank peer benchmarking services, banking workflow solutions and omnichannel banking experience research services to retail banks worldwide. FBX, part of Informa Financial Intelligence, brings together competitive performance data and customer journey research to provide a comprehensive assessment of a competitive position. Through a synchronized view, FBX provides targeted information to identify key levers for improving relative performance. For additional information, please visit

<https://financialintelligence.informa.com/fbx>.

About Informa Financial Intelligence

Financial Intelligence, part of the Informa Intelligence Division of Informa plc, is a leading provider of products and services helping financial institutions around the world cut through the noise and take decisive action. Informa Financial Intelligence's solutions provide unparalleled insight into market opportunity, competitive performance and customer segment behavioral patterns and performance through specialized industry research, intelligence, and insight. For more information, please visit <https://financialintelligence.informa.com>.

MEDIA CONTACT:

Zach Allegretti, JConnelly

973-850-7341

zallagrettil@jconnelly.com

###