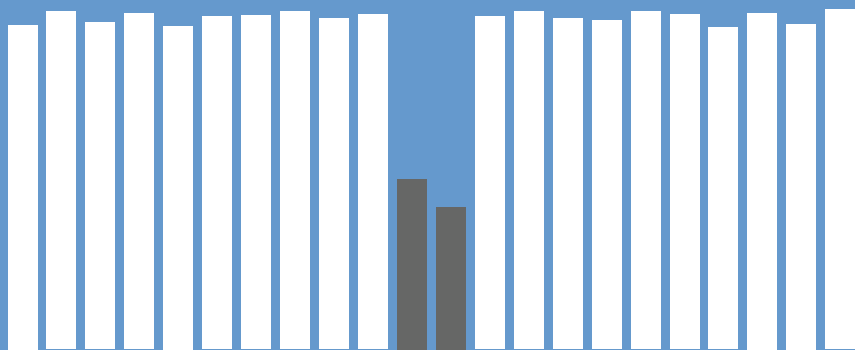


Deposit Growth Services

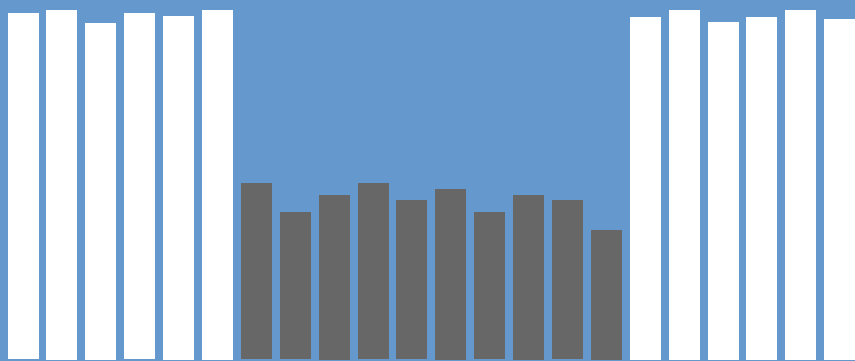


In 2016



2 of 22 major regional banks saw declining U.S. deposits

In 2017



10 of 22 major regional banks saw declining deposits



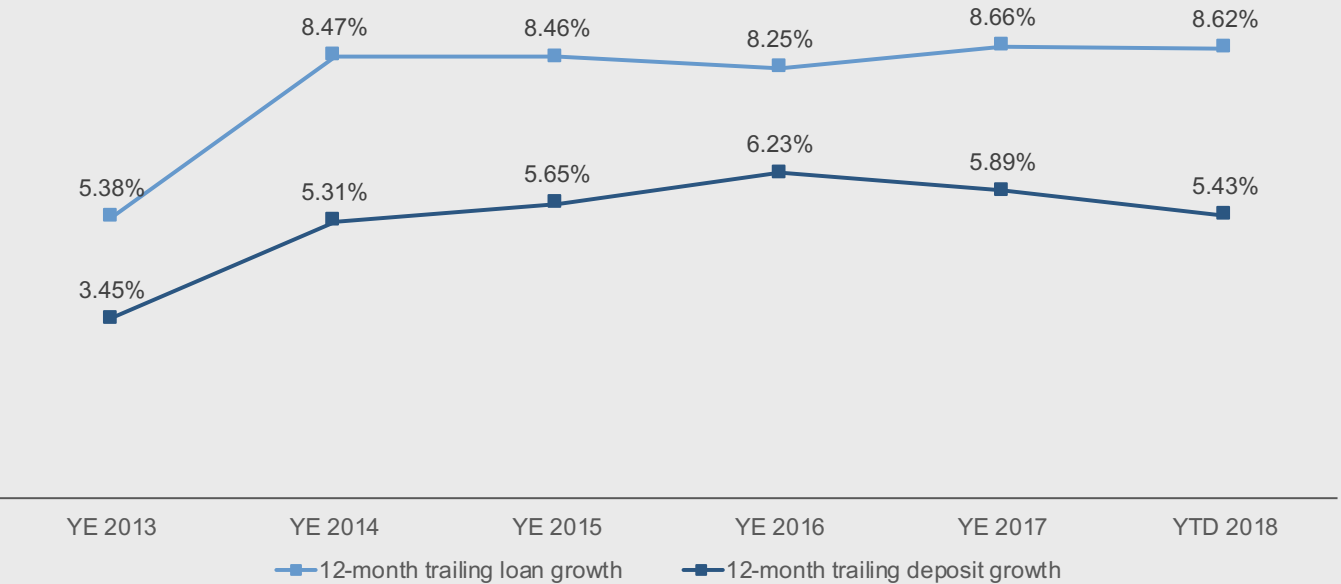
Growth Opportunities Are Shifting

Banks are emerging from a period of historically low interest rates. Not only are rates rising, but customer behaviors are changing.

