



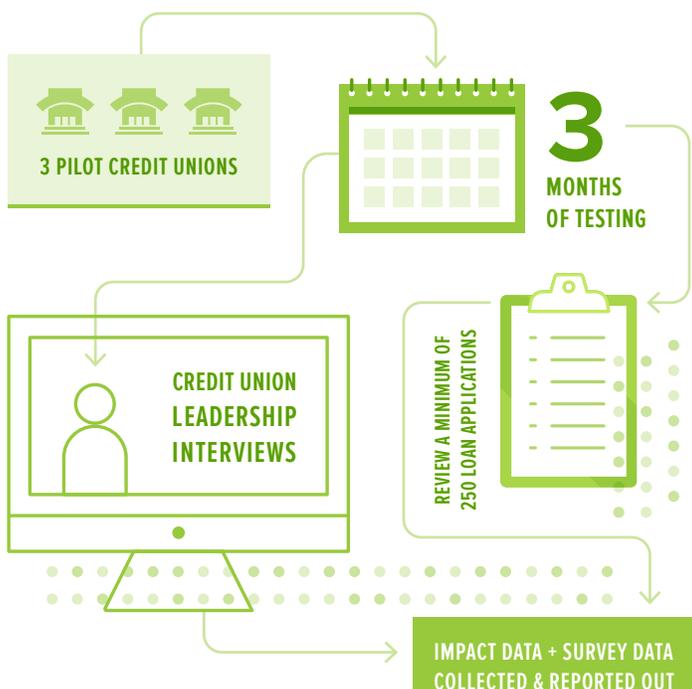
# Conductiv *More approvals. Better, faster, fairer decisions.*

*How can credit unions open channels to new lending opportunities and use analytics to improve financial access and expand member relationships?*

## THE PROBLEM

- 90% of credit unions use credit bureaus to determine creditworthiness but 30% of the time, data is missing, inaccurate, or stale.
- 26% of Americans have identified at least 1 error on their credit report that made them appear riskier to credit unions.
- 20–30% of lending applications are being delayed or declined and an annual \$33B loss is because creditworthiness is impossible to accurately determine. Knowing how a consumer is managing credit at a single point in time only tells part of the story.
- New sources of profitable loan growth are essential to relieving balance sheet pressure and combatting tight net-interest margins.
- Credit unions are seeking opportunities to expand their membership and help their members access financial products and services that improve their financial health.

## HOW THE TEST WORKS



Source: Report to Congress Under Section 319 of the Fair and Accurate Credit Transactions Act of 2003.

## THE SOLUTION

**Conductiv** is a decisioning augmentation platform that increases approval rates without adding risk by leveraging alternative data and data analytics. The platform gathers and cross checks hundreds of missing and new data points (beyond FICO) so lenders can improve lending decisions and counter-offers in real time.

Conductiv's team recovered \$200MM for a top 5 lender across 11 consumer and business products. They approved hundreds of thousands of applications and created Conductiv to help credit unions use alternative data to increase approval rates, and reduce risk and manual work.

## CREDIT UNION BENEFITS

With Conductiv data, credit unions can uncover qualified applicants and simultaneously meet impact lending and revenue goals.

- Increase approval rates without additional risk
- Improve lending accuracy and quality
- Credit unions maintain 100% control of the decisioning process to optimize lending
- Applicant anonymity; Conductiv never stores PII
- Low code integration into any LOS
- Access to data sources through a single API call

No formal partnership required post-pilot. Favorable pricing for credit unions participating in the three-month test period.

## CREDIT UNION ACTION ITEMS

- Designate a test project manager
- Actively participate in 3 month pilot + platform training
- Attend bi-weekly 15 minute check in call with Filene to monitor testing progress
- Platform integration into LOS with support from Conductiv
- Use platform on a minimum of 250 loan applications each month of the pilot
- Give qualitative feedback on system integration and the platform