In this new landscape, loan demand is outstripping deposit growth, and smaller banks are facing ferocious competition for depositor dollars from both large banks, and nontraditional institutions.

Loan Growth Outpaces Deposit Growth at Community Banks

Community Bank Loan Growth and Deposit Growth Trends



Source: BankAnalyst® Market



Discover Strategies to Achieve Deposit Growth Goals

Fiserv offers a comprehensive set of analysis and consulting services that identify and resolve issues around deposit growth within your institution.

A holistic approach, built on a foundation of institutional and market data, such as:



Internal financials
(for example, cost of funds/capacity)



Market opportunities



Competitive analysis



Customer profiles

Deposit Growth Services:

- Leverage deep experience in market intelligence and data analytics
- Customize strategies based on deep insight into your institution, your market, and your customers and prospects
- Train staff and align their goals to support your deposit strategies
- Target marketing around deposits for retention and growth

Banks that successfully target customers through sophisticated data analytics, make compelling product offers and deliver strong digital experiences, could gain funding advantages and see slower increases in deposit costs.

— Source: “2018 Bank Industry Outlook,” Deloitte





Maximize Your Business Performance

Fiserv takes a comprehensive, data-driven approach to devising deposit growth strategies, based on:



Financial performance analysis



Peer benchmarking



Market/competitive analysis



Identification of market/prospect opportunities



Product optimization



Campaign fulfillment

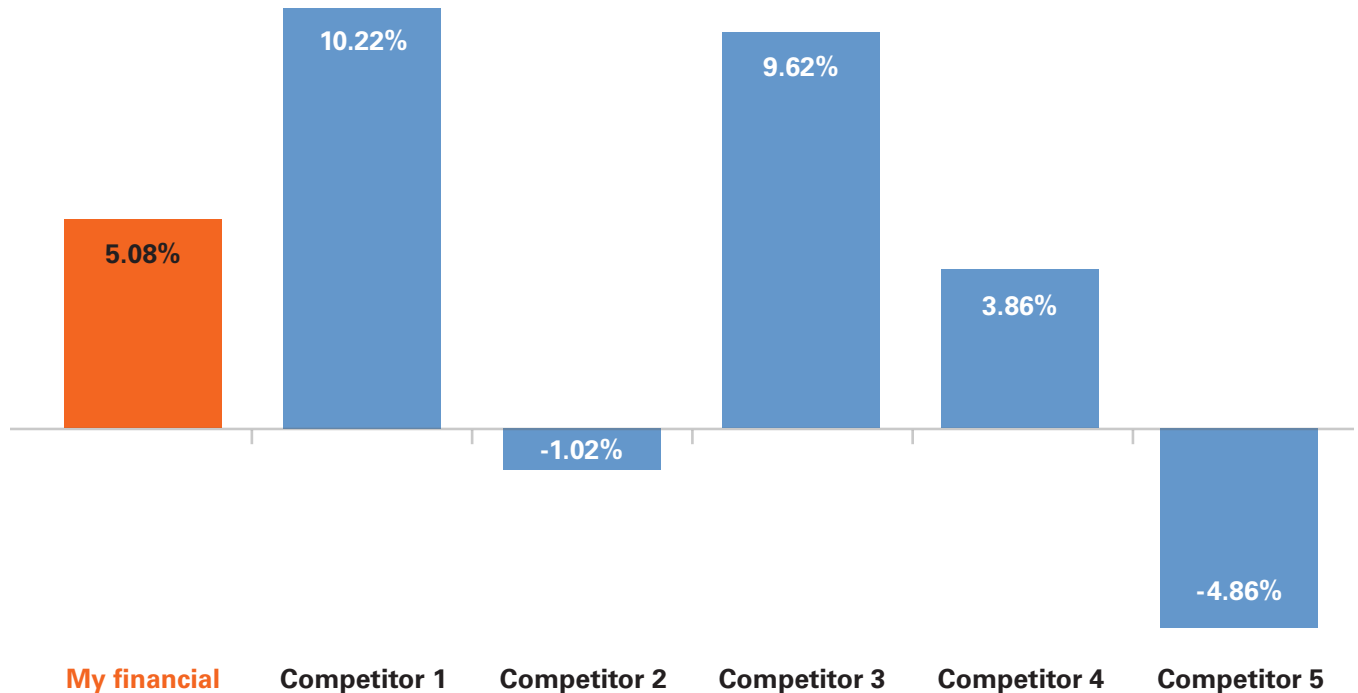
Customization allows you to leverage the work you've already done and adopt only the components you want or need.



Enable a Comprehensive Approach

Measure growth in your market:

2-Year Change in Market Share



Data for example purposes only

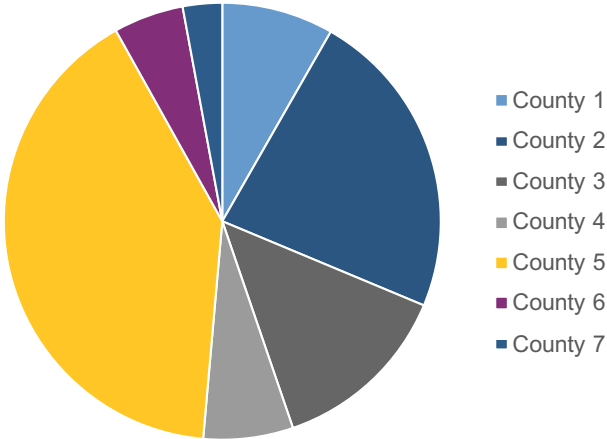
Discover if your growth is keeping pace with the market. Compare your performance against that of peer institutions.



Enable a Comprehensive Approach

Identify the market opportunity and assign goals by market potential:

Deposit Growth by Market



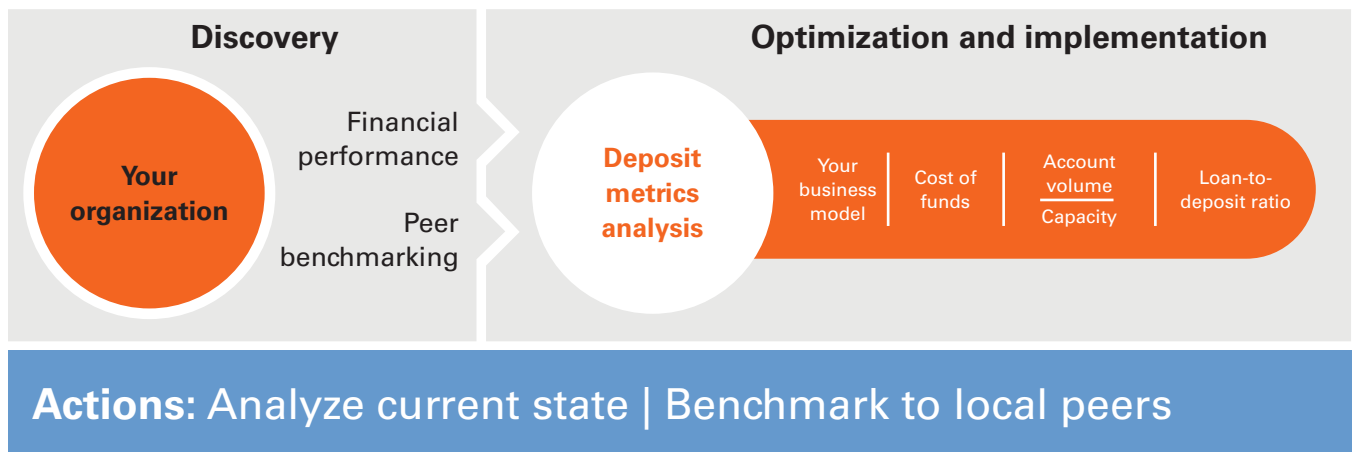
Deposit Growth Opportunity

Annual market growth potential per branch estimate	\$1,767,000
Total branches	39
Total estimate of growth	\$68,913,000
Total deposits	\$1,868,682,000
Growth	3.70%

Data for example purposes only

Learn if the natural growth in your market coupled with the competitive pressure result in sufficient fair-share growth to support your strategic goals. If so, further intelligence on customers and prospects can help you hone your outreach strategy. If not, a deposit strategy needs to rely on luring customers from other institutions or expansion. Either way, you have the data for more informed decision making and better outcomes.

Developing Strategies: Improve the Current Environment



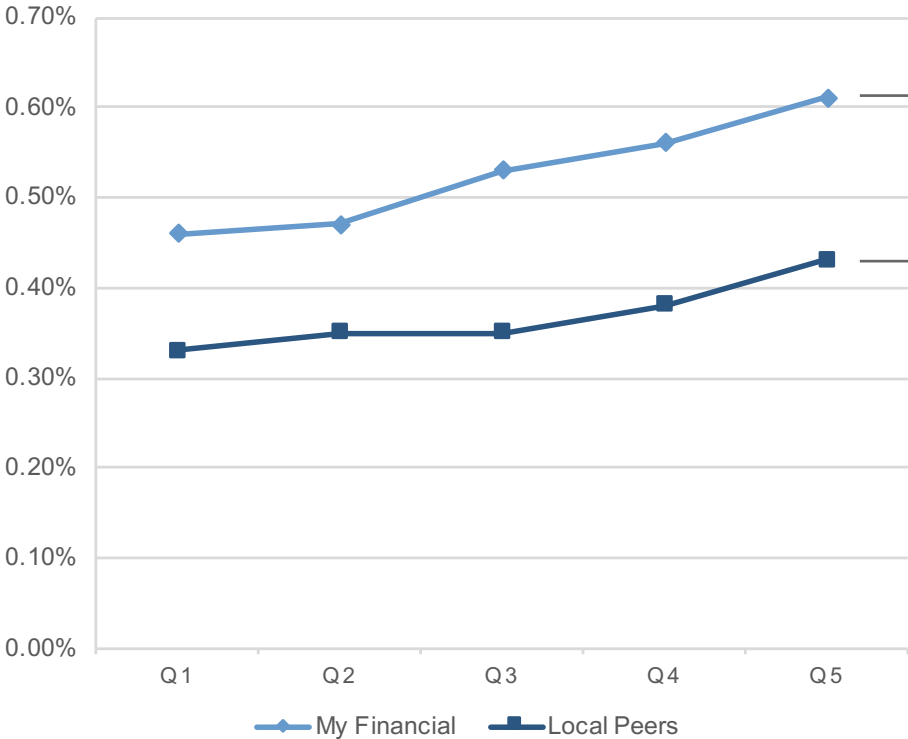
Questions to Answer

- Is there an opportunity to grow in the existing model?
- Are we fully leveraging our market focus?
- What are others doing successfully?
- Will we grow profitably if we achieve growth?
- Are we achieving growth in line with peers?
- Do we have delivery system capacity?



Example: The Cost of Core Funding Challenge

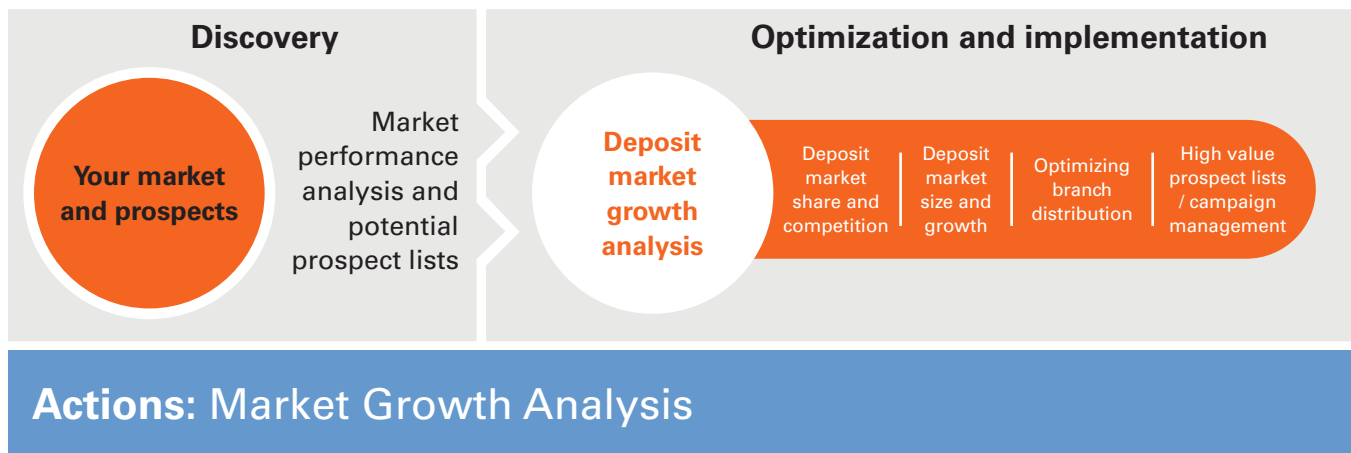
Cost of Funds Rate



Impact Summary	
Classification:	Weak
Differential:	0.18%
Cost (\$M):	-1.796

Identify your costs of funds versus that of your peers. In the chart above, the gap indicates that by adjusting cost of funds to match peers, the institution would gain \$1.8M.

Developing Strategies: Exploit Market Opportunities



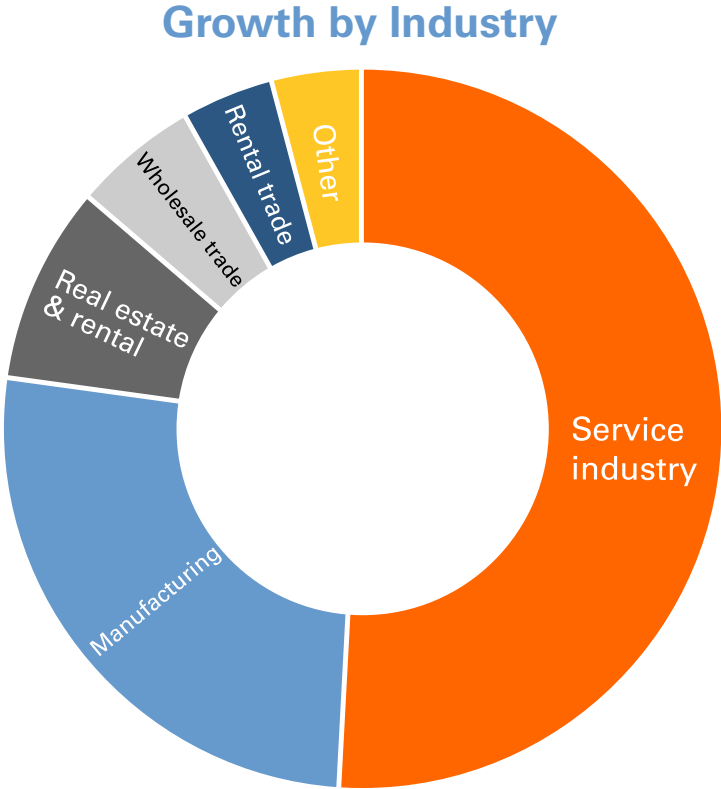
Potential Outcomes

- Identification of organic growth and gap versus goals
- Exploration of broader market for expansion opportunities
- Leveraging market segmentation for opportunities
- Development of high value prospect lists
- Execution on marketing campaigns



Example: Core Deposit Growth in Market

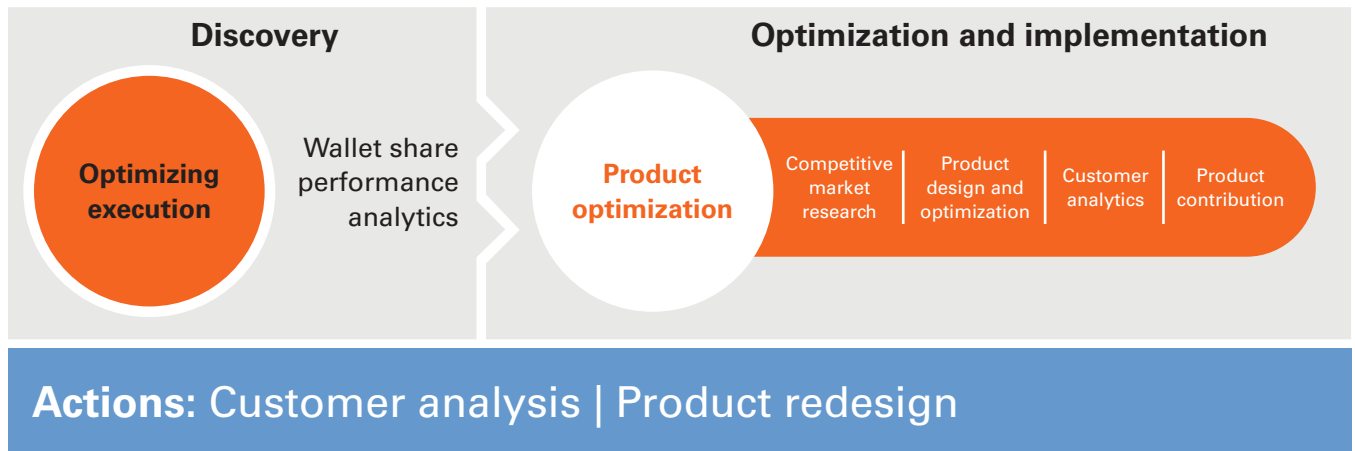
Which commercial markets and segments?



Market intelligence lets you identify and quantify the stronger growth segments.



Developing Strategies: Better Alignment With Market



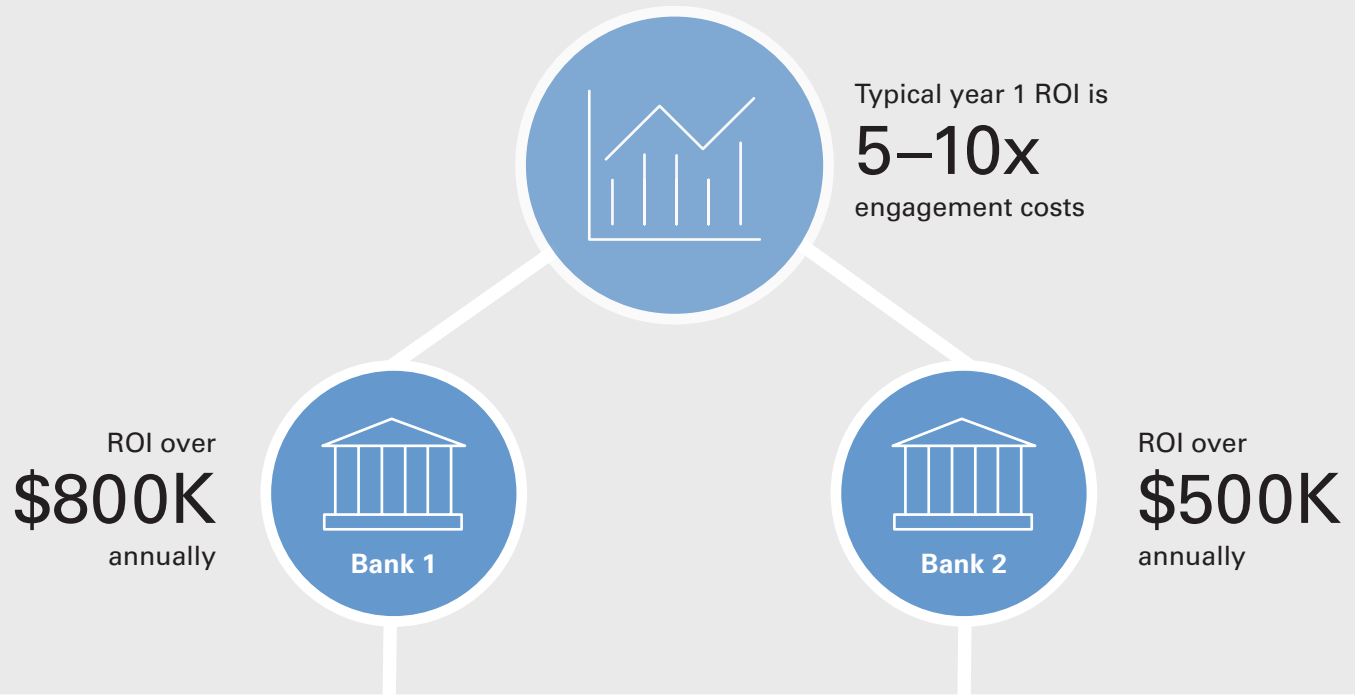
Potential Outcomes

- Deeper understanding of market needs
- Deeper understanding of customer needs
- Newly designed product line
- Improved performance aligned with goals
- Clarity to product contribution
- Differentiated offerings matching market composition



Example: ROI

Product Portfolio Optimization



- Both banks gained:**
- 25% increase in bill pay transactions
 - 25% increase in e-statement adoption
 - 10% increase in debit card transactions



Achieve Deposit Growth With Customized Strategies

**Deposit
metrics
analysis**


Deep understanding of current environment

**Deposit
market
growth
analysis**

Knowledge of market opportunities


**Product
optimization**

Tactics aligned with market for optimal results



**You can search the internet for advisors
and consultants and find hundreds of
them. Fiserv offering this service provided
us with a trusted resource.**

— Diann Verkamp
VP & Risk Officer
Springs Valley Bank & Trust



Leverage comprehensive analysis of your market, business model, costs, capacity, competition and customers to fashion custom deposit growth strategies that work – for you.





